



Lead & Seed America!

Lead & Seed: Frequently Asked Questions and Answers

Q. What is Lead & Seed?

A. Lead & Seed is a youth-empowered, adult supported, environmental approach to drug prevention for middle or high school age youth, generally in a school-to-community setting. “Wee Lead & Seed” is the adapted version for elementary-age youth. The program provides 12 hours of youth training that includes participating teachers, parents or other adults present during instruction. A Logic Model with component Action Plans is produced as a blueprint for school and community action to reduce youth alcohol, tobacco or illicit drug use.

Q. What is included in Phase I (Lead) of the Lead & Seed training program?

A. The “Lead” portion of Lead & Seed is a two-day, (12-hour) training program which is presented at the location of choice of the requesting community. An expert Alutiiq trainer will travel to your location to conduct the training.

The Requesting Seed Site will provide:

- The facility with movable chairs, tables or desks
- A “registration table” with two chairs
- Food or refreshments (optional)
- LCD projector
- Laptop computer
- Screen
- DVD player
- Chart paper/easel/markers
- Writing utensils and paper for each participant
- Scissors/stapler/staples/paper clips

Additional requirements of the Seed Site:

- Identify all participants
- Identify ALTERNATE participants in the event of an emergency
- Distribute class information (dates, times, location)
- Ensure participants are able to attend ENTIRE training session
- Provide desk name-cards for each participant
- Provide emergency evacuation, fire or tornado instructions to the trainer prior to the training
- Provide “Certificates of Completion” (optional)

Alutiiq will provide:

- Alutiiq trainer with one-year follow-up technical assistance by phone and e-mail
- Lead & Seed Power Point presentation*
- Student Workbook
- Student Handouts
- CD with additional resources (such as 100 activities ready-to-go)
- Lead & Seed specific training supplies
- Entry of Pre/Post and Follow-Up evaluation materials
- Data input and analysis of results

***Note:** Nothing can be changed, added or deleted from the Alutiiq corporate propriety Lead & Seed training Power Point slides. If the Seed Site would like to share local facts or data, this would be done on a separate presentation, prepared by the Site. The Lead & Seed agenda is flexible enough that local statistics and data can be presented at a time agreeable to the Alutiiq trainer and the host agency.

Q. How many people can attend the training?

A. A maximum of twenty-four (24) people may attend each training session. Ideally, at least half of the participants should be outstanding, high caliber, high school and middle school students. These students should have proven track records in leadership and accountability, sporting consistently high quality character, good judgment and decision making abilities. The remainder of the group should be the adults that passionately support the youth efforts to reduce underage drinking, teen tobacco use and illicit drug use, or whatever issue is being addressed during the training. The adults could be teachers, administrators, guidance counselors, nurses,

coaches, law enforcement officials, criminal justice system workers, media personnel, faith communities, health service organizations, civic organizations, government employees, etc. All participants must have the **TIME** to devote every week to dedicate to this important task.

Q. What curriculum material is covered in the two-day training?

A. Lead & Seed is built on SAMHSA's five-step Strategic Planning Process so that the framework of Lead & Seed matches all states and communities receiving grants for the SAMHSA "Strategic Planning Framework – State Incentive Grant". The five steps are: (1) Assess (2) Build Capacities (3) Plan (4) Implement (5) Evaluate.

Lead & Seed does not accomplish the community assessment phase to determine the specific problem behavior and the local causes of that behavior. Once a community itself has identified the problem, then they are ready to have the Lead & Seed training.

Q. How is the program evaluated?

A. During the course of the training, participants will complete Pre and Post Program Knowledge Assessments, Youth and Adult Leadership Surveys, Youth Empowerment and Efficacy Surveys, National Outcome Measures and Attitude Toward Drugs Surveys. Follow Up Surveys are conducted 9-12 months later. Alutiiq also has processes in place for tracking changes in all policies, practices and procedures that occur in the school and community as a direct result of the Lead & Seed program.

Q. What happens during Phase II (Seed) of the program?

A. The new Seed Site is off and running. The final touches are put on their one-year master plan, or "Logic Model". This Logic Model outlines monthly plans for projects and activities selected by the Site. The Alutiiq trainer conducts a phone interview at least quarterly to track progress and offer resources and guidance. Data continues to be shared, collected and analyzed. Lead & Seed sites are basically self-sustaining in that everyone knows what to do and how to bring new leadership into the fold. Seed Sites receive updated information and resources for a one-year period. Information on successful new projects and activities are shared among Seed Sites across America.

Q. What are the research- based, evidence-based outcomes after an 18 month study of the program by national research and evaluator, Dr. Pamela Susan Imm?

