



**The Fayetteville Rotary Clubs**  
*"Serving Others Since 1920"*

# **Cumberland County Rotary Against Drugs (CC-RAD) High School Speech Tournament**



**Resource Materials**  
*2017*

*"Service Above Self"*  
~ 1 ~



# The Fayetteville Rotary Clubs

*"Serving Others Since 1920"*



This Rotary Against Drugs (RAD) project is the result of Rotary International (R.I.) President Clifford Dochterman's 1992 challenge to members of his Task Force to start district-wide and multi-district drug and alcohol abuse prevention projects.

The pain and suffering and financial costs of drug abuse are ignored by most Americans. The \$358 billion annual cost of drug abuse in the U.S. and the 650,000 persons who die prematurely every year are more than we can comprehend. The big murderers are not cocaine or heroin. Over 500,000 or 77% of all drug deaths are caused by inhaling cigarette smoke or the consumption of excessive quantities of alcohol for 20, 30, or 40 years. These numbers are so large, we feel helpless.

How do kids start down the road to such a death? Surveys report each day 6,000 persons, most of them kids, start smoking and the same day 3,000 other smokers become daily smokers. The 2013 N.C. Youth Tobacco Survey found that 8.6% of N.C. middle school students and 29.7% of high school students are current tobacco users. Those percentages are above the national average of 7.7% for middle school and 24.6% for high school students. Teens who smoke are three times more likely than non-smokers to use alcohol, eight times more likely to use marijuana, and twenty-two times more likely to use cocaine.

If children and youth would merely obey existing laws--not to smoke until 18, not drink alcohol beverages until 21, deaths from drug use as they grew older would decline sharply.

Most authorities—medical, social, law enforcement—agree on these points:

- (1) The drug and alcohol abuse problem is a complex neighborhood, community, state, national, and international problem.
- (2) It is easier to prevent drug use than repair the physical, psychological, social, and economic damage resulting from drug dependency.
- (3) The earlier an adolescent initiates use of alcohol, tobacco, marijuana, or other illicit drugs, the more likely he or she will not graduate from school and be divorced.
- (4) If experimental drug use can be postponed until after the body matures, the possibility of permanent physiological and psychological damage and future addiction is reduced.
- (5) Parents are the first line of defense in drug abuse prevention. With broken homes, single working parents, parent(s) abusing drugs, schools assumed greater responsibility.
- (6) Diverse strategies must be implemented: Reduce the promotion and availability of tobacco and alcohol, prosecute persons providing tobacco and alcohol to children, provide age-appropriate information, skill development, self-esteem enhancing courses, appropriate medical treatment, occupational training and treatment for all including the thousands of young incarcerated drug dealers.
- (7) The cooperative efforts of the community—parents, schools, churches, justice system, social service agencies, health care providers, business community, service clubs (including Rotary)—are needed if we are to reduce alcohol and drug abuse.

*"Service Above Self"*



# The Fayetteville Rotary Clubs

*"Serving Others Since 1920"*

- (8) Research has confirmed peers are more effective than parents, doctors, ministers, police, or teachers in discouraging children and young people from starting to experiment with drugs and stopping drug use. "Kids listen to Kids."

Special thanks to the THOUSANDS of wonderful, gifted students from hundreds of high schools in four states who gave speeches in their schools and before Rotary clubs, and to the HUNDREDS who advanced to multi-district competition. Many are known to have returned home to share their ideas and concerns with elementary, middle school students, and peers. They are talking with students who are deciding which road to take. They are now trying to reduce drug abuse in the colleges they attend.

## **STATEMENT OF PROBLEM:**

In U.S. today: Persons aged 12 to 20 who illegally drink alcohol consume 11% of all alcohol consumed.

More than 25% have tried a drug other than marijuana.

Average first alcohol use is 12.2 years and first marijuana use is 13.

In N.C. today: 8.6% of middle school and 29.7% of high school students use tobacco.

39% of high school students drink alcohol.

22% " " " " binge drink

6% " " " " drove after drinking alcohol.

21% " " " " rode with a driver who had been drinking alcohol.

43% " " " " used marijuana in past month.

35% " " " " smoke. Children buy 4.4 million packs annually.

## **RESEARCH CONFIRMS:**

- (1) Students who drink alcohol regularly before 15 are 48% more likely to become alcoholics.
- (2) Students using illicit drugs are more likely--school dropouts, divorced and have job problems.
- (3) Children delaying drug use by two years greatly reduce the likelihood of addiction.
- (4) It is easier to prevent drug use than repair physical, psychological, social, economic damage.
- (5) Changing student attitudes re: drug use requires altering norms of community & school.
- (6) "Kids Listen To Kids. Peer programs are dramatically more effective in preventing drug use and convincing kids to discontinuing drug use than all other interventions."

