



**Educational Campaign on Opioid Awareness  
for Grant County, Indiana**

Created by  
PBR361  
Public Relations Cases & Campaigns  
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# **Research**

**Campaign Overview**  
**Research for Campaign**

## **Campaign Overview**

In the fall of 2020, Taylor University's PR Cases & Campaigns class undertook an educational public relations campaign to better understand the opioid epidemic in Grant County, Indiana, and to inform residents of the county of the opioid epidemic.

With an overall goal of *creating awareness and change surrounding the opioid epidemic throughout Grant County and providing avenues by which to combat it*, the group of 15 students led by Dr. Donna Downs, completed case studies of four different states and then narrowed down to Grant County to implement an education campaign.

Working with CORE, the Community Opioid REsponse team, the class selected various target audiences and created objectives around those audiences. The four objectives of this campaign are:

- To increase awareness in 25% of IWU and Taylor students, faculty and staff of the opioid crisis by May 2021.
- To educate students grades 4-6 about the dangers of opioid abuse in five local schools by May 2021.
- To partner with four churches in the Grant County area to create and distribute resources to increase awareness of the opioid crisis by December 2021.
- To collect 200 pounds of vulnerable prescription drugs throughout Grant County to minimize the risk of opioid abuse on November 21st.

## **Initial Research**

In 2013, law enforcement from across Grant County, Indiana, united to address the overprescribing of prescription painkillers within the community. The teams included city and county law enforcement, the Joint Efforts Against Narcotics Team (JEAN team), and area prosecutors speaking with healthcare providers.

As a crisis in Grant County, the opioid epidemic grows daily across the nation, impacting both metropolitan and rural areas. This campaign focuses on the opioid epidemic in Grant County, Indiana, with the purpose of further educating churches, schools, universities and general residents so as to stifle addictions and deaths. To answer the question of the depth of the opioid crisis in the Midwest before zeroing in on Grant County, we researched the states of Indiana, Michigan, Ohio and Kentucky. See Appendix A for summaries of those case studies.

For Grant County research, our contacts included Taylor University campus police, the Joint Effort Against Narcotics Team (JEAN team), the CORE Consortium group and various published articles.

The CORE Consortium consists of Marion General Hospital (MGH) the lead agency, Grant Blackford Mental Health (GBMH), Bridges to Health the free health clinic (BTH), Grant County Sheriff Department (GCSD), Family Services Society, Inc., and Indiana Wesleyan University. The CORE Consortium is currently working to add Systems of Care (with 20 social service agencies supporting needs of children in relation to substance abuse challenges), Grant County Recovery Courts (four courts) and Taylor University.

Working with CORE, we determined that our three key audiences in Grant County would be 1) the two Christian colleges; 2) Grant County 4th through 6th graders; and 3) Grant County churches. Research and target audiences are more thoroughly defined under objectives that correlate to those audiences.

## **Overall Target Audience**

This campaign focuses on Grant County, Indiana. Grant County is ranked by County Health Rankings

for health outcomes #90 out of 92 counties, is designated a HPSA, MUSA, and is in the economically disadvantaged group (Indiana Office of State Procurement).

A recent cross-sectional study based on data from the National Center for Health Statistics and the U.S. Census was performed by M. Kiang for the Center for Population Health Services; the results indicate that Indiana has opioid-related mortality rates that have doubled at least every three years. Moreover, Grant County ranked 9th of 92 Indiana counties of drug poisoning deaths from 2013- 2017 and had the 14th highest drug overdose death rate in the U.S. in 2017.

On the Towncharts website, we learn unwed mother births below poverty level in Grant County is 52%; in Indiana 51%; in the United States 48%. According to the Indiana Youth Institute, children living in single-parent households for the state of Indiana is 36.2%; Grant County is at 43.7%, 2nd highest in the state. Additionally, Grant County ranks highest in the state of children living in poverty at 27.3%; Indiana is 17.8%. According to the 2019 County Health Rankings Report, uninsured rates for Indiana is 9%; for Grant County 10%.

According to the 2019 County Health Rankings Report, there are 520 individuals to one mental health provider in Grant County; Indiana is 670:1. According to the Indiana State Department of Health, Grant County ranked 9th of 92 counties of drug poisoning deaths from 2013-2017. Additionally, they indicated, Indiana (22%) had the third-highest drug overdose rate increase in the nation behind New Jersey (29%) and Nebraska (26%), the national rate was 21.7 per 100,000. Indiana also had the 14th highest drug overdose death rate in the U.S. in 2017. According to the 2019 County Health Rankings Report, drug overdose deaths in Grant County are 77 per 100,000 versus Indiana at 23 per 100,000. According to the 2019 County Health Rankings Report, HIV prevalence for Grant County is 109 per 100,000; state of Indiana is 196 per 100,000. According to the Indiana State Department of Health, in Indiana, non-fatal emergency visits due to opioid overdose had seen a steady increase from 2011 to 2015; 28.5 per 100,000 occurrences in 2011 and 45.0 per 100,000 occurrences in 2015. According to the ISDH, non-fatal emergency visits due to opioid overdose in 2017 for Grant County is 142.9 per 100,000 occurrences (CORE).

### **Incidence and Prevalence of SUD/OD: (information from CORE)**

The Indiana State Department of Health, identifies Indiana has consistently placed in the top half of U.S. states and territories for the highest drug overdose death rate since 2013 and consistently has a higher overdose death rate than the U.S. average. Most importantly, a recent cross-sectional study based on data from the National Center for Health Statistics and the U.S. Census was performed by M. Kiang for the Center for Population Health Services; the results indicated that Indiana has opioid-related mortality rates that have been doubling at least every three years. Moreover, Grant County ranked 9th of 92 Indiana counties of drug poisoning deaths from 2013- 2017 and had the 14th highest drug overdose death rate in the U.S. in 2017. According to the 2019 County Health Rankings Report, drug overdose death in Grant County is 77 per 100,000 versus Indiana at 23 per 100,000.

The Indiana State Department of Health reported non-fatal emergency visits due to opioid overdose has seen a steady increase from 2011 to 2015; 28.5 per 100,000 occurrences in 2011 and 45.0 per 100,000 occurrences in 2015. According to the ISDH, non-fatal emergency visits due to opioid overdose in 2017 for Grant County is 142.9 per 100,000 occurrence. Both Grant and Blackford counties have an incidence rate higher than the state of Indiana at 122.53 per 100,000 occurrences.

In 2018, Marion General Hospital (MGH) administered 34 Narcan doses in the ED, MGH Emergency Medical Services (EMS) administered 181 Narcan doses. In the first quarter of 2019, the MGH ED has administered 5 Narcan doses, EMS has administered 22 doses and MGH has reported 31 overdoses. Tracking data through MGH indicates Heroin overdoses have seen a steady increase since 2013. For example, MGH reported 110 heroin overdoses in 2018 compared to 5 in 2013.



According to the Grant County Undercover Task Force, cases of heroin and methamphetamine have increased dramatically since 2011, reporting 87 heroin and 58 methamphetamine cases in the last 2 years. The Grant County Drug Court also reports that opioids were the number one drug choice from 2018 program entrants. The Grant County Coroner reported 26 drug overdose deaths in 2017. In 2018, the Grant County coroner's office reported 23 drug overdoses.

Alarming, more than half (59%) of Indiana cases of children being removed from the home has parental substance abuse as a primary factor according to the Indiana Youth Institute. Moreover, in 2018, MGH tested 210 (of 588 births) umbilical cords; 70 tested positive for substances.

According to MGH, a spike in neonatal abstinence syndrome (NAS) cases was seen in 2017 at 24; there were eleven cases of NAS in 2018. In the first two months of 2019, four cases of NAS had been reported. According to Indiana Youth Institute, in 2017, Grant County was nineteenth in the State for the number of youth deaths due to opioid poisoning with 15 deaths.

Marijuana is the most commonly used illicit substance in Indiana and the nation. According to the Indiana Family & Social Services Administration (FSSA), among Hoosiers ages 12 and older, 8.8% used marijuana in the past month, and 13.4% used it in the past year; U.S. rates were comparable. Statistics indicate 5.6% of Indiana youth ages 12 to 17 used marijuana for the first time during the

past year, and 7.2% currently used marijuana. 16.4% of Indiana high school students currently use marijuana. In Indiana, 6.4% of 8th grade students, 14.1% of 10th grade students, and 19.5% of 12th grade students currently use marijuana. In 47.7% of Indiana treatment admissions, marijuana use was reported at treatment admission, a significantly higher percentage compare to the nation's 33.4%. According to the National Institute on Drug Abuse, research suggests that marijuana use is likely to precede use of other licit and illicit substances and the development of addiction to other substances.

