



*Unlimited Potential for the next generation™
Potencial Ilimitado para la próxima generación™*

Sunnyside United.Unidos

**Unlimited potential
for the next
generation.**



Mission and Vision

- **Vision: Sunnyside: A safe and healthy community where young people are equipped for success and a bright future.**
- **Mission: Unlocking Sunnyside's potential for a safer, healthier, prosperous, drug/alcohol free community for our youth.**

Working with the News Media



Local Challenges:

- ❖ For over half of the families in Sunnyside, the primary language is Spanish.
- ❖ Many of the adults are limited in their reading.

Local Opportunities:

- ❖ Letters to the Editor
- ❖ Editorials
- ❖ 2 Spanish Radio Stations
- ❖ Coalition Members have regular talk spots on radio stations
- ❖ Many Community Events we can be part of.

Draft Communication Goals Strategies



- Educate Community Members, Parents and Students about the dangers of underage drug and alcohol use.
- Educate parents and students about current laws and policies.
 - Laws about regarding alcohol to minors.
 - Laws/consequences in regards to youth alcohol/drug use in particular, marijuana.
 - School Policies in regards to using, possessing, manufacturing, selling alcohol/drugs on campus or if involved in extra-curricular activities.



Strategies

- Use News Print – Spanish/English, Radio, Social Media – Facebook, Webpage, possibly Television.

Parent/Community Campaign

- Talk, they hear you.
- Start Talking Before They Start Drinking.

Youth Campaign

- Above the Influence.

Media Sources

- The Daily Sun News – Local Newspaper
- KIMA – Television Station
- Spanish Newspaper – El Sol
- Spanish Radio – KDNA, La Maquina, La Vaquer
- School Newspaper (In the Future)
- Social Media (In the Planning Stages)

News Media Successes

- Daily Sun News covers all of our meetings.
- Daily Sun News ran an article about the Community Survey and put the Community Survey in the paper. As well, they served as a drop off site for the survey.
- KIMA – Ran a news story about our Student Task Force and ran a story about the Community Survey Collections:



Daily Sun News

<http://www.dailysunnews.com/news/2013/oct/18/sunnyside-united-launch-series-surveys/>

<http://www.dailysunnews.com/news/2013/nov/08/sunnyside-residents-being-asked-complete-drug-alco/>

KIMA

- <http://www.kimatv.com/news/local/Sunnyside-United-looks-for-input-from-the-community--231530091.html?tab=video&c=y>
- <http://www.kimatv.com/news/local/Sunnyside-United-gets-big-money-to-fight-teen-drug-use-225437082.html?tab=video&c=y>

Engaging the Media



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Engaging the Media

- Tim Graff – Daily Sun News Publisher and Media Representative on our Coalition.
- John LaCrosse – KIMA Reporter



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Next Steps

Mobilizing the Community

so we get

Results

Through a multi-prong, multi-media, multi-cultural approach.



**communities
on the move**

Contact

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