## **HIGH SCHOOL SPEECH CONTEST:**

These facts suggested more should be done to inform middle and high school students about the dangers of substance addiction. Since 1993, THOUSANDS of High School Students from NC, TN, VA, and WI, sponsored by 100's of Rotary clubs have spoken out against substance abuse.

*"Service Above Self"*



# The Fayetteville Rotary Clubs

"Serving Others Since 1920"



## THE CONTEST ENCOURAGES STUDENTS TO:

- (1) Consider the extent and seriousness of the use of tobacco, mood-modifying drugs, and alcohol.
- (2) Learn of current efforts to reduce and prevent substance abuse;
- (3) Increase concern for fellow students;
- (4) Prepare to inform peers of this dangerous problem; and
- (5) Listen and speak out against substance abuse and in doing so gain self confidence & increase self esteem.

### **2017 CUMBERLAND COUNTY ROTARY AGAINST DRUGS HIGH SCHOOL SPEECH CONTEST (CC-RAD) ROTARY DISTRICT 7730**



**TOPIC: "What Must Be Done to Prevent Substance Abuse in the United States?"**

**TIME:** Maximum of six (6) minutes.

*Note: Students should assume that they are talking to other Students. No props please. Notes are permitted, but your **SPEECH SHOULD NOT BE READ.***

## Cumberland County Rotary Against Drugs High School Speech Tournament (CC-RAD):

**Rotary Clubs:** The Fayetteville Rotary Club, The West Fayetteville Rotary Club, and the Lafayette Rotary Club are the proud sponsors of the 2017 CC-RAD Speech Contest.

**Host School:** Methodist University

**Eligibility:** Students from any Cumberland County High School, Faith Based High School or Private High School may enter to compete.

**Entry:** Entries can be made through Mr Jim Sebring at [jim.sebring@fidelitybanknc.com](mailto:jim.sebring@fidelitybanknc.com) and/or Mr Henry "Ike" Eisenbarth at [ehenry30@aol.com](mailto:ehenry30@aol.com) . **Entries must be received no later than January 18, 2017.**

**Entry Fee:** None

**Speeches:** Presented at Methodist University, Medical Lecture Hall from 1:00-3:00 PM on February 19, 2017.

**Judges:** Judges will be Rotarians, and event Volunteers.

**Awards:** Trophies will be awarded; all participants will receive a RAD Certificate, and Rotary Theme Pin.

**Finalist:** The top five finishers will be eligible to compete at the Rotary District 7730 Rotary Against Drugs Speech Contest.

"Service Above Self"

~ 4 ~



# The Fayetteville Rotary Clubs

*"Serving Others Since 1920"*



**District 7730 Rotary Against Drugs Speech Contest** begins: 1:00PM., Sunday, **February 26, 2017**  
at the James Sprunt Community College, Kenansville, NC, the details are as follows:

- There is no entry fee for the District 7730 Competition. Entries will be forwarded to the District RAD Chair by the Fayetteville Rotary Club
- Pre-registration begins at 12:00 Noon
- Competition begins promptly at 1:00 PM
- Awards: All speakers receive certificate. First Place: \$500; Second Place: \$400; Third Place: \$300.

*"Service Above Self"*

~ 5 ~



# The Fayetteville Rotary Clubs

"Serving Others Since 1920"



## ROTARY MULTI-DISTRICT DRUG & ALCOHOL ABUSE PREVENTION SPEECH CONTEST Rules Governing Contest and Scoring Sheets

Topic: "What Must Be Done to Prevent Substance Abuse in the United States?"  
Time: Maximum of six (6) minutes.  
Focus: Students are asked to assume they are speaking to other students.  
Delivery: May use notes. Speech should not be read, and **NO** props allowed or other digital assistance (PowerPoint, music)

**Objective of the Contest:** Get the maximum number of kids to

- (1) Consider the nature and seriousness of drug and alcohol abuse;
- (2) Learn of current efforts to reduce drug and alcohol abuse;
- (3) Discover what might be done in their communities to reduce drug abuse;
- (4) Volunteer to serve as mentors and role models to middle and elementary students;
- (5) Listen and practice expressing their ideas in an appropriate and convincing manner to peers;
- (6) Increase their concern for fellow students and gain self confidence and increase self esteem.

Criteria	Scale	1	2	3	4	5	6	7	8	9	10
1. DELIVERY											
a. Enunciation & pronunciation		1 - 10									
b. Expression/poise		1 - 10									
c. Sincerity & tone		1 - 10									
2. ORIGINALITY											
a. Imaginative approach		1 - 10									
b. Positive approach		1 - 10									
3. CONTENT											
a. Knowledge of subject		1 - 20									
b. Logical development		1 - 10									
c. Clarity of ideas		1 - 10									
d. Persuasive to peers		1 - 10									
TOTAL MAX SCORE 100											
NOTES:											

"Service Above Self"