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Environmental Strategies

By Amanda Padgitt

A new addition to the Operation Snowball Resource CD is going to be added soon. This new section will focus on the important factors involved with "environmental strategies."

Environmental strategies are the active processes of creating conditions that reinforce healthy behaviors while making unsafe behaviors less likely to occur. Unlike individual strategies, which focus on changing human characteristics, environmental strategies concentrate on altering influential surrounding factors instead. The results are smaller but more widespread, benefiting society as a whole in terms of reduced problems.

There are four different categories of environmental change: commercial, social, media, and political conditions.

Commercial change refers to how much things cost or how available things are. This would include limiting happy hours, raising the price or tax of alcohol or tobacco, limiting easy-access purchases, and restricting bulk discounts. These changes can result in fewer car accidents and DUI's.



Moreover, social conditions relate to what people think or how people live. Ways in changing these opinions include providing alternatives to drinking, changing permissive attitudes, creating alcohol/tobacco-free zones, limiting access, and limiting sponsorship activities. For example, controlling alcohol availability in sporting arenas and at special events may reduce the number of intoxicated persons and the rate of abusive incidents involving intoxication.

Media conditions refer to what people read, watch, hear, and see. Influencing news outlets' positions on alcohol and tobacco availability and price, limiting advertisement and promotion, prompting positive coverage of youth alcohol/tobacco-free events, and letters to the editor are all methods of this type of change. Since media has a huge affect on opinions, especially youth, changes in this aspect can be especially successful.

Furthermore, political conditions associate with who has power or who has influence. Changing these conditions include direct or indirect lobbying for stricter alcohol/tobacco-related legislation, addressing campaign financing by the alcohol industry, campaigning for candidates friendly to these issues, and making a positive impression on legislators when meeting them.

This new section will include more details about environmental strategies plus ways your Operation Snowball chapter can help make your environment a safer place, heading towards a drug-free community. Look for it in the near future.

Dear Friends in Prevention,

IMPACT...the name of this newsletter and the goal of every Snowball chapter—to make an **IMPACT!** The very concept of each Snow event is to offer participants a chance to explore the hard-hitting decisions confronting them everyday, and to continue to provide the message that alcohol, tobacco and other drugs (ATOD) are dangerous.

Many chapters have shown unbelievably creative ways of passing on the message of healthy, positive lifestyles. One of the ways to maximize these efforts is to take a look beyond your school, and take a good long look at your community. While you're making every effort to offer ATOD information, what is out there in your community working against you?

This is where the concept of environmental prevention is important. Environmental prevention means that your chapter might begin confronting policies, legislation, or community values that are encouraging ATOD use as a community norm.

This could mean examining advertisements on billboards, in community newsletters, or for large community events. Does alcohol or tobacco play a major role at your community events? It could mean writing to your state representative or congressman to state your case against driving laws on DUI, underage smoking, or the sale of alcohol. Attending city council meetings and writing letters clarify your stance on ATOD may have long-term repercussions on your community.

Environmental prevention efforts have proven powerful. These strategies can really impact choice. Snowball leadership from your school, that is taken into your community can shape and shift environmental norms and have long-term effects on ATOD choices.

If these ideas are new to you, call an OS Board of Directors member or OS, Inc. for further training or information. If these ideas are not new to you, and you have already accomplished some environmental prevention goals, let us know. We'd love to hear how you are making an **IMPACT!**

Regards,

Charla Waxman
Chair

Marilee Muirhead
Vice Chair

Meredith Sheriff
Secretary

Amanda Carl
Treasurer

2004 Illinois Teen Institute Update

Spring is just around the corner and the 2004 Illinois Teen Institute (ITI) will be here before you know it! Already, the ITI Youth Board has been hard at work developing this year's theme "Don't Just Dream It...Be It!" and the Leadership Team has been selected. (Please visit the website www.os-iti.org under ITI 2004 for this year's roster.)