- A.**
- Average score on the Lead & Seed Knowledge Assessment posttest = 96% correct
 - Significant improvement in knowledge of environmental change strategies
 - Significant reductions in the use of ATOD
 - Significant improvements in efficacy, empowerment, decision making, connectivity to adults and peers, leadership skills, advocacy skills, media literacy and use of media, communication skills, working with others, evaluation and data collection, planning skills etc.
 - Numerous changes in local Policies, Practices and Procedures

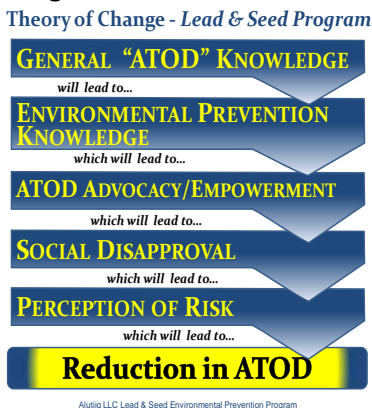
Q. What is the cost of Lead & Seed?

A. The cost of Lead & Seed is \$6,000 to train a community, which includes all the items discussed previously discussed. This is the cost for most all of the 48 contiguous United States. For high cost areas (ie: New York, Los Angeles), Alaska, Hawaii, U.S. territories, or countries elsewhere in the world, the requesting agency must call for special pricing due to additional travel time and costs, and increased shipping costs for materials.

Q. Can I conduct my own Lead & Seed classes?

A. Many states/agencies are requesting "TOT's" (Training of Trainers), so that those trainers can proceed to train the other sites in their state/agency. This is obviously a very cost-effective method of training. Separate pricing is prepared to address a state or organization that is interested in conducting a TOT. To obtain a pricing proposal for a Lead & Seed TOT, contact the National Program Manager for Lead & Seed, Stephen Gingrich at sgingrich@alutiiq.com or at 703.581.7376.

Q. What is the Lead & Seed “Theory of Change”?



Q. How is Lead & Seed funded?

A. Lead & Seed is funded from many sources, some examples include:

- SAMHSA block grants from Health and Human Services
- Other SAMHSA mini grants
- Department of Education “Grants to Reduce Alcohol Abuse”
- Drug-Free Communities Programs
- SAMHSA SPF-SIG (Strategic Planning Framework-State Incentive Grantees)
- Local PTAs, United Way, Rotary, Civic Organizations
- County or regional Community Foundations
- National Foundations

Q. Who do I contact to contract Lead & Seed training?

A. The hosting agency can contact either of the following to schedule Lead & Seed training:

Nora Drexler
Program Developer/Project Manager
703.399.1825
ndexler@alutiiq.com

Deborah Williams
Lead & Seed Coordinator
703.439.4450
dwilliams@alutiiq.com

Q. What are some of the Lead & Seed successes?

- A.**
- **January 2008 – SAMHSA Website** – videotaped training in Miami, FL and aired on SAMHSA website – www.stopalcoholabuse.gov
 - **January 2009 – SAMHSA/CSAP’s Service to Science Academy**
 - **February 2009 – SAMHSA** – highest scoring competitive grant competition in the USA for the “Building Evaluation Capacities Award”
 - **May 2010 – SAMHSA National Conference** – Lead & Seed highlighted on Capitol Hill for all State Prevention Directors and SPF-SIG state grantees
 - **August 2010 – Office of Juvenile Justice and Delinquency Prevention, Enforcing Underage Drinking Laws** – National Leadership Conference, Anaheim, CA
 - **National Prevention Network Conference**, Denver, CO

Q. Is there a website for more information?

A. Yes. On the Alutiiq website, www.alutiiq.com, see the tab for “Training” at the top and click on “Lead & Seed” on the drop down menu. Alutiiq is an Alaskan Native Corporation.

Sample Lead & Seed Accolades

SITE	FACILITATOR-ADVISOR COMMENT
McDowell Senior High School <i>and</i> McDowell Intermediate High School	Lead & Seed has been a welcome addition to our school district now since 2006 and merges well with our curriculum and student council initiatives. A huge policy change here was that the Lead & Seed team managed to stop the historic practice with administration of providing beer mugs and wine glasses to graduating students. Now they give out picture frames, instead. The YOUTH EMPOWERMENT is great. Kids have many ideas that even the adults don't think of and, our PSA, " <i>Don't Be A Statistic</i> ," ended up highlighted by SAMHSA on Capitol Hill in May 2010. Involvement in Lead & Seed has bridged a gap between the group of students who are leaders and those who want to be leaders.
Juniata High School	"We are a brand new site and we have so MANY OUTCOMES already! The Lead & Seed training was thorough, productive, and interesting. The students were involved with ice breakers, hands on activities, and other learning opportunities. This allowed for direct learning to take place - the kids were actively involved with learning the Lead & Seed process. They also had so many opportunities to discuss the process and clarify any information during the discussion. The trainers were very helpful and very anxious to see the program succeed. I believe this will be a great program at our school. Many local agencies and parents have already joined!
Harbor Creek JH School <i>and</i> Harbor Creek High School	The Lead & Seed program truly allows youth to accomplish great things. Our television Public Service Announcement, "Stop the Access," scripted and produced by our students, ended up on being highlighted by SAMHSA on Capitol Hill on May 2010. This program allows youth and adults to look at the bigger picture; to CHANGE POLICIES, practices and procedures that make the long term changes in behavior. Lead & Seed allows youth and adults to give back to the school, and community and teaches them to plan events and what is needed to run that event.
North East High School <i>and</i> North East Middle School	I think the program is AWESOME!" The group has grown to huge numbers of parents and youth over the years. They are excited to join and ready to get to work. I believe it teaches students the importance of working together and in their COMMUNITY. It also shows them how to gain important leadership skills that will be useful their entire life. The program makes fighting underage drinking and drug use fun and educational and so many measureable outcomes. We are thrilled to have it in our school!
Westlake Middle School	This program has been one of the most popular and activities in our school. The children and adults never stop coming up with creative ideas for more Lead & Seed projects. The program encourages many PARTNERSHIPS.
Northwestern High School	Lead & Seed is a WIN-WIN situation! This program has offered our students a highly organized and fun way to become involved in leadership roles within the school and the community by focusing on anti-drug/alcohol and tobacco use platforms. Students have unique opportunities to stand up among their peers and adults who provide, and become agents of real change. The provided laundry list of ways to reach this goal. Lead & Seed offers flexibility with strategies and action steps on how youth can reach those goals. This program has so many outcomes!
Northwestern Middle School	The Lead & Seed Program has been great to implement and integrates so well into my Student Council activities. The kids have really embraced the material presented in the CURRICULUM. I would encourage any school district to consider the Lead & Seed Program as a wonderful tool to bring anti-drug and alcohol awareness, hands on involvement and youth empowerment to the students of their district.