The Indiana FSSA found the misuse of pain relievers was highest among 18- to 25- year old Hoosiers, with nearly 1 in 10 engaging in past-year misuse. Among Indiana college students, 2.25 misused prescription pain relievers in the past month. Approximately 2.4% of Indiana's high school students have used heroin at least once in their lifetime.

A survey completed by Grant Blackford Mental Health shows, in Blackford County, 9.3% of sixth grade students report that they have used alcohol in the past month; state average being 4.2%. Sixth grade students reporting smoking marijuana in the past month is 5.6%; the state average is 1.3%. According to the Indiana Youth Institute, Indiana ranks 35th for maternal smoking with 13.5% of expectant Hoosier mothers smoking while pregnant. The report also indicates the rate of smoking while pregnant in Indiana is 69% higher than the national rate. Moreover, Indiana has a higher maternal smoking rate than half our neighboring states: Illinois (7%), Kentucky (20%), Michigan (12%), and Ohio (15%). The County Health Rankings and Roadmaps for 2018 indicate Indiana has an overall smoking rate of 21%.

# Planning

**Campaign Goal**

**Campaign Objectives**

### **Campaign Goal:**

**To create awareness and change surrounding the opioid epidemic throughout Grant County and provide avenues by which to combat it,** the group of 15 students led by Dr. Donna Downs, completed case studies of four different states and then narrowed down to Grant County to implement an education campaign.

Working with CORE, or the Community Opioid REsponse team, the class selected various target audiences and created objectives around those audiences. The four objectives of this campaign are:

- To increase awareness in 25% of IWU and Taylor students, faculty and staff of the opioid crisis by May 2021.
- To educate students grades 4-6 about the dangers of opioid abuse in five local schools by May 2021.
- To partner with five churches in the Grant County area to create and distribute resources to increase awareness of the opioid crisis by December 2021.
- To collect 200 pounds of vulnerable prescription drugs throughout Grant County to minimize the risk of opioid abuse on November 21st.

# **Implementation**

**Objectives**

**Target Audience**

**Research Overview**

**Strategies**

**Tactics**

## **Objective 1**

To increase awareness in 25% of Indiana Wesleyan University and Taylor University students, faculty and staff of the opioid crisis by May 2021.

### **Target Audience**

This campaign is written to educate 25% of the Taylor University and Indiana Wesleyan students, faculty, and staff of the opioid crisis by May 2021. This target audience is just over 3,500 students, mostly ages 17-22, and nearly 200 faculty members. After conducting our own research on this target audience through personal interactions and information given on their websites, we concluded that our audience would be best reached through consistent release of information through various channels of communication.

With Taylor and Indiana Wesleyan being similar institutions, we concluded that it would be important to adhere to their specific ways of communication and doing our best to find the correct avenues to gain their attention and support. While navigating these communication channels, it has been essential to maintain clear communication between both universities to ensure consistency and fluidity throughout our campaign.

### **Research Overview**

#### **Preliminary**

Throughout our campaign, we have talked to the student development departments from Taylor University and Indiana Wesleyan University. Our team reached out to the student development of both universities by email and then had meetings with the professionals in charge of the student development. In the meeting, we presented our campaign and asked about the universities' stance on the opioid crisis. In addition, we asked if they had programs available for students dealing with opioid problems. The professionals from both universities included Trudeau Skip, Vice President for Student Development at Taylor University and Andrea Wogoman, Life Calling Graduate Assistant for the Calling Office at Indiana Wesleyan University.

#### **Secondary Research**

Additionally, our team did research on the opioid crisis among college students in the U.S. from various reliable sources. We found many statistics on the opioid crisis of young adults from research that has been conducted in the U.S. According to Medmark.com, adults ages 18 through 25 have the highest rates of substance use among all age groups. Between seven percent and 12 percent of students can have opioid disorder. Opioid misuse among college groups starts with prescription medication (Oxycodone, Hydrocodone, Morphine, Oxymorphone, Codeine, Fentanyl and Heroin) and can progress to non-prescription drugs such as heroin.

The reasons for misuse of opioid among young adults are diverse, but the main reason how opioid misuse develops is when they don't take a painkiller as prescribed. The characteristics of students that have a higher risk of opiate misuse according to academic research are if they're White/Caucasian, residents of off-campus housing or Greek life houses, low grade-point average and attendance at a competitive college. Nonetheless, students with any background can be at risk for opioid misuse.

Signs of opioid misuse among college students are loss of interest in their favorite activities, unexplained financial issues, less frequent class attendance, lower grades, mood symptoms such as depression, changes in social circles, weight gain or loss. There may be other signs or additional symptoms not listed because everyone has a different experience with addiction.

### **Strategy 1**

- Create print and digital informational pieces through various communication channels for IWU and Taylor students.

#### **Tactics**

- Create an informational slide for IWU and Taylor chapel announcements and campus televisions.
- Run a story in university newspapers.
- Create posters and flyers to place around campuses.
- Connect with IWU and Taylor student development and provosts.

### **Strategy 2**

Create print and digital information pieces through various communication channels for IWU and Taylor university staff and faculty.

#### **Tactics**

- Create a digital and or paper awareness fact sheet and "how-you-can-help" brochure to put in faculty and staff campus mail.
- Run a story in university newspapers.
- Create posters and flyers to place around campuses.
- Talk to Taylor Provost about how to reach faculty and staff on campus.

### **Strategy 3**

Create an informational slide to show throughout IWU and Taylor's campuses and on social media.

#### **Tactics**

- Publicize the Drug Take-Back Day and CORE group on social media.
- Create a script for sport's announcers to advertise the Drug Take-Back Day among IWU and Taylor students during live games.
- Create a "how-you-can-help" brochure with information.

## **Objective 2**

To educate students grades 4-6 about the dangers of opioid abuse in five local schools by May 2021

### **Target Audience**

The target audience for the second objective is elementary school students, grades 4-6, in the local Grant County public school corporations. We aim to partner with all of the school corporations in Grant County.

The Eastbrook Community School Corporation is comprised of Eastbrook North Elementary and Eastbrook South Elementary. Eastbrook North is located in Van Buren and serves about 400 students, while Eastbrook South is located in Upland and serves about 500 students.

Park Elementary which is a part of The Madison-Grant United School Corporation is in Fairmount. This school serves about 375 students.

The Mississinewa Community School Corporation is comprised of Northview Elementary and Westview Elementary. Northview is located in Gas City and serves nearly 700 students, while Westview is located in Jonesboro and serves about 500 students.

Oak Hill United School Corporation is comprised of Swayzee Elementary, Sweester Elementary, and

Converse Elementary. Altogether this district serves more than 700 students.

Marion Community Schools has existing curriculum surrounding drug awareness and abuse and chose not to partner with us.

Our aim is to reach more than 1,000 students, their teachers, and their parents with this campaign. The goal of focusing on this age group is to help them understand the dangers of drugs and opioid abuse, before it's too late, so that they can make a difference in this community and help fight the opioid epidemic alongside us going forward.

## **Research Overview**

### **Preliminary Research**

For our preliminary research, we wanted to focus on finding the information about the schools we would be reaching out to. We focused our research via online databases and phone calls to Grant County schools. We also utilized Taylor University's education department; primarily Ben Hotmire. They have the resources about local schools and what information works best for children so they can learn the drug related information. Overall, we needed to learn about schools, child-based drug curriculum with resources to provide teachers, potential local sponsors, and local programs.

### **Secondary Research**

Our research consisted of finding a curriculum which is affordable and effective to suggest to the schools. We found a curriculum called, "Too Good For Drugs," which ranges to around \$200 per grade. The program, "builds a social emotional framework for drug-free living through a fun and interactive journey of setting reachable goals, making responsible decisions, managing emotions, and refusing negative peer pressure and building positive friendships."

We also compiled a list of 32 videos about drug related topics to educate grades 4-6 on drugs and also how to proactively avoid the drugs. The intent is for teachers to show these videos every week of the school year.

We collected 13 coloring pages and word searches as well as several attachments of worksheets for children to work on after the educational video.

Our research uncovered the Boys and Girls Club, which does a brother sister like program. We are recommending this to CORE to use for children who may need a mentors.