ITI Dates & Location

ITI will continue to reside on the picturesque campus of Millikin University in Decatur, Illinois July 25-29, 2004. This year's presenters will include several national motivational and youth leadership speakers such as Tei Street, and Jonathan Sprinkles as well as recognized Illinois talent such as MWAH! Additionally, the Institute will again offer the Illinois National Guard low ropes teambuilding course to camp participants. 2004 is heating up to be a great year! Tune into the website at www.os-iti.org to learn more about general session and TRAX presenters as they are announced.

ITI Applications

Applications are currently being accepted for youth and adult participants, PALS 1& 2, and volunteer staff for ITI 2004. The cost for youth and adult participants is \$275 if the application is received before May 20 and \$310 after May 20. You can download an application directly from the website at www.os-iti.org under the ITI 2004 link. Hard copies of applications have automatically been sent to all who attended ITI 2003 at the beginning of February. Please be patient, as these are processed and delivered to you.

You might notice that the application looks a little different this year. That's because we combined all of the applications into one packet. This is a big change and we apologize for any confusion in filling out your application. Please be sure to read and follow the instructions on page 2 when you are completing your application.

This year all applications will be sent directly to IADDA. If you are applying for a position that requires an interview (PALS 1, PALS 2, A-Team, Adult Participant or Volunteer Staff), you will receive information on how to schedule your interview after your completed application packet and tuition (if applicable) have been received.

Please note that volunteer staff are eligible to receive up to **40 Continuing Education Units (CEU)** from a number of professional fields, including IAODAPCA and the State Board of Education, for staffing ITI and adult participants can receive up to **11 CEU's** for their attendance.

Scholarships

Many IADDA board members, member agencies and community organizations generously donate scholarships to the Illinois Teen Institute each year. Over 80% of the students who attend ITI do so with the assistance of scholarships provided by agencies and community organizations. Your support can help Illinois youth make a difference in their homes, their schools and their communities.

If you or someone you know is interested in supporting a participant through a scholarship, presenting a workshop, attending ITI, or has questions about the application process, please contact IADDA at 800.252.6301 ext. 52 or email iadda@iadda.org.

Important ITI 2004 Dates

April 14, 2004	Cluster Leader & PALS Coordinator Applications Due
April 24, 2004	Volunteer Recognition Luncheon
May 17, 2004	Staff Applications Due
May 20, 2004	Participant Apps due for \$275 early tuition break
June 11-13, 2004	Leadership Retreat
July 15, 2004	Pals 1 & 2, Adult A-Team, Participant, AP and Youth A-Team Apps Due
July 23-25, 2004	Staff Training
July 25-29, 2004	ITI 2004
Sept. 11, 2004	Leadership Debriefing
October 2, 2004	MLI Reunion

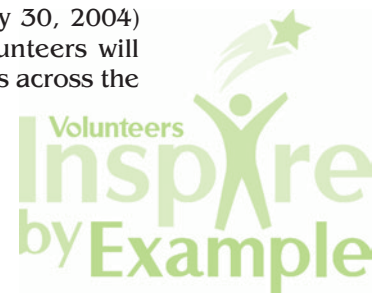
National Volunteer Week 2004

April 18th - 24th

Volunteers Inspire by Example!

WASHINGTON, D.C. (January 30, 2004)

- The contributions of volunteers will be recognized in ceremonies across the U.S. during National Volunteer Week, April 18-24. This year's theme, "Volunteers Inspire By Example" sets the stage for national, regional, and local organizations to applaud the efforts of men, women, and young people as well as encourages others to help solve serious problems through volunteering. The Points of Light Foundation & Volunteer Center National Network sponsors the annual week-long event.



"President George W. Bush recently stated that 'Americans are doing the work of compassion every day by visiting prisoners, providing shelter for battered women, and bringing companionship to lonely seniors. These good works deserve our praise,' and National Volunteer Week is an excellent opportunity to salute our unsung heroes and encourage others to get involved," said Robert K. Goodwin, president and CEO of the Points of Light Foundation. Goodwin added, "Volunteering is not just nice, it's necessary." According to the Independent Sector's 2001 Giving and Volunteering Survey, 83.9 million American adults over age 21 volunteered 3.6 hours per week in 2000, which was the equivalent of over 9 million full-time employees at a total assigned dollar value of \$239 billion. This number was based on the volunteer hourly rate of \$15.40 during the year 2000. The current dollar value of a volunteer hour is \$16.54. Assuming that the same number of volunteer hours was served in 2002 as in 2000, the total dollar value of volunteer time for 2002 is estimated at \$256.4 billion.