James W. Parker MS	Although this is only my second year as Facilitator to the Lead & Seed group, I have seen this core leadership group with this program expand over the years, with so many adults involved now and so many kids involved in their chosen advocacy projects. Lead & Seed not only makes them want to be currently drug-free, but it has made it part of their HEALTHY LIFE STYLES and life mission. We are truly blessed by involvement with our students and the Lead & Seed Program.
Villa Maria Academy High School	Lead & Seed has been a wonderful opportunity for students to exercise their creativity. Youth wrote and produced a 4 hour MOCK TRIAL last year and presented it in a judge's courtroom. We were delighted to host one of the year's Outcomes Conferences, as well, and utilize so many COLLABORATIONS, such as with a local sports team, to promote the anti-drug message.
Mercyhurst Preparatory School	The Lead & Seed program offers students and faculty alike, the opportunity to make their schools and community more aware of the dangers of drugs and alcohol through various YOUTH-GENERATED activities. It also places the responsibility for these activities directly on the students, instead of the adults who are involved with these types of programs. There are so many Lead & Seed sites popping up that they are beginning to come to us in grade 9 from some other Lead & Seed schools in the county now.
Rolling Ridge Elementary	There are so many ways Lead & Seed has positively affected our school and school climate! We are lucky to be participating in Lead & Seed for the first time. Our elementary school is made up of 517 students. Lead & Seed has helped send a positive message to the students and the families in our school. Society today has many challenges for families to face! Lead & Seed efforts HELP FAMILIES and meet these challenges is a worthwhile experience. We are so very thankful for Lead & Seed and its tremendous impact on our children.
Joanna Connell Elem.	Wee Lead & Seed is one of the most worthwhile activities that I have ever become involved with. It is making such a difference with INNER CITY and MINORITY youth and preparing them for the challenges that lie ahead in the upper grade levels.
St. John Holy Rosary	Lead & Seed has provided an opportunity for the middle school students in my school to be PART OF SOMETHING BIGGER in scope. Lead & Seed connects us to the state and NATIONAL efforts, trends and research. The group I have this year has already made the student body aware of who they are, what they stand for and what their action steps are to reduce and prevent alcohol and drug abuse.
Tracy Elementary School	The Wee Lead initiative is going so well! The kids LOVE meeting and talking about how they can get the word out to their peers about staying away from alcohol, tobacco and drugs and how to stop adults from providing access. I think getting the information out there EARLY (4 th & 5 th grade is a perfect age) helps the kids make better life choices. The kids are so excited to meet and come up with new ideas to take action with their peers. It's a great program and we are so happy to have Lead & Seed in our building!
Our Lady's Christian School	This program promotes enthusiasm and camaraderie around central drug free goals and healthy lifestyles. Lead & Seed actively engages everyone in trying to change behavior and do the right thing. This is a wonderful program that not only teaches drug prevention, but also instills leadership skills and self esteem. We are very happy with Lead & Seed, so much in fact, that we have PUT THE PROGRAM RIGHT INTO THE EDUCATIONAL CURRICULUM.
Corry High School and Corry Middle School	The program has really helped our students develop their leadership, problem solving and creativity skills- especially students who may not have gotten involved in an activity at school, have now been able to give back to their school and community. There is more of CONNECTIVITY between youth, school, home and community. Our students now see first-hand that they can make a difference in peoples' lives and that each of us has the power to make change! They have that sense of empowerment, now. They've developed TEAM WORK and goal setting skills in getting across an important message and in changing behavior.
Franklin Area High School	We have done many activities and we just started! The group has already completed activities, such as the Parent Awareness Watch campaign and has created student produced public service announcements and the student Simulated Drunk Driving vehicle. Everyone felt the training went well and the material and the TECHNICAL SUPPORT is wonderful.