We found several lists of statistics for drug related facts for children to be shared with children to educate them about the reality of the effects of drugs.

Finally, we researched different information to put together an effective field trip program with the Grant County Courthouse. We collected a list of sponsors for the event. We also contacted the judge of the drug court to see the potential of the field trip; he was very excited about the potential good to come to educating the 5th graders.

## **Strategy 1**

To create and adapt curriculum surrounding opioid abuse and prevention curriculum to provide to Grant County elementary schools.

### **Tactics**

- Create at least 4 hands-on activities for students, including coloring pages, word searches, short books, drug abuse bingo,
- Include videos for students to watch (1 video a week)

- Present to the five Grant County school districts our proposed plan to educate the Grant County elementary schools.
- Collect our created products to provide to Core for a presentation to the Grant County central offices. The content provided will be approved by the districts to be implemented in schools so that children can be educated about dangerous drugs and the school systems will not have to spend thousands of dollars on other content.
- Create a competitions to engage children to creatively share why drugs are bad
- Form or partner a brother sister program with at risk students, targeting students who are in need of help/role models who may have an at risk home life.

## **Strategy 2**

Educate elementary teachers regarding opioid abuse and prevention.

### **Tactics**

- Create a fact sheet of information/statistics for teachers
- Create daily announcements of drug fact every day for a month
- Create posters with information regarding the opioid epidemic

## **Strategy 3**

Plan an annual event partnering with the police department and CORE/peer group for each school to offer a convocation to educate children on the dangers and effects of drugs and how to say no to someone who offers drugs.

### **Tactics**

- Partner with the local police to educate children on their experiences with drugs in Grant County
- Create an interactive walk through for children to visualize the steps someone goes through when they are arrested for drugs, possession, arrest, court, jail.
- Create a list of speakers to share their personal experiences with drugs and what happened to them/ where they are now.

## **Objective 3**

To partner with five churches in the Grant County area to create and distribute resources to increase awareness of the opioid crisis by December 2021.

### **Target Audience**

The target audience for our campaign is five churches within Grant County. These four churches are College Wesleyan Church, Lakeview Wesleyan Church, Pierce Church, Hanfield UMC, and Pleasant Grove UMC. Our campaign is focused on informing people in our local churches about the scope of the opioid crisis in the area and spreading the word about our drug takeback day on November 21st.

We have created an on-screen announcement that will inform members of the congregation about the take back day and two printed materials that contain facts and statistics about the severity of the opioid crisis in Grant County. The goal of reaching this audience is to grow awareness within our community to help combat the problem, and to encourage people to get rid of their unused prescription drugs on the takeback day.

### **Research Overview**

#### **Preliminary Research**

Our research began by meeting with Campus Pastor, John Cavanagh. We sought to connect with local



churches and received a comprehensive list from one of his connections.

We then reached out to local churches to further understand their demographics and desire to partner with us on our campaign. Out of the comprehensive list of Grant County churches, we reached out to 30 of them, and we received eight responses, with five of those eight following up through email communication. Those churches were Hanfield United Methodist Church, Lakeview Wesleyan Church, Pierce Church, Pleasant Grove UMC, and College Wesleyan Church. We gathered information ranging from the church size to their groups within the church.

### **Secondary Research**

To create our design pieces, we consulted the information found in the CORE Implementation Project Abstract provided at the beginning of the campaign. This included statistics on the crisis in Grant County, Indiana, and across the nation. We also consulted additional resources provided by the CORE group, including information about Hope House and Parents of Addicted Loved Ones (PAL), which were especially helpful as we put together the brochure.

After getting the proper information, images, and branding colors, we assembled the rest of the graphics. Finally, we reached out to Pam Leslie for a list of Peer Support Specialists who would be willing to share their testimony through video or an anonymous story. We then followed up with Shane Beal, the Hope House Ministry director, allowing us to complete our objectives. We also attended a local church on a Friday night to hear testimonials and meet PEER group members.

Hanfield UMC:

Size: 120

Most effective avenue to reach congregation: Email

Sub-groups within church: Children's ministry, Youth Ministry, Adult Bible Fellowship groups and Celebrate Recovery program on Thursday evenings.

Pierce Church:

Size: 350

Most effective avenue to reach congregation: Sunday morning worship and social media

Sub-groups within church: Children's ministry, youth ministry, Sunday school classes, small groups, and leadership teams.

Lakeview Wesleyan Church:

Size: 250-300

Most effective avenue to reach congregation: Social media and email newsletter

Sub-groups within church: Children's ministry, youth ministry, inner-city children's ministry, women's ministry, senior adults ministry, ministry to single moms, sewing ministry, missions committee, small groups, Christian school with 185 in attendance, and counseling center with 11 counselors on staff.

College Wesleyan Church

Size: 500-700

Most effective avenue to reach congregation: Email or social media

Sub-groups within church: Children's ministry, youth ministry, recovery program, WellSprings of Freedom, Kids Hope, Senior Adult, college ministry, young adult ministry, along with many Sunday school classes.

Pleasant Grove UMC

Size: 35

Most effective avenue to reach congregation: physical copies and email

### **Strategy 1**

Create print and digital resources for churches to hand out and display.

#### **Tactics**

- Design an infographic that explains the reality of the opioid crisis in Grant County.
- Create content for a tri-fold brochure explaining the resources available in Grant County.
- Develop a graphic with information on the drug takeback day to display on screen before church services.
- Create social media graphics with facts about the opioid epidemic in Grant County and Indiana.

### **Strategy 2**

Create and implement a plan of distribution for all resources to church leaders and their parishioners.

#### **Tactics**

- Create a list of five churches we will work with and make a list of the leaders' contact information.
- Determine the best way to deliver information to churches and parishioners.
- Contact church leaders to determine logistics such as church size, groups within the congregation, and the best mediums to deliver information.
- Develop a Gantt Chart to set a timeline for the distribution of resources.

### **Strategy 3**

Create a plan to educate churches about the opioid crisis in their communities through face-to-face communication.

#### **Tactics**

- Reach out to people in the community who are willing to share their testimony at their home church or other churches.
- Determine settings said individual is willing to speak/present at (i.e. speaking from a pulpit, video, written anonymous piece).
- Create a script that explains the opioid crisis in Grant County for the churches' kids ministries.

## **Objective 4**

To collect 200 pounds of vulnerable prescription drugs from Grant County residents to minimize the risk of opioid abuse on November 21st.

### **Target Audience**

With 65,769 people, Grant County is the 26th most populated county in the state of Indiana out of 92 counties. The largest Grant County racial/ethnic groups are White (85.1%) followed by Black (7.3%) and Hispanic (4.2%). In 2018, the median household income of Grant County residents was \$42,593. The median age for Grant County residents is 40.3 years old. (See Appendix B for Grant County Charts.)

## **Research Overview**

### **Preliminary Research**

Our initial approach began by conducting a zoom meeting with Pam Leslie and Kelley Hochstetler, two coordinators for CORE, a team of Peer Support Specialists that specialize in helping people find freedom from addiction through Marion General Hospital. Based on data from the National Center for Health Statistics and U.S. Census, M. Kiang performed a cross-sectional study for the Center for Population Health Services which "indicates that Indiana has opioid-related mortality rates that have

doubled at least every three years. Moreover, Grant County ranked 9th of 92 Indiana counties of drug poisoning deaths from 2013-2017 and had 14th highest drug overdose death rate in the U.S. in 2017" (CORE, 3). Our initial research was formulated based on the CORE (Community Opioid Response) program which "provides an opportunity to evaluate and create a strategic plan for the entire community to bring patient-centered, accessible, and affordable prevention, treatment, recovery (including wrap-around services) and referral to those who are dealing with SUD/OD" (CORE, 2). This program strives to address prevention, treatment, and recovery by offering a variety of programs and services to citizens in Grant county. As a result of their work the CORE group requested a \$1,000,000 grant for a three year project to develop these strategies. Detailed on Attachment 1: Work Plan For CORE Implementation Grant of the "Additional Prevention Activities" section is the goal of implementing year-round drug take-back programs. The CORE (Community Opioid Response) program outlines several of the benefits of Take-Back locations and says, "Take-Back locations offer safe disposal of prescription drugs, including controlled substances" (CORE,9). Our research has led us to plan and execute a drug Take-Back day on November 21, 2020 to create awareness and minimize risk for opioid drug overdose cases in Grant County, Indiana.

### **Secondary Research**

As a part of our research, we determined key political audiences, key media audiences, and key police and government officials to help make the day a success.