This is the 30th annual celebration of National Volunteer Week, which began in 1974, when President Richard Nixon signed an executive order establishing the Week as an annual celebration of volunteering. Every president since has signed a Proclamation promoting the Week. Additionally, governors, mayors, and other elected officials make public statements and sign proclamations in support of National Volunteer Week.

Organizations such as businesses and nonprofits that are interested in participating in National Volunteer Week can find resources at www.PointsofLight.org/NVW.

ITI Volunteer Recognition Luncheon

The Illinois Teen Institute invites you to attend a recognition luncheon in honor of National Volunteer Week to be held on April 24, 2004 from 1:00 - 4:00 p.m. at Chestnut Health Systems in Bloomington, Illinois (1003 Martin Luther King Dr., Bloomington). Past and present ITI volunteer staff members, interview sites, ambassadors, community liaisons, scholarship providers and ITI attendees are invited to attend the luncheon to socialize, eat and recognize the hard work and dedication of the volunteers who make ITI a reality each and every year. Please RSVP your attendance to the IADDA office no later than **April 12**. To RSVP your attendance or for additional information or questions, please contact the IADDA office at 800.252.6301 ext. 52 or email iadda@iadda.org.

We hope you join us to celebrate and recognize the ITI volunteers!



Seeking Presenters for ITI 2004

Presenters are being sought for the 2004 Illinois Teen Institute. The deadline for interested applicants has been extended to April 16, 2004. We are seeking individuals who are able to utilize a variety of teaching methods and styles to simultaneously maintain participant interest while educating them during the course of a 3½ hour TRAX workshop. Topics should reinforce and support the mission and vision of the Illinois Teen Institute and can include, but are not limited to the following education areas: leadership development, ATOD topics, addiction and substance abuse information, relationships, sexuality, diversity, advocacy and personal development. The dates for TRAX workshops are July 27 & 28. If you are interested in presenting a TRAX, please visit the ITI website at www.os-iti.org or contact the IADDA office at 800-252-6301 ext. 13 for a Call for Presenters Form.

Operation Snowball attends CADCA Conference



Senator Durbin, Breyn Puckett, Mary Jo Peavy, Ali Wessendorf and Senator Fitzgerald.

This past January, Breyn, Mary Jo, and I, Ali Wessendorf, went to the Community Anti-Drug Coalitions of America (CADCA) Conference in Washington D.C. There were lots of speakers and workshops that we attended. I attended the youth track which concentrated on spreading the word about being drug-free and maintaining that life style. There were speakers from Youth to Youth International that were fantastic, drama groups that taught new get-to-know you activities and 200 teens to meet.

When we weren't in sessions, we were able to tour the city. We traveled on a trolley to the White House, National Cathedral, Washington Monument, Lincoln Memorial and the Vietnam Memorial. It was fun to do all the touristy stuff and learn about the area.

My favorite part, however, was when we were able to talk with representatives and senators about Operation Snowball. On Thursday morning, we attended a breakfast that Senator Durbin and Senator Fitzgerald hold every week. They talked about what was going on in the Senate and then people were able to ask questions.

After meeting Senators Durbin and Fitzgerald, we met with Representative LaHood's staffer, Jill Janovetz. After discussing what Snowball was all about we were led on a staff tour of the Senate building. We were fortunate enough to hear Senator Kennedy speak in front of the Senate. The trip was educational, fun, and informative.

OS Board of Directors Election

IADDA staff and the OS Board of Directors would like to congratulate the following OS Board of Directors members on their re-election to the Board or re-appointment by the IADDA Board of Directors.



Matthew Cullen-District 2, Charles Patton-District 3, Marilee Muirhead-District 5, Breyne Puckett-District 9 and Rob Grupe-District 10. Amanda Carl and Charla Waxman as IADDA appointments.

