



## Partnership for a Drug-Free New Jersey

The Partnership for a Drug-Free New Jersey (PDFNJ) is the largest, continuous Public Service Campaign in the history of New Jersey. Working with New Jersey communities, schools, government and media leaders, PDFNJ creates Public Service messages to address current drug abuse trends with important educational initiatives for families. PDFNJ's FREE programs and initiatives have been recognized with national, regional and state awards, including the White House Office of National Drug Control Policy, for its innovative and creative Prevention and Public Health messages.

PDFNJ is the home of the American Medicine Chest Challenge, a national public/private partnership that addresses the abuse of prescription drugs through awareness and safe disposal.

## Free Programs Offered by PDFNJ:

### Media Campaign:

PDFNJ coordinates the largest, continuous Public Service Campaign in the history of New Jersey on substance abuse awareness and education.

### In Schools:

**3rd Grade Contract for a Healthy Life**—students, their caregivers and school representatives pledge together to live a healthy life, free of substance abuse;

**4th Grade Folder Contest**—An artwork contest in which kids unleash their creative ideas of “Fun Things To Do Instead of Drugs.” The winning artwork is reproduced on school folders for fourth graders throughout New Jersey.

**5th Grade Parent Alert**—A guide packed with crucial facts and resources for parents to help them talk to their kids about the dangers of substance abuse.

**Middle School PSA Challenge**—Middle school students create a 30-second PSA with a peer-to-peer prevention message. The winning PSA is filmed, starring the student script-writers.

**New Jersey Shout Down Drugs®**—high school students create music containing powerful prevention messages for their peers. Finalists perform at the Annual Prevention Concert at the New Jersey Performing Arts Center, and winners travel the state as ambassadors of the prevention message.

### For Parents:

**15-Minute Child Break**—a one-hour interactive, multi-media presentation that informs, encourages and empowers parents, caregivers and educators to effectively communicate with children about the dangers of drugs and alcohol.

### In the Community:

**American Medicine Chest Challenge**—A community based Public Health Initiative, with law enforcement and community partnerships, designed to raise awareness about the dangers of prescription drug abuse and provide a nationwide day of disposal.

### In the Workplace:

**Drugs Don't Work in NJ!**—Assists business owners and public sector employers to establish a drug-free workplace policy. Seminars and legal updates are provided regularly to members.

[DrugFreeNJ.org](http://DrugFreeNJ.org)

[AmericanMedicineChest.com](http://AmericanMedicineChest.com)

[ShoutDownDrugs.com](http://ShoutDownDrugs.com)



## In 2012 alone:

- Over 80,000 New Jersey school children participated in a PDFNJ prevention program
- Over 150,000 young people visited PDFNJ's High School Prevention Music site, [www.ShoutDownDrugs.com](http://www.ShoutDownDrugs.com)
- More than 50,000 New Jersey parents learned effective ways to communicate with their children the harmful effects of substance abuse, from one of PDFNJ's parent educational programs
- 3,000 New Jersey Businesses have signed on to PDFNJ's drug-free workplace policy program, representing nearly a million employees