### **Strategy 1**

Organize and execute an event to collect unused prescription drugs in the Grant County community.

#### **Tactics**

- Scope out possible location for event.
- Confirm date for event.
- Find and schedule volunteers for event.
- Create drive away gifts with more information cards with year-round drop-off locations.
- Schedule set-up/clean-up crew and shifts for our class to work for day of event.

### **Strategy 2**

Create awareness of the Take-Back Day event in Grant County/Gas City.

#### **Tactics**

- Create flyers customized for Grant County and find places to post them.
- Create and print yard signs/banners/tables/tents/chairs etc. general decorations and set up for venues (make sure to get estimates, check with CORE to determine budget).
- Create an Instagram post.
- Contact local towns to add information to their Facebook pages for all local towns; give them content.
- Write up press release and send to Marion Chronicle-Tribune and other local papers.
- Contact news station (<https://www.wthr.com/contact-us> probably look at more than one news station...channel 13 is likely the best though).
- Contact local radio station <https://www.wbat.com>.

### **Strategy 3**

Collaborate and gain support with community efforts in regard to Take-Back Day.

#### **Tactics**

- Determine local partners and create and send out emails to them regarding sponsorships.
- Coordinate with CORE and determine how to correlate with their drug take-back day
- Make a list and get in contact with county officials for event
- Reach out to retirement home communities to bring in unused drugs

# **Evaluation**

**Methods for Evaluating Objective 1**

**Methods for Evaluating Objective 2**

**Methods for Evaluating Objective 3**

**Methods for Evaluating Objective 4**

### **Objective 1 Evaluation**

To evaluate the success of reaching the target audience, college students at Taylor and Indiana Wesleyan University, success will be measured by the amount of students showing up at the Take Back Grant Co. event and number of announcements through social media and flyers/posters.

To reach students at Taylor and the community of Upland about the Drug take back day we had staff announce the date and time at sporting events before the game. On average, there would be about 100 to 150 people in the Odle arena hearing the message depending on the sporting event on that day.

With the use of social media, students from both Taylor and Indiana Wesleyan reposted images on their personal accounts from the Take Back Grant Co. Instagram account. This helped promote the Drug Take Back Day event and bring awareness to college-aged adults, their friends and family members. Utilizing social media was one of the best avenues to communicate with young adults. Overall, social media played a major role as 149 people followed the Take Back Grant Co. Instagram account over two weeks.

We provided information at a Taylor faculty meeting at which point an infographic was dispersed, and the infographics/posters were available for students on tables at the student centers. At least 10 faculty members verbally responded positively to the announcement and the infographic.

To evaluate the advertising of our campaign, we reached out to the IWU student development to receive the statistics on how many students and faculty received the mass email we curated. We also took note of how individuals heard about our Take Back event and noted which way they received their advertising. Lastly, since it is not possible to accurately measure how many students it reached, we took note that our chapel slides were active on both Taylor and IWU's campuses.

### **Objective 2 Evaluation**

Throughout the semester, we have completed tactics to ensure our objective may be completed by May 2021. We have connected with different elementary schools in the local area to see if they would be interested in our resources to help educate their students and teachers about the opioid crisis. Although we wanted to partner with all elementary school districts in Grant County, Marion Community Schools already has a program in place and was not interested in partnering with us. Eastbrook Community, Madison-Grant, Mississinewa, and Oak Hill school systems were all interested and excited to partner with us. We are ready to give the project to CORE for implementation moving forward.

After May 2021, the effectiveness of the campaign can be evaluated by determining how many schools have begun implementing the drug preventive curriculum. Effectiveness can be measured by having students take a survey before and after the implementation of the programs to determine their understanding of key concepts related to drug abuse.

### **Objective 3 Evaluation**

Through the process of our campaign, we gathered church demographic information, developed appropriate resources, including a brochure and infographic and social media posts, and printed and delivered the infographic materials. Five churches desired our materials for their congregation, with two of them choosing only digital files due to their pandemic shutdown.

We had some difficulty with logistics on multiple occasions, including printing materials and delivering them to the churches with ample time left to bring awareness to the drug takeback day. However, we did manage to deliver them in the same week as the event.

### **Objective 4 Evaluation**

The success of objective four will be measured by media coverage, social media posts, advertising on local marquees, and the amount of drugs brought in for destruction.

# **Appendix A**

**Midwest States Research**

## **Indiana**

Substance abuse is very prevalent in today's society with a steady increase in drug use over the past decade. Although prescriptions are getting harder to get, they still are too easily accessible. Addictions can begin in as easy as one dose, and they can be the hardest to overcome for some. The state of Indiana lost 67,367 people to overdosing in 2018. Seventy percent of those deaths were due to opioids. The fear is that with drugs surfacing on the streets or extra medication being prescribed to patients, the chance of someone starting a life-long addiction increases and battle for sobriety begins. Often death prevails.

## **Michigan**

Michigan ranks among the top third for drug-related deaths in the United States. According to Michigan.gov, opioid overdose deaths have grown ten-fold in Michigan since the year 2000. On Michigan.gov, Governor Whitmer states that "This epidemic impacts thousands of Michiganders and their families, friends, and communities. It's one of the greatest public health crises of our lifetimes, and we must respond urgently." In 2018 alone, three times more Michigan residents died from an overdose than traffic accidents. Many have considered ways to combat this epidemic and have found tangible solutions to the growing problem, however the outbreak persists.

## **Ohio**

The widespread abuse of addictive drugs with severe social, medical, and economic consequences, known as the opioid crisis, has had devastating effects within the state of Ohio. Due to the state's geographic location and economic demographics, Ohio has become one of the nation's leading victims in the opioid abuse epidemic.

In an article written by NBC, a member from the Dayton Police Department was interviewed and discussed the severity of opioid epidemic in Montgomery county. Sheriff Phil Plummer revealed that at the height of the epidemic in Ohio, "Per capita, we're Number 1 in the nation in overdose deaths. Montgomery County, Ohio, was recently given the title "the overdose capital of the United States." Due to the city's location, the intersection of highways I-75 and I-70, Dayton is a major hotspot for opioid abuse and drug overdoses. Although Dayton is famed for leading the nation in overdoses at one point in time, the entire state of Ohio is battling opioid misuse.

According to Strategies and policies to address the opioid epidemic: A case study of Ohio, "Ohio has the fifth highest rate of drug overdose deaths (24.6 deaths per 100,000) in the United States. Unintentional drug overdose has become the leading cause of injury-related death in Ohio. In 2015, there were 3050 overdose deaths in Ohio, and in 2014 there were an estimated 12,847 overdose events reversed by emergency medical services with naloxone."

## **Kentucky**

The state of Kentucky has seen the opioid crisis rise substantially in the last couple of decades. It has become a full fledged epidemic that has influence over nearly every demographic in the state. According to a study by Eastern Kentucky University, there has been a 300% increase in prescription painkillers in the state since 1999. This has negatively affected the rates of abuse in the area. Opioids were involved in 46,802 (a rate of 14.6) overdose deaths in 2018—nearly 70% of all overdose deaths. However, numerous efforts have been taken to control the problem, such as House Bill 121, the creation of new systems to monitor prescriptions for controlled substances, and new standards for pain clinics.

# **Appendix B**

## **Grant County Facts**



# Grant County, Indiana

***Founded in 1831 and named for frontier fighters Moses and Samuel Grant***

**County Seat:** Marion

**Largest City:** Marion (2019 population: 27,930)

**Population per Square Mile:** 158.82

**Square Miles:** 414.10

[Go to county's in.gov site](#)

Population over Time	Number	Rank in State	Percent of State	Indiana
Yesterday (2010)	70,063	22	1.1%	6,484,192
Today (2019)	65,769	26	1.0%	6,732,219
Tomorrow (2030 projection)*	64,175	27	0.9%	7,143,795
Percent Change 2010 to Today	-6.1%	89		3.8%

\*Projection based on 2010 Census counts.