Jacki Frederking, District 6 has regretfully resigned from the OS Board of Directors. OS thanks Jacki for her contributions to Operation Snowball and wishes her well in her future endeavors.

Districts 7 and 12 have vacant seats. If you or anyone you know is interested in joining the OS Board of Directors please contact Mary Jo Peavy at 800.252.6301 extension 18 or email to mpeavy@iadda.org.

OS Board of Directors Retreat

The Operation Snowball, Inc. Board of Directors Retreat was held February 7-8, 2004 at the Stoney Creek Inn in East Peoria, Illinois. The Board of Directors meets annually for strategic planning and teambuilding. Staff and Mike Waxman facilitated a busy weekend visiting the future of Operation Snowball. The Board is dedicated to supporting the chapters of OS and the youth of Illinois. If you have any concerns and/or feedback to direct to the OS Board of Directors please contact Mary Jo Peavy at 800/252-6301 extension 18 or email to mpeavy@iadda.org.

Operation Snowball, Inc. SnoWorks Conference

Participants attended the OS SnoWorks Conference on Friday, February 6th at the Best Western Ashland House in Morton, Illinois. Keith Kinder opened the conference with an entertaining and engaging presentation- "You Are The Artist Of Your Life." Workshop topics included: prevention theatre, media literacy, relaxation/stress management, environmental prevention strategies and youth learning styles. Thank you to all who were able to attend and to the workshop presenters for making the conference a great success!

Meet OS Board of Director's Member

Meredith Sheriff



I was honored to receive the Outstanding Board of Director of the Year for 2003. It was a very exciting moment as I received this award in front of everyone at my Snowball event.

My involvement with the OS Board began with my experience at the Illinois Teen Institute (ITI). I attended ITI as a junior in high school in 1993, and I've been on staff ever since! I participated in OS events while in high school, and now at the age of 27, I can't imagine my life without either program! Both programs have not only taught me ways of living a healthy life, but have guided my career choices and my best friends have been made through OS and ITI.

Currently, I teach Psychology at Homewood Flossmoor High School while also coaching boys cross country and tennis. Over the last four years I have also served as the publicity and program director for our OS chapter. By the end of summer 2005 I will complete my master's degree in school counseling where I hope to transition into a career as a high school guidance counselor.

OS and ITI have changed my life in many ways. I can only hope that my efforts can help these programs continue to educate more kids in the field of prevention and awareness!

Fish! Philosophy

The Board of Directors introduced chapters to the *FISH!* Philosophy last year. *FISH!* is a unique learning environment used by educators across the country. In this environment, people



are fully present for the task at hand, respectful of themselves and others, and deeply in touch with each other's emotional needs. They take personal responsibility for the attitudes they choose each day. They regularly look for opportunities to make other people's day by acknowledging each other, not only for what they achieve but also for who they are. They are free to play and experiment with new ideas and they feel safe to make the mistakes that lead to effective learning.

Using the four easy-to-apply principles: Be There, Choose Your Attitude, Make Their Day, and Play Snowball chapters can enhance their year-round process and events. These are simple behaviors and beliefs that work in our everyday

lives. Operation Snowball Board member, Charla Waxman and staff member, Mary Jo Peavy recently attended School of *FISH!* and acquired age-appropriate curriculum for implementing *FISH!* To learn more about bringing *FISH!* to your chapter call Mary Jo Peavy at 800.252.6301 extension 18 or email mpeavy@iadda.org.

April is Alcohol Awareness Month

This April, the National Council on Alcoholism and Drug Dependence, now in its 60th year, will sponsor a month-long campaign to raise public awareness about underage drinking and other alcohol-related problems. Alcohol is a drug that can affect judgment, coordination and long-term health, and research suggests that early use of alcohol by teenagers may contribute significantly to dependence on alcohol and other drugs later in life, with 40% of children who begin using alcohol before the age of 13 becoming alcoholics at some point in their lives. Alcohol is the number one drug of choice among America's youth and is a factor in the four leading causes of death among persons ages 10-24.

