



CIVIL AIR PATROL
UNITED STATES AIR FORCE AUXILIARY
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7 February 2012

MEMORANDUM FOR CAP-USAF/CC
AFMOA/SGOF-DDRP

FROM: NHQ CAP/DDR

SUBJECT: Drug Demand Reduction FY 2011 Consolidated End of Year Report

1. Attached is the FY 2011 Consolidated End of Year Report for the Civil Air Patrol (CAP) Drug Demand Reduction (DDR) Program. During FY 2011, the CAP DDR program engaged in a range of initiatives and activities to instill an aggressive, positive, drug-free attitude in CAP members, Air Force families, DoD civilians, and school-aged children. As staunch supporters of the President's National Drug Control Strategy, volunteers in **221** squadrons submitted **977** activity reports for community drug awareness activities, distribution of red ribbons and drug awareness materials, and partnerships with local agencies across the nation. In addition, **19,122** cadets and **14,913** senior members participated in DDR activities. This represents a significant increase (**162%** of activities, **215%** of cadet participation, **172%** of senior member participation) over 2010, highlighting CAP as a leading force in America's drug demand reduction strategy.

2. Program improvements included implementation of an online reporting system for tracking program activities, development of a new textbook (DDR Excellence Activity Guide), further efforts to strengthen the partnership between DDR officers and Cadet Programs officers under the umbrella of the Cadet Program, and the first scheduled events for two new activities: the Red Ribbon Leadership Academy and National Character Day. Educational outreach programs continued their support to STARBASE Academies located on DoD installations across the nation. The DDR strategic working group continues to pursue initiatives to fill DDR staff vacancies in CAP and to establish new partnerships within the DDR national network.

3. In summary, FY 2011 funds were expended as follows: \$277,666 - educational/promotional materials and supplies for national headquarters, regions and wings; \$23,945 - travel for headquarters and volunteers for approved events, activities and training; \$12,592 - professional services for the DDR textbook and dues & publications; and \$109,055 - salaries & benefits. We closed out FY 2011 with \$423,258 of the budgeted \$425,000 spent.

4. For questions or additional information, please contact me at clafond@capnhq.gov.

<Signed>
Curt LaFond
Deputy Director, Cadet Programs/DDR

Attachment:
DDR Program FY 2011 Consolidated End of Year Report

Drug Demand Reduction Program FY 2011 Consolidated End of Year Report

Description

Since 1994, the Civil Air Patrol (CAP) Drug Demand Reduction (DDR) program has assisted regions, wings, groups, and squadrons to instill an aggressive, positive, drug-free attitude in CAP members, Air Force families, Department of Defense civilians, and school-aged children. To that end, CAP's DDR program provides leadership, educational materials, and partnerships with institutions and organizations to reach thousands of children and adults with a drug-free message.

New Initiatives

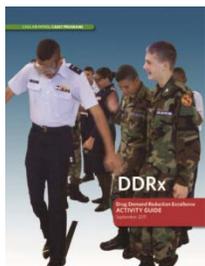


National Character Day (NCD) – This all-day wing-level activity brings together cadets from across the state to hear a guest speaker discuss goal-setting and the importance of a drug-free lifestyle, followed by a hands-on team challenge activity that requires courage, sobriety, and trust. Wings receive a kit containing all instructor and student materials, certificates, and promotional items to share with cadets. A total of 9 wings hosted NCD in FY 2011, reaching an estimated 321 cadets. Nevada wing's NCD is an outstanding example, with guest speakers SMSgt Lee Davis (USAF Thunderbirds), Mark Jackson (former NFL wide receiver), Rudy Ruettiger (former walk-on player for Notre Dame), and Lt Col (Ret.) Jack Schofield (WWII Flying Tiger). All wings will be encouraged to host NCD annually in the updated DDR regulation, now in coordination.

Red Ribbon Leadership Academy (RRLA)– This 3-hour squadron-level activity places experienced CAP cadets (officers and noncommissioned officers) in front of a classroom of non-cadet middle school students to discuss leadership concepts and promote a drug-free lifestyle. Units receive a kit containing all instructor and student materials, certificates, posters, movies, jump ropes, and promotional items for each student. The first RRLA events were held in schools across the country beginning in October 2011. Prior to the end of FY 2011, RRLA kits were shipped to 13 units planning to teach at 22 middle schools. CAP will continue to encourage this new program in fall 2012. Hosting RRLA is one of the program metrics that will be tracked for awarding Quality Cadet Unit awards in January 2012.



Training Leaders of Cadets (TLC) Course – This wing- or group-level course, teaching Cadet Programs fundamentals to adult volunteers, was updated in 2011 to include more information on the DDR program and resources available to all units as well as to qualifying units. Each TLC director receives a kit containing student and instructor materials. The updated TLC kit, which now includes DDR promotional items, was sent to course directors in 9 different wings in FY 2011.