Sources: [U.S. Census Bureau](#); [Indiana Business Research Center](#)

Components of Population Change, 2018-2019	Number	Rank in State	Percent of State	Indiana
Net Domestic Migration	-235	82		3,997
Net International Migration	26	35		14,379
Natural Increase (births minus deaths)	-60	84	-0.3%	18,536

Source: [U.S. Census Bureau](#)

Population Estimates by Age, 2019	Number	Rank in State	Pct Dist. in County	Pct Dist. in State
Preschool (0 to 4)	3,740	26	5.7%	6.2%
School Age (5 to 17)	9,880	27	15.0%	17.1%
College Age (18 to 24)	8,439	18	12.8%	9.8%
Young Adult (25 to 44)	14,053	27	21.4%	25.5%
Older Adult (45 to 64)	16,874	27	25.7%	25.2%
Seniors (65 and older)	12,783	24	19.4%	16.1%
Median Age	40.3			Median Age = 37.9

Sources: [U.S. Census Bureau](#); [Indiana Business Research Center](#)

Population Estimates by Race and Hispanic Origin, 2019	Number	Rank of	Pct Dist. in County	Pct Dist. in State
American Indian or Alaska Native Alone	291	24	0.4%	0.4%
Asian Alone	648	28	1.0%	2.6%
Black Alone	4,852	18	7.4%	9.9%
Native Hawaiian and Other Pac. Isl. Alone	31	30	0.0%	0.1%
White	58,162	27	88.4%	84.8%
Two or More Race Groups	1,785	21	2.7%	2.2%
<b>Hispanic or Latino Origin (can be of any race)</b>				
Non-Hispanic	62,871	26	95.6%	92.7%
Hispanic	2,898	27	4.4%	7.3%

Source: [U.S. Census Bureau](#)

<b>Employment and Earnings by Industry, 2019</b>	<b>Employment</b>	<b>Pct Dist. in County</b>	<b>Earnings (\$000)</b>	<b>Pct Dist. In County</b>	<b>Avg. Earnings Per Job</b>
<b>Total by place of work</b>	35,183	100.0%	\$1,694,434	100.0%	\$48,161
<b>Wage and Salary</b>	29,692	84.4%	\$1,229,160	72.5%	\$41,397
<b>Farm Proprietors</b>	405	1.2%	\$9,088	0.5%	\$22,440
<b>Nonfarm Proprietors</b>	5,086	14.5%	\$143,920	8.5%	\$28,297
<b>Farm</b>	501	1.4%	\$12,642	0.7%	\$25,234
<b>Nonfarm</b>	34,682	98.6%	\$1,681,792	99.3%	\$48,492

<b>Private</b>	30,614	87.0%	\$1,425,731	84.1%	\$46,571
Accommodation, Food Serv.	2,542	7.2%	\$53,321	3.1%	\$20,976
Arts, Ent., Recreation	387	1.1%	\$3,813	0.2%	\$9,853
Construction	1,147	3.3%	\$52,404	3.1%	\$45,688
Health Care, Social Serv.	Data not available due to BEA non-disclosure requirements.				
Information	206	0.6%	\$10,815	0.6%	\$52,500
Manufacturing	4,789	13.6%	\$369,814	21.8%	\$77,222
Professional, Tech. Serv.	885	2.5%	\$43,182	2.5%	\$48,793
Retail Trade	3,533	10.0%	\$113,243	6.7%	\$32,053
Trans., Warehousing	2,581	7.3%	\$132,505	7.8%	\$51,339
Wholesale Trade	Data not available due to BEA non-disclosure requirements.				
Other Private (not above)	5,696*	16.2%*	\$205,894*	12.2%*	\$36,147*
<b>Government</b>	4,068	11.6%	\$256,061	15.1%	\$62,945

Housing	Number	Rank in State	Pct Dist. in County	Pct Dist. in State
Total Housing Units in 2019 (estimate)	30,527	24	100.0%	100.0%
Total Housing Units in 2018 (includes vacant units)	30,467	23	100.0%	100.0%
Owner Occupied (Pct. distribution based on all housing units)	18,079	26	59.3%	61.3%
Median Value (2018)	\$89,500	82		
Renter Occupied (Pct. distribution based on all housing units)	8,042	23	26.4%	27.6%
Median Rent (2018)	\$506	57		

Source: [U.S. Census Bureau, American Community Survey 5-year estimates.](#)

Household Types	Number	Rank in State	Pct Dist. in County	Pct Dist. in State
Households in 2018 (Includes detail not shown below)	26,121	24	100.0%	100.0%
Married With Children	3,743	28	14.3%	18.6%
Married Without Children	8,526	25	32.6%	29.9%
Single Parents	3,097	19	11.9%	9.5%
Living Alone	7,485	22	28.7%	28.5%

Source: [U.S. Census Bureau, American Community Survey 5-year estimates.](#)

# **Appendix C**

## **Visuals & Coverage for Campaign**

For churches

# OPIOID EPIDEMIC

*In Grant County*

# CORE



Opioids are being prescribed at a **higher rate per capita in Grant County** than the state average.



## 4,000

Hoosiers have died from **opioids** in the **last decade**

## 600%

Increase of deaths



## Drug Overdoses

in **Indiana** have doubled since **2010**



More than

## 50%

of cases of **children being removed** from their homes in 2016 due to parent **drug abuse**.



## 1

in **10 young people** reported **nonmedical** use of prescription **pain medication** in the past year.



## 67,367

**Drug overdose deaths** in the U.S. reported in **2018**

# CORE

<https://www.facebook.com/COREgrantco>

---

Indiana's opioid-related death rate has **doubled every 3 years**. Opioid addiction often leads to broken homes, with **59% of those children being removed from their homes as a direct result.**

---

Learn more at: [facebook.com/COREgrantco/](https://facebook.com/COREgrantco/) **CORE**

---

Indiana has the **3rd highest drug overdose rate** in the United States. In **2017**, Grant County had the **14th highest drug mortality rate** across the nation.



---

Learn more at:  
[facebook.com/COREgrantco/](https://facebook.com/COREgrantco/) **CORE**

---

**1 in 10 college students** have misused pain reliever drugs in the past year, with about **2 in 10 misusing them in the past month.**

---

Learn more at: [facebook.com/COREgrantco/](https://facebook.com/COREgrantco/) **CORE**

More Resources

<http://visitgodshouse.com/>

**GOD'S HOUSE**



**Mission**

Spur the message of the hope found in Jesus in the city of Marion and the world through making disciples.

Prayer Group: Thursdays/  
10:30 a.m.

Women's Bible Study:  
Mondays/  
6:30 p.m.

Men's Bible Study: Sunday/  
9 a.m.

**Grant County**

**OPIOID CRISIS RESOURCES**

**CORE**  
Community  
Opioid  
REsponse

<https://www.facebook.com/COREgrantco/>

 @grantcountycore

 **CORE Grant County**

 **(765) 231-2111**



**PARENTS OF ADDICTED LOVED ONES**

- Free support groups for parents and families.
- Weekly meetings covering addiction cycle, traits, role of family, boundaries, recovery, etc.

Wednesdays at 6:30 p.m.  
Bethel Worship Center  
Marion, IN

Contact Denise Taylor:  
[denisetaylor@icloud.com](mailto:denisetaylor@icloud.com)

[www.palgroup.org](http://www.palgroup.org)



Our mission field is sober living homes for men and women which provide a Christ-based environment for our residents to find recovery from a substance use disorder.

**How to Help**

- Give through the community foundation
- Give through PayPal
- Give through Amazon Smile
- All funds will be used to sponsor rooms, pay salaries, and provide meals and recovery related programming at each Hope House.

[www.hopehousemarion.org](http://www.hopehousemarion.org)

**Community Medical Services**

Provides medication-assisted treatment (MAT) for individuals with opioid use disorder.



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

**Holistic Approach**

- FDA-approved medication
- Counseling
- Behavioral Therapy

**CORE**



Visuals & Media Coverage for Drug Take Back Day Event

CORE

“There's NO RIVALRY with the  
**OPIOID CRISIS**”

- Jeff Wallace



**Prescription Drug Take Back Day**

**NOV. 21**

**8A.M. - 4P.M.**

*Neighborhood Fresh Market*  
1025 E Main St, Gas City, IN 46933

# PRESCRIPTION DRUG TAKE BACK DAY

**SATURDAY,  
NOV  
21** **8:00 AM**  
— TO —  
**4:00 PM**

**NEIGHBORHOOD FRESH  
MARKET, GAS CITY**

TWO-THIRDS OF TEENS WHO REPORT ABUSE OF PRESCRIPTION MEDICINE ARE GETTING THEM FROM FRIENDS AND FAMILY.