"Save a Life — End Underage Drinking" is the theme for Alcohol Awareness Month 2004, which will begin with Alcohol-Free Weekend on Friday, April 2 - Sunday, April 4. During this time, NCADD Affiliates across the country will sponsor youth-planned and youth-run Alcohol-Free events, and parents and other adults will be asked to abstain from drinking alcoholic beverages for a 72-hour period to demonstrate that alcohol isn't necessary to have a good time. In addition, throughout the month, all family members will be encouraged to learn more about alcoholism and its early symptoms and to contact Alcoholics Anonymous, Al-Anon, and local NCADD Affiliates (www.ncadd.org) for information about recovery.

Operation Snowball Youth Leader of the Year

Each year nominations are received for the Outstanding Youth Leader of the Year. It is always difficult to choose the award recipient and this year was no exception.

Amber Huett is the OS Youth Leader of the Year for 2003! Amber was nominated by her chapter because she works extremely hard and has the determination to make her life successful. She is the public relations officer for the East Peoria Operation Snowball chapter. Amber selflessly goes above and beyond to help make everything she is involved with the best it can be and has fun while doing so. She is not the person in the spotlight, but the person behind the scenes making things happen while others get their glory. She is a quiet leader who motivates others to do their best by working hard and leading through her actions. Amber's peers look up to her because of her dedication to prevention and her willingness to do whatever it takes to send a quality alcohol- and drug-free message. Congratulations Amber!

OS International Chapter Update

On December 6th, 2003 47 women and three men attended a one day adult Snowball which was a great success. The day started with a surprise for the Panevezys Regional Snowball group. I, Jack Irwin, was able to present them with the Honorable Mention Chapter of the Year Award from Operation Snowball, Inc. Skaidra Kriukiene and Vilma Juozapaviciute were so happy and honored to have their chapter receive this award. This chapter is the oldest existing chapter of Snowball outside the United States. We all hope that this is just a start for a long period of Snowball activities for adults in the region.



While visiting the Lodz Poland chapter, director Witek Skrzupczyk received the Order of the Smile award (www.orderusmiechu.pl). This award is based on the nomination of teens for adults who have been special in their lives. Previous recipients of this award have been Pope John Paul II and Steven Spielberg.



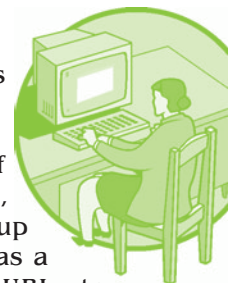
One of the fun parts of the ceremony was seeing Witek drink a big glassful of freshly squeezed lemon juice and still smile after finishing it. The auditorium was filled with teens and adults who admire the work of Witek. One of

the benefactors of the award touched Witek's shoulders with a wand containing a fresh red rose to signify his becoming a knight in the Order of the Smile. The Snowball teens performed a skit, poetry was read and there were songs.

The International Snowball Association is always looking for volunteers to go to foreign countries to assist in pushing the Snowball program a little farther. Feel free to contact me at johntirwin@comcast.net.

Operation Snowball, Inc. and the Illinois Teen Institute Web Site

The official web site address is www.iadda.org. The web site is packed with information to assist your prevention efforts including staff training materials, presenters, activities, skits, ITI applications and workgroup updates, and more. If you chapter has a web site please forward the URL to mpeavy@iadda.org to be linked from the official site.



SNOWMENTUM

The following is a list of Operation Snowball chapter events, trainings, conferences and board meetings. Also, included are the Illinois Teen Institute planning meeting and event dates.