Drug Demand Reduction Excellence (DDRx) Activity Guide – This new cadet textbook pairs individual cadets with senior member mentors, who work together to complete 36 hands-on activities combining aviation topics and lessons for a drug-free lifestyle. Cadets who complete 6 activities in a 12-month period receive an award certificate. The completion of DDRx is one of the program metrics that will be tracked for awarding Quality Cadet Unit awards in January 2012.

Staffing Changes – DDR volunteers were reorganized to fall under their echelon’s Director of Cadet Programs equivalent, to reflect the National Commander’s desire for DDR to be a standard feature of cadet life in all cadet units. DDR leaders have a seat at the cadet table, while other Cadet Programs officers have a voice in the DDR effort. Although managed through the Cadet Programs functional area, the DDR program will continue to serve the entire CAP organization through senior member professional development activities, aerospace education activities, and operational mission activities when practical.



Online Reporting – In an effort to reduce the program’s administrative burden, CAP’s annual paper-based reporting was converted to a streamlined online reporting system midway through the fiscal year. Reporting requirements are now limited to a simple activity report from squadrons who receive DDR funds or materials, and an annual report from each wing. The online system allows automatic tracking of program statistics; as a result, reported participation numbers for FY 2011 nearly doubled compared to reported data from FY 2010. CAP will continue to encourage the use of the online reporting system to capture data from activities that previously might have gone unreported.

Ongoing Initiatives



Catalog Requests – CAP offered an online catalog for qualifying units to order drug-free promotional items and educational materials to support DDR events. A total of 75 catalog orders were processed in FY 2011.

Funding Requests – CAP received and processed a total of 6 requests for funds to support drug-free events in FY 2011.



Red Ribbon Week – CAP sent a red ribbon to members in every copy of the Volunteer magazine, and 39 wings participated in events during the Red Ribbon Campaign (October 23-31). Volunteers in 291 squadrons distributed more than 210,000 red ribbons to members of their communities.

Posters – CAP mailed out two new posters containing a drug-free message to all qualifying cadet squadrons six times during the year.



Textbooks and Manipulatives – CAP provided qualifying squadrons with copies of its DDR textbooks: *Let’s Go Flying* (student text and instructor guide) is suitable for cadets learning about aviation, while *Fit For Flying* (student text and instructor guide) is targeted toward senior members pursuing aviation careers. Both publications focus on the aviation industry’s zero tolerance policies. CAP also provided manipulatives for lesson plans combining aerospace and a drug-free message for the ACE program and Department of Defense STARBASE academies.

Cadet Ken Walkaround – CAP shipped the inflatable Cadet Ken walk-around to 41 events across the country to draw crowd attention to DDR activities.



FY2011 DDR Program Statistics

- **48 of 52** wings were active in DDR
- **221** squadrons submitted **977** After Activity Reports
- CAP volunteers reported a total of **18,192** man-hours facilitating DDR activities, with participation from **19,122** cadets and **14,913** senior members
- More than **2.5 million** adults (Community Members, DoD personnel, and Other) received educational information from CAP DDR volunteers about helping youth make the right choices about using drugs, alcohol and tobacco
- Active wings worked with **87** local agencies and coalitions on drug-free events
- **8 of 8** regions had a DDR Coordinator assigned
- **41** wings had a DDR Administrator assigned
- **14** wings had a Cadet assistant DDR Administrator assigned
- **33%** of all groups and squadrons have a DDR Officer assigned
- **30%** of participating squadrons have a Cadet assistant DDR Officer assigned
- CAP's DDR volunteers worked with Air Force demand reduction programs on **27** of **66** Air Force Bases; **6** of **13** Air Force Reserve bases/units; and **34** of **71** Air National Guard DDR programs; and with community outreach programs in **13** of **56** FBI Field Offices
- **19** wings worked with their state's DEA DDR Administrators
- **16** wings worked with their Governor's Drug Policy Coordinator
- **14** wings worked with drug demand reduction programs in sister services
- **32** wings participated in **367** base-wide/community coalition building activities
- **43** cadet encampments offered drug education and prevention activities
- All 48 active wings contributed to a public communication program utilizing CAP's DDR videos, static displays, posters, brochures, and Public Service Announcements produced by the Partnership for a Drug-Free America to communicate the dangers of illegal drugs, alcohol, and tobacco
- All wings supported a policy of no smoking or drinking alcohol in unit facilities and corporate vehicles. Most wings have a policy of not smoking or drinking at CAP events/activities. Substance abuse prevention classes, briefings, posters, and discussions were used to support this policy
- All wings and all 463 qualifying cadet squadrons were provided with DDR literature, information, and textbooks. Twenty-two of the 48 active wings reported showing at least one substance abuse video. All cadet squadrons, wings, and regions received a copy of the new DDR Excellence Activity Guide. All active wings and all regions received an activity binder containing drug demand reduction attention grabbers
- For the 463 qualifying cadet squadrons, the retention percentage for cadets averaged 47.8%, slightly higher than the retention average for cadet and composite squadrons outside the 30-mile radius (46.4%)

* Throughout this report: references to "qualifying squadrons" describe CAP units that are located within 30 miles of an Air Force Installation.