DRUGFREE.ORG

**“THE MOST IMPORTANT HOUSE  
CLEANING YOU CAN DO — INSIDE  
YOUR MEDICINE CABINET.”**

\*MUST BE A MINIMUM OF 18 YEARS OF AGE IN ORDER TO  
DROP OFF PRESCRIPTION DRUGS

**#TAKEUMBACK**



**PARTNERS  
CORE**



Yard sign/chapel slide

**PRESCRIPTION DRUG  
TAKE BACK DAY**

---

**NOVEMBER 21ST**  
*NEIGHBORHOOD FRESH MARKET*  
**8:00 AM - 4:00 PM**

NEWS RELEASE  
For Immediate Release:

Phone: 317-966-0371  
Email: [claire\\_nieshalla@taylor.edu](mailto:claire_nieshalla@taylor.edu)

## Community Partners Get Behind Prescription Drug Take Back Day

Upland, Ind.- A big effort is underway to encourage parents, grandparents and the whole community to clean out unneeded and expired prescription drugs from their medicine cabinets. To help promote this effort, a group of Taylor University students have organized a Prescription Drug Take Back Day collection site at Neighborhood Fresh Market, 1025 E Main St, Gas City, IN 46933. This event will take place on Saturday, Nov. 21, 2020, from 8 a.m.- 4 p.m. About half a dozen community partners are promoting the event to provide a convenient and safe means of disposal and to educate the community about the potential for abuse of prescribed medications.

Two of the partners coming together to promote the Take Back Day are Marion General Hospital (MGH) and Taylor University. "We are so pleased to partner with Taylor University for this take back event," said Kate Lyons, Marion General's assistant director for PR/Marketing. "The efforts of this group will protect our community by helping prevent drug addiction and overdose deaths through an avenue of safe disposal."

This effort is a finalé to an educational campaign regarding opioid addiction in Grant County. Dr. Donna Downs' PR Cases & Campaigns class has worked with MGH's Community Opioid REsponse (CORE) group this semester to inform Grant County residents of the opioid crisis. "The Drug Take Back Day idea was initiated by student Claire Nieshalla," Downs said. "She led a successful effort in her hometown of Zionsville a couple of years ago and hoped the idea would follow her to college." Downs believes Nieshalla's desire to help others found its footing this campaign and will culminate in a way that will remove vulnerable drugs from medicine cabinets throughout Grant County.

Nieshalla went before MGH in September with the proposal for a Prescription Drug Take Back Day, and they voted unanimously to support the event. "I am grateful for the support of MGH to make this concentrated effort to clean out our medicine cabinets a reality in our community," Nieshalla said. Also partnering in the Take Back Day is the Grant County CORE group, Indiana Wesleyan University, Hope House and Will Hobick Design.

"This is a big call out to our community to bring our leftover and expired prescription medicines to the Take Back Day and avoid the possibility of those drugs ever being abused," Nieshalla said. She went on to point out a national statistic that "misuse of prescription drugs is highest among young adults ages 18 to 25, with 14.4 percent reporting nonmedical use in the past year. Among youth ages 12 to 17, 4.9 percent reported past-year nonmedical use of prescription medications" ([drugabuse.gov](http://drugabuse.gov)). Jeff Wallace, Taylor University Police Chief, has also been involved from the beginning and has played an integral part in seeing the event through. He believes in the community impact of the Prescription Drug Take Back effort.

"I'm very excited for this opportunity to partner with the students, because I think it addresses a significant and real problem we have in Grant County and Gas City," Wallace said. "I think it's a great opportunity to make a difference, and I think it's a great opportunity to improve lives and obviously I think right now in our world, anything we can do that can improve lives is a huge thing. And I love the collaborative piece, the more people that come together, the more impact it can have."

Those who drop off medications at the collection site must be 18 years or older, and over-the-counter drugs will also be accepted. Those coming to the drop-off will be greeted by Nieshalla and student volunteers from Taylor University, along with officers from Marion, Gas City and Indiana Wesleyan Police Departments. All medicines will be safely disposed of. Nieshalla concludes, "Cleaning out our medicine cabinets is the most important house cleaning we can do!" ###



# Chronicle-Tribune

WWW.CHRONICLE-TRIBUNE.COM

Serving Grant County since 1867.

\$2

Today's weather

Mostly Cloudy

59  
46

Scripbook:  
Last November 20:  
High: 53  
Low: 42  
Inside:  
More weather, Page A2



Marion City Hall closed to public due to COVID

Marion City Hall offices will be closed to public access with a few certain exceptions due to the significant increase in COVID-19 related cases until further notice, effective at noon on Thursday, Nov. 19. All departments will continue to perform city business as usual. However, any business with city departments shall be conducted by telephone, email, fax or Zoom meetings.

Until further notice, the Building Department will continue to process and issue building permit requests in an effort to continue construction activity by appointment only. Anyone with an appointment will need to call 765-662-9931 upon arriving at City Hall. The employees you made the appointment with will come down and meet you at the front door and take your temperature. You must have a mask on to enter the building.

The Transportation Department terminal will remain closed. Bus service from this location will not be available. Buses will continue to provide ADA service by appointment only for transportation to medical appointments, pharmacies and grocery stores. Appointments must be made 24 hours in advance. Call the Transportation Department at 765-668-4445 for an appointment.

The Park system will remain open and accessible, including the Walkway of Lights. The public is encouraged to adhere to CDC, state and local Board of Health guidelines and be cognizant of social distancing.

The Gardens of Matter Park will remain open and accessible as well. Garden House activities already scheduled will be allowed to proceed as scheduled so long as the gathering size does not exceed state-mandated maximums and all guests wear masks and

See SCOP, page A2

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@Marion, CT

Inside

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## 'Severe head wound' leads to arrest

By ANDREW MACIEJEWSKI  
amaciejewski@chronicle-tribune.com

A Marion man will be arraigned Monday regarding an August battery that left a man with a "severe head wound," according to court records. Police say the altercation stemmed from a stolen sweater.

The suspect reportedly used a small statue to hit the victim over the head before kicking him in the head, causing him

to lose consciousness. Investigators found the victim "unconscious but breathing," lying face down with an open gash on the back of his head near West 16th Street on August 27, 2020 around 4:30 p.m.

"I was able to find a pulse on (the victim) and I observed his chest rising and falling... I then advised dispatch to send a Marion Fire unit due to the severe nature of the injury," Marion Police

Department officer Richard Sisson wrote in his report. Before being transported to Marion General Hospital, officers say the victim began convulsing but later gained consciousness.

Police say Donnie Domestric Lee, 26, last known address 1409 1/2 W. 1st St., fled the scene in a gray car, according to records of a witness' testimony. Lee was later arrested on Oct. 2 for a warrant issued in the case,

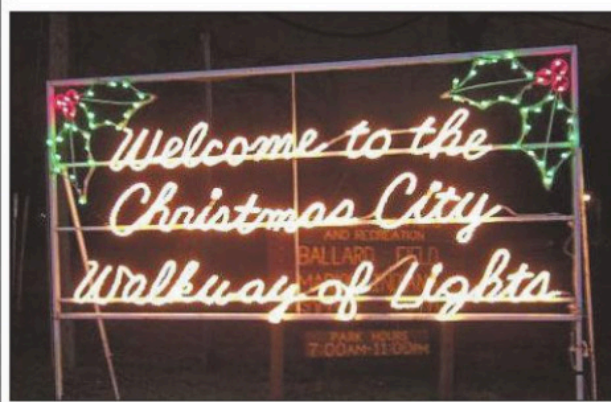
court records show. Lee is facing a Level 5 felony charge of battery resulting in serious bodily injury. A plea of not guilty was entered on Oct. 15, according to court records.

The affidavit says a witness at the scene told police she saw the whole altercation and that Lee lived by Chester's Chicken, the affidavit states.

Police generated a photo lineup, and they say the victim correctly identified Lee as the suspect.

Several attempts to contact Lee were unsuccessful, police say.

Bond is set at \$10,000. A pretrial conference is set for Nov. 23 at 1:30 p.m. in Grant County Superior Court 2. A jury trial is tentatively scheduled for Feb. 9, 2021 at 8:30 a.m.



The Christmas City Walkway of Lights will open this Saturday and run through the end of the year. Photo Provided by Christmas City Walkway of Lights

## Matter Park ready to glow for annual Walkway of Lights

By MATTHEW SHARP  
msharp@chronicle-tribune.com

When the sun goes down on Nov. 21, Matter Park will be turned into Christmas City for the annual Walkway of Lights display.

The display will run from Nov. 21 until New Year's Eve between 6 and 10 p.m. in Matter Park.

It is something that organizers hope will get locals back into the holiday spirit after the Christmas City Parade was canceled this year due to COVID-19.