MARCH

March 4-6, 2004

Hinsdale High School OS
Snowball
Contact Laird Luoma at
630.655.6107

March 4-7, 2004

Rich Township OS
Snowball I
Contact Maureen O'Hara at
708.679.5780

March 12-13, 2004

Northwoods OS
Snowflake
Contact Kate Goodman at
715.479.4473

March 12-14, 2004

Sangamon County OS
Snowball
Contact Betty Cress at
217.483.2424 x. 1009

March 19-21, 2004

Northern Illinois OS
Snowball
Contact NIOS at 888.309.NIOS

March 26-28, 2004

Central Illinois Mid-Level
Nazarene Acres in Springfield, IL
Contact Jennifer Marwick at
800.252.6301, ext. 13 or
jmarwick@iadda.org

March 26-28, 2004

Argo OS
Camp Manitoqua
Contact Mandy Lilly at
mlilly@argo216.k12.il.us

APRIL

April 16, 2004

Wheaton-Warrenville OS
Warrenville Snowflurry
Contact Mary Sunday at
630.682.2111

April 16-18, 2004

Greater Fox River Valley OS
Snowball
Contact Mary Heinrich at
847.697.0761

April 23, 2004

Lake County OS Training
Contact Ron Jakubisin at
847.543.2857

April 23, 2004

Wheaton-Warrenville OS
Wheaton Snowflurry
Contact Mary Sunday at
630.682.2111

April 23, 2004

Hinsdale High School OS
District 181 & Westview Hills
Snowflake
Contact Laird Luoma at
630.655.6107

April 24, 2004

OS Board of Directors Meeting
Chestnut Health Systems,
Bloomington, IL
Contact Mary Jo Peavy at
800.252.6301, ext. 18 or
mpeavy@iadda.org

April 24, 2004

ITI-OS Volunteer Luncheon
Chestnut Health Systems,
Bloomington, IL
Contact IADDA at 800.252.6301,
ext. 52 or iadda@iadda.org

MAY

May 27, 2004

Chicago Mayors Office for People
with Disabilities OS
Chicago, IL
Contact Kate Kubey at
312.744.MOPD

JUNE

June 11-13, 2004

ITI Leadership Retreat
Location to be determined
Contact Mary Jo Peavy at
800.252.6301, ext. 13 or
mpeavy@iadda.org

June 21-27, 2004

Northern Illinois OS
Snowball
contact NIOS at 888.309.NIOS

June 26, 2004

OS Board of Directors Meeting
Conference Call
Contact Mary Jo Peavy at
800.252.6301, ext. 18 or
mpeavy@iadda.org

JULY

July 25-29, 2004

Illinois Teen Institute
ITI Session
Contact ITI at 800.252.6301,
ext. 52 or email

*To submit a date
please contact
IADDA at
800.252.6301, ext. 52
or email
iadda@iadda.org for
consideration.*

IMPACT Your Community is a publication of Operation Snowball, Inc. and Illinois Teen Institute and is free of charge to subscribers.

IADDA Staff

Acting Chief Executive Officer: Sara Moscato
Business Manager: Pel Thomas
Prevention Coordinator: Mary Jo Peavy
Prevention Coordinator: Jennifer Marwick
Mailroom/Stores Manager: Jack Gillespie
Office Assistant: Tabitha Holt
Interns: Breyn Puckett, Sarah Beth Gaither,
Amanda Padgitt

OS staff is provided through a contract between the Illinois Alcoholism and Drug Dependence Association and Operation Snowball, Inc.

IMPACT Your Community invites your comments, articles or photographs. An article must be submitted in typed, double-spaced format. Photos must include caption or an explanation of the event. Please direct articles or comments to:

Operation Snowball, Inc. / Illinois Teen Institute
937 South Second Street
Springfield, IL 62704
800-252-6301 or 217-528-7335

Welcome New OS Chapters!

McHenry Township OS

Renz Center OS

Richwoods OS

WJC Operation Snowball

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Operation Snowball, Inc. Board of Directors: Charla Waxman, Chair; Ron Jakubisin, Past Chair; Marilee Muirhead, Vice Chair; Meredith Sheriff, Secretary; Amanda Carl, Treasurer; Adam Beaty, Kaitlin Millsap, Michelle Piolet and Ali Wessendorf, Youth Advocates; Matthew Cullen, Costella Green, Spike Grosshuesch, Rob Grupe, Laurie Hawley, Suzanne Minor, Charles Patton, and Breyn Puckett, Board Members.

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Operation Snowball, Inc. / Illinois Teen Institute

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