



2009

Dear Prevention Partner:

Thank you for your interest in the Drug Free Florida multi-media public awareness campaigns. These campaigns were developed under the direction of The Florida Governor's Office of Drug Control and The Florida Department of Children & Families. The Drug Free Florida campaigns are prevention campaigns targeting middle school students, high school students and their adult influencers.

The youth messages are designed to alert them about the dangers of ATOD (alcohol, tobacco and other drugs), encourage them to choose positive behaviors and prepare them to make wise decisions regarding ATOD as they are confronted with those decisions.

The adult messages are designed to arm adult influencers with crucial information about ATOD, provide them with tools to keep kids on the right path, teach them how to talk to youth about ATOD and remind them to talk to them, not just once, but over and over again to make sure they are staying on the right path.

We encourage community organizations to partner with us to promote this important information. The messages can be disseminated via :30-second radio announcements and web site banners. Examples of these are available on DrugFreeFlorida.Org

Use of these materials is free of charge but requires approval from the Florida Governor's Office of Drug Control, The Florida Department of Children & Families and Clear Channel. Attached is a Creative Request Form. Please complete the form and click submit. You should get a reply within one week.

Thank you for your interest in the Drug Free Florida campaigns. If you need more information you may contact Lori Stout @ 407-916-8399 or loristout@clearchannel.com. We wish you the very best in your prevention efforts.

Warm regards,

Bill Janes, *Director of The Florida Governor's Office of Drug Control & Assistant Secretary for Substance Abuse & Mental Health, Florida Department of Children & Families*

Paul Rogers, *VP of Clear Channel Communications' Florida Division*