"I was extremely disappointed," said Rose Cadena, administrative assistant for the city Parks and Recreation Department. "But you know what, the safety

of our kids and our families here are more important to us than a parade that we can have again next year and the next year and the next year, so I think it was a decision well made as hard as it was to make. But I think it was the right one."

The Walkway of Lights will again be a drive-thru event. It will cost \$5 per car per visit. There is also a \$25 season pass which can be picked up at the tollbooth.

The Walkway of Lights trail starts on River Drive and spans the length of Matter Park Road.

In addition to the lights, the Gift Shoppe will also be open at the end of the trail. The Gift Shoppe will have a wide range of items from

candles to ceramics to jewelry that can be used as a holiday gift for friends and family.

There are many special precautions being taken to make sure the event is safe. At the toll booth there will be gloves and hand sanitizer provided, and all volunteers at the walkway will be required to wear a mask.

Though candy canes will still be handed out, those in attendance have the option to not take one.

The drive-thru nature of the event makes it easy to avoid spreading anything, and Cadena said that will hopefully encourage a large turnout.

"We're hoping that we're going to have a better turnout this year," said Cadena.

"This is something that a family can still be secluded and stay in their car and still feel safe and get out and enjoy some holiday spirit."

Cadena said that she hopes this really helps the morale of the community, who haven't been able to do much during the course of the year due to the pandemic.

"I think this will be a huge asset to the community," Cadena said. "Especially getting people's spirits up after they have been quarantined. But COVID has been a downer for everybody. I think Walkway of Lights will have a huge place in giving everyone that holiday spirit. I hope everyone takes advantage of it and enjoys it."

See COUNCIL, page A2

## City OKs Ridley Tower Plans

By MATTHEW SHARP  
msharp@chronicle-tribune.com

The ongoing project to renovate Ridley Tower took a major step towards completion on Tuesday as the Marion Common Council and Marion Redevelopment Commission both unanimously approved making the tower its own Tax Increment Financing (TIF) allocation.

The new TIF district will be carved out of an existing TIF district in the area, meaning the city will be able to capture increased tax revenues due to increased assessed value as the building is developed.

These increased tax revenues can be put toward projects in the area including the renovation of Marion Fire Station 1, which is located just west of Ridley Tower at 213 W. Fourth St., the "141 Building" at 141 E. Third St. and the ongoing Ridley Tower renovations.

Heather James of Ice Miller, TIF counsel to the city, said that the city was not bound to use the TIF money on those three projects specifically. Money generated from this TIF can be used on anything in the economic development plan.

Each of those three projects have now been added to the plan with an estimated cost of \$1.5 million for Ridley Tower, \$1.5 million for the fire station repairs and \$800,000 for the 141 building.

James said this resolution gives the redevelopment commission the opportunity to potentially use the funds generated by this new TIF allocation for those three projects, or others, while saving

## Taylor class helping fight Grant County's opioid crisis

By TARAH ZUMBRUN  
nzumbrun@chronicle-tribune.com

UPLAND — Taylor University professor Donna Downs and her students are working on a public relations campaign with Marion General Hospital (MGH) to combat Grant County's opioid crisis.

The CORE (Community Opioid Response) Implementation Program at MGH, run by Pam Leslie and Kelley Hochstetler, received an R-CORP Planning Grant.

The goal is to bring the community together in preventing and treating individuals with an opioid use disorder or substance use disorder. Through this grant, they are working with Downs and four groups of Taylor students on an educational

event in her hometown before coming to Taylor.

Downs said, "Claire and I communicated over the summer and we decided then to move forward with the campaign. It's not just a drug take back; it's also an educational campaign."

Downs has been teaching this service-learning class for more than 10 years at Taylor. She helps her students get a real campaign experience by walking them through how to connect with clients, work hard and create unique strategies and solutions.

"When we do a PR campaign, we start with a goal, then we have two to five objectives and then we have strategies to meet those objectives, and then we have specific things like actually

we will actually have the event where people bring back their unused prescription drugs so that their children and grandchildren and neighborhood children do not have access to those drugs."

The Prescription Drug Take Back Day is scheduled for this Saturday, Nov. 21, at Neighborhood Fresh Market, 1025 E. Main St. in Gas City.

This four-part educational campaign will give various organizations in the county the information and tools they need to spread awareness and continue the fight against the opioid crisis for years to come. It is not a one and done charity event, but a professional public relations campaign that is striving to

her passion for these kind of service-learning projects shows. Her face lights up when she talks about the successful campaigns they have done and the students that learned along the way.

"One of my inspirations is that students who have to work with real clients take it more seriously," she said. "It makes the students be more civic minded as well. It makes them think about what they do have to offer their communities."

"Secondly, I just have a heart for organizations," she continued. "I know that some organizations really struggle to have what they need. I don't have the money to give, but I have the resources to help." Downs inspires her students to become leaders

For Colleges

# OPIOID CRISIS

COLLEGE STUDENTS AND OPIOID MISUSE

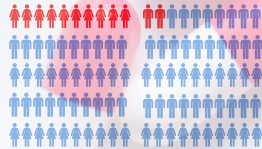
**AGES  
18-25**

**THE HIGHEST  
SUBSTANCE USE  
AMONG ALL AGE  
GROUPS.**

**STUDENTS ON  
CAMPUS CAN HAVE  
OPIOID USE  
DISORDER**



**7% - 12%**



## **SYMPTOMS**

- Losing interest in favorite activities
- Unexplained financial issues
- Less frequent class attendance
- Lower grades
- Mood symptoms such as depression
- Changes in social circles
- Weight gain or loss

**SIGNS  
OF OPIOID USE  
DISORDER IN  
COLLEGE STUDENTS**

**GET HELP**

**CORE**

Learn more at:  
<https://www.facebook.com/COREgrantco>

**CORE is a team of Peer Support Specialists in Grant County, Indiana, that specialize in helping people find freedom from addiction and support in recovery.**

## **SOURCE**

<https://medmark.com/college-students-and-opioid-misuse/>

## **Taylor Students Partner With Community For Drug Take Back Day Next Saturday**



Taylor University students have organized a Prescription Drug Take Back Day collection to encourage parents, grandparents and the whole community to clean out unneeded and expired prescription drugs from their medicine cabinets.

The collection will take place next Saturday, November 21, at Neighborhood Fresh Market, 1025 E. Main St., in Gas City. According to event organizers, nearly half a dozen community partners are promoting the event to provide a convenient and safe means of disposal and to educate the community about the potential for abuse of prescribed medications.



pleased to partner with Taylor University for this take back event," said Kate Lyons, MGH's assistant director for PR/Marketing. "The efforts of this group will protect our community by helping prevent drug addiction and overdose deaths through an avenue of safe disposal."

Also partnering in the Take Back Day is the Grant County CORE group, Indiana Wesleyan University, Hope House and Will Hobick Design.

This effort is a finale to an educational campaign regarding opioid addiction in Grant County. [Dr. Donna Downs's PR Cases and Campaigns](#) class has worked with MGH's Community Opioid REsponse (CORE) group this semester to inform Grant County residents of the opioid crisis. "The Drug Take Back Day idea was initiated by sophomore Claire Nieshalla," Downs said. "She led a successful effort in her hometown of Zionsville a couple of years ago and hoped the idea would follow her to college."

Nieshalla approached MGH in September with the proposal for a Prescription Drug Take Back Day, and they voted unanimously to support the event. "I am grateful for the support of MGH to make this concentrated effort to clean out our medicine cabinets a reality in our community," Nieshalla said. "This is a big call out to our community to bring our leftover and expired prescription medicines to the Take Back Day and avoid the possibility of those drugs ever being abused."

Nieshalla pointed to a national statistic that, "misuse of prescription drugs is highest among young adults ages 18 to 25, with 14.4 percent reporting nonmedical use in the past year. Among youth ages 12 to 17, 4.9 percent reported past-year nonmedical use of prescription medications" ([drugabuse.gov](http://drugabuse.gov)).

[Taylor University Police](#) Chief Jeff Wallace has also been involved from the beginning and has played an integral part in seeing the event through. He said he believes in the community impact of the Prescription Drug Take



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Back effort.

"I'm very excited for this opportunity to partner with the students, because I think it addresses a significant and real problem we have in Grant County and Gas City," Wallace said. "I think it's a great opportunity to make a difference, and I think it's a great opportunity to improve lives and obviously I think right now in our world, anything we can do that can improve lives is a huge thing. And I love the collaborative piece. The more people that come together, the more impact it can have."

Those who drop off medications at the collection site must be 18 years or older, and over-the-counter drugs will also be accepted. Those coming to the drop-off will be greeted by Nieshalla and student volunteers from Taylor University, along with officers from Marion, Gas City and Indiana Wesleyan Police Departments. Nieshalla said all medicines received in the take back will be will be disposed of in a safe manner.





## **Resources for Grades 4-6**

### **Curriculum link**

<https://toogoodprograms.org/collections/products>

This curriculum is an affordable in depth curriculum which teaches children the dangers of drugs and drug abuse.

We recommend schools who do not currently have curriculum in place to implement this program for each respective grade, 4, 5, 6.

### **Coloring Pages**

<https://coloringhome.com/printable-drug-free-coloring-pages>

### **Word Search**

<https://www.teacherspayteachers.com/Product/Drug-Free-Red-Ribbon-Week-Word-Search-Activity-3394200?st=638f3ce7511155c09588119b6e3d230e>

### **Booklets:**

<https://teens.drugabuse.gov/teachers/mind-matters/opioids>

### **Worksheet:**

<https://www.teacherspayteachers.com/Product/Red-Ribbon-Week-I-Say-Boo-to-Drugs-1523326>

### **Facts about addiction**

<https://drugfree.org/article/9-facts-about-addiction-people-usually-get-wrong/#>

<https://www.addictioncenter.com/addiction/addiction-statistics/>

<https://www.foundationsrecoverynetwork.com/four-surprising-facts-addiction/>

<https://www.alpinerecoverylodge.com/11-alcohol-drug-addiction-facts-didnt-know/>

<https://www.rehabs.com/blog/7-addiction-facts-a-lot-of-people-dont-understand/>

<https://www.stepsrc.com/10-interesting-facts/>

<https://vitanovarehab.com/blog/11-surprising-facts-addiction/>



## Video Links for Students

### How to Say No!

Say No to Drugs (Cartoons for Kids) Red Ribbon Week (Educational Videos for Students Network) (CN)  
<https://www.youtube.com/watch?v=h3xOieBwe5w>

Learn how to say no to drugs! A video for kids during Red Ribbon Week (Elementary School).  
[https://www.youtube.com/watch?v=FN78E\\_ialTE](https://www.youtube.com/watch?v=FN78E_ialTE)

Say No to Drugs Video for Kids (Red Ribbon Week Cartoon) Educational (Safe for Students)  
<https://www.youtube.com/watch?v=OOEzYgS36CI>

How to say no when friends offer you drugs and alcohol? | Avoid Teens Peer Pressure Guide  
[https://www.youtube.com/watch?v=6Y6gn\\_dd54Q](https://www.youtube.com/watch?v=6Y6gn_dd54Q)

Making Tough Choices with Kid President  
<https://www.youtube.com/watch?v=gdsCUEXLE-Y>

### Drug Awareness

Drug Awareness Video  
<https://www.youtube.com/watch?v=dkAx9xIW2gs>

2018 Drug Awareness High School Student Video Winner  
[https://www.youtube.com/watch?v=5kjm\\_vR5PDo](https://www.youtube.com/watch?v=5kjm_vR5PDo)

### Red Ribbon Week

Red Ribbon Week - Distance Learning Science Educational Videos for Elementary Students and Kids  
<https://www.youtube.com/watch?v=Uq8-PSEcgNE>

### Effects on the body

I'm Only Me If I'm Drug Free [https://www.youtube.com/watch?v=yEpF4Q\\_FaqQ](https://www.youtube.com/watch?v=yEpF4Q_FaqQ)  
Drug Awareness Video <https://www.youtube.com/watch?v=dkAx9xIW2gs>  
Your Brain on Crack Cocaine <https://www.youtube.com/watch?v=vxI7PTVRfhQ>  
Addiction & the Brain - For Kids! [https://www.youtube.com/watch?v=s0bqT\\_hxMwl](https://www.youtube.com/watch?v=s0bqT_hxMwl)

### Songs

What Is The Most Dangerous Drug In The World? ft. In A Nutshell (Kurzgesagt)  
<https://www.youtube.com/watch?v=qS6LoRYUdhw>

### Cartoons

Sesame Street Takes on Opioid Crisis So Kids Can Understand | Time <https://time.com/5697255/karli-the-muppet-sesame-street-addiction/>

I'm Only Me If I'm Drug Free [https://www.youtube.com/watch?v=yEpF4Q\\_FaqQ](https://www.youtube.com/watch?v=yEpF4Q_FaqQ)  
Drug Abuse Education - It's a Fact! <https://www.youtube.com/watch?v=gP-hx9qPZiU>

### Other Resources

Operation Prevention- Opioids and Prescription  
<https://www.operationprevention.com/opioid-and-prescription-drugs#es>  
Video Challenge Archives <https://www.operationprevention.com/competition/video/archives/2019>  
Virtual Field Trip <https://www.operationprevention.com/virtual-field-trip>  
Toolkit for "The Opioid Crisis" <https://www.tolerance.org/magazine/summer-2018/toolkit-for-the-opioid-crisis>

### **Event for 5th Graders**

- Who: 5th Graders of Grant County, the Grant County Courthouse, Grant County Police Department, Grant County CORE, Drug rehabilitation speakers
- What: Event for them to learn about Drug abuse regarding: facts, effects, the court system, and stories from former drug addicts
- When: Fall semester (while it is still warm outside) during the school day
- Where: Grant County Courthouse
- Why: To help students understand the issue of substance abuse and prevent them from becoming involved with drugs.
- How: By touring various avenues in Grant County and hearing about the causes and effects of drug abuse.

### **Drug Free Grant County: Event Overview**

Grant County 5th graders in the school districts willing to participate will be invited to take part in a Drug Free Grant County day. This will be a full day field trip where students in Grant County learn about the effects drugs have on their body, the processing of drug court, the police involvement in drug busts, and information about drugs and how to make healthy lifestyle choices.

This event will have community leaders (ex: mayor, police chief, etc.) present to show the importance and care of this epidemic as well as CORE group members to connect deeper within the community.

#### Event

- Students arrive at courthouse by school bus
- Each class stands by a poster with their school name on it
- The Mayor, CORE leadership, and any other important community leaders will open the event with several short speeches about the importance of the event, the future of the children's lives, and the betterment of Grant County.
- The schools will then be divided into different sections to rotate through as follows.
- Police session
- Police talk about what they do all for their job. They may show the children their cars, drug dogs, training, etc. This would also be a good time for the police to build trust in the children so they learn they can trust and not fear the police. (Emphasis on teaching children what the Good Samaritan Law is)
- Courtroom session
- An interactive walkthrough of how the court system works. Children volunteers will be chosen to read a script in the correct positions to simulate drug court. The remaining students will be the court audience. The Grant County Judge will run this program. They will have their script and direct the students through what happens. (See Appendix)
- Educational talk/Q&A with Grant County CORE group
- Have one of the speakers in rehabilitation come speak to the children to share their personal testimony. After their talk, share statistics about Grant County and how they can make a difference. Open up the time for questions from the students so there is a time of interaction.
- Lunch time
  - Local sponsors (suggested list below) provide food for children.
  - Texas Roadhouse, Fazolis, Meijer, Walmart, Subway, Chick-fil-A, Pizza Hut
- Game/activity time
- Contacts
  - Courthouse number (765) 668-8871
  - Judge of drug court (Mark Spitzer)
  - mspitzer@grantcounty.net (765) 664-5527
  - (765) 668-8871
  - Judge of drug court (Mark Spitzer)

# Drug Facts

WHY WE SHOULD NOT DO DRUGS

1. Drugs hurt you
2. Drugs are addictive
3. Drugs kill people
4. Drugs can hurt your future
5. Drugs are expensive
6. Drugs are illegal
7. You DO NOT have to do drugs!!!

The choices you make matters.

Start today making smart,  
healthy choices

**CORE**  
WELLNESS. TREATMENT. RECOVERY.

The background of the poster is white and features several stylized handprints in orange and red. The handprints are scattered around the central text, with some appearing as if they are reaching towards the center. The colors are vibrant and the style is simple and graphic.

SCHOOL NAME

***STAND HAND  
IN HAND TO  
STOP THE  
ABUSE OF  
DRUGS***

MAKING A DIFFERENCE  
CAN START WITH YOU!

**CORE**  
WELLNESS. TREATMENT. RECOVERY.



