



The Seymore D' Fair Foundation, Inc.

1987 Cajun Critters & Kids Just Say NO!

fact sheet

A Public/Private Sector Substance Prevention Initiative

The original production of Cajun Critters & Kid's "Just Say No" to Drugs was launched in March 1987 in Jefferson Parish, which was the second largest school system in the State of Louisiana. The program was funded in part by Sheriff Harry Lee and the Jefferson Parish Sherriff's office. The combination of program and transportation underwriting and corporate sponsorships enabled the program to be offered free of charge to all participating Elementary and Middle schools.

Goals & Objectives

The Critters & Kids program was developed to coincided with the National "Just Say NO!" program and was designed specifically for preadolescence school aged children. The objectives were:

- Provide an entertaining and thought-provoking vehicle to teach children 5-11 years old that drugs are inappropriate and unacceptable for quality living.
- Raise the awareness of children 5-11 years old of the hazards of drug use and their responsibility to reject drug use when influenced by peer pressure.

This program utilized animated cartoon, costume, and puppet character concepts similar to Disney and the Muppets, which children were conditioned to respond to for over fifty (50+) years.

Program Delivery

The program was offered to the public and private school throughout Jefferson and surrounding parishes over a seven-week period. In addition to the live performances, each school was provided a complete school curriculum that included teacher's guides, program coloring books, and pre & post assessments.

Participation

During the seven-week production over 100 elementary and middle schools participated in the program transporting 40,000 students to one of the 63 live theater performances. In Jefferson Parish alone over, 75% of public, parochial, and private schools attended the production.

PTA School Fundraising

A PTA fundraiser was created for participating schools via a promotional T-shirt program. Using a program themed t-shirt, participating schools sold over 4500 t-shirts raising approximately \$45,000.

Sponsorship & Promotion

Al Copeland and Popeye Famous Fried Chicken & Biscuits was a key program sponsors, providing 50,000 program drinking cups and doubloons, which students were able to redeem at local Popeye's locations for free drinks and food.

CAJUN CRITTERS & KIDS SAY NO TO DRUGS!



Program Ambassadors

- Nancy Reagan | First Lady
- Edwin E. Edwards | Former Louisiana Governor
- Harry Lee | Jefferson Parish Sheriff
- Lindy Boggs | US Congresswoman
- Billy Tauzin | U.S. Congressman
- Robert Livingston | U.S. Congressman
- Frank S. Marullo | District Judge
- Sidney Barthelemy | Mayor of New Orleans
- Diane Bajoie | Louisiana State Representative

Program Champions & Evaluators

- Earl Patterson Ph.D. | Tulane University
- Peter Egan M.S. | New Life Center
- Ashton Brisolaro M. Ed. | Commission on Alcohol & Drug Abuse
- William R. Sorum M.D. | Sorum & Associates
- Cathy Sanderson, MA, | River Oaks Psychiatric Hospital
- Gordon Berry M.D. | CBS Children's Program Consultant
- Edward T. Frank M.D. | DePaul Hospital

Affiliations

- River Oaks Psychiatric Hospital
- New Orleans Commission on Alcohol & Drug Abuse
- De Paul Hospital



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LEGACY PROGRAM REVIEWS

The 2017 *Seymore Says "Don't Be a Bird Brain" Avoid Drugs* and *"Seymore's Not SO Magical Moment"* program has been developed based in part on the observations and findings of industry leading medical, educational, and entertainment professionals who analyzed, reviewed, and witnessed the 1987 *Critters & Kid's "Just Say No"* to Drug theater production and the K-2, 3-4, and 5-6 grade-level's classroom curriculums.

MEDICAL & EDUCATION | Observations

"The Critters & Kids "Just Say No" Drug Education program for school-aged children is a fresh, exciting, clever, as well as an educationally sound effort to reach students at an age when critical decision will be made, which will affect the rest of their lives. It uses entertaining devices and techniques, sound educational principles and methods and involves students in a fashion to prompt drug free living".

Ashton Brisolaro, M. ED | Executive Director,
Commission on Alcohol & Drug Abuse

"The program has the continuity with the things going on in the community, and I think that the important thing is the program is designed to reach younger children and begin to stamp their consciousness at an impressionable age the extreme dangers of the use of drugs. Philosophically and educationally, the program is sound. Not only will it not bore children, but will entertain them in a positive way".

Dr. William R. Sorum, M.D. | Independent Substance
Abuse Consultant

"The simplicity of the story was developmentally appropriate for the target audiences. The costumes and scenery joined together to project a clear and simple atmosphere of neighborhood warmth reminiscent of Sesame Street. The children observed responded spontaneously throughout the production aligning themselves with the positive role models and behavior presented. Overall, we found the character development to be well rounded and clearly defined, which resulted in strong audience identification with both characters and message".

Cathy Sanderson, MA, ART | Director E.R.A.
Department, River Oaks Private Psychiatric Hospital

FEDERAL LAW ENFORCEMENT | Opinion

"After a 30 year career in Federal law enforcement, I learned we will not arrest our way out of our country's drug abuse epidemic. We must educate children about the dangers of drug abuse at the earliest possible age.

The Seymore Says "Don't Be a Bird Brain" Avoid Drugs program does this by targeting and educating K-6th grade students. I am confident this program will have a positive impact and result in our future generation making healthier lifestyle choices with a substantial decrease in drug abuse".

Warren Rivera | Retired DEA Assistant Special Agent in
Charge (SAC) - NOLA

EDUTAINMENT TELEVISION | Opinion

"While the television program content will be effectively portrayed to television audience's age 4 & 7, the packaging of legitimate theatre will surely expand the audience range up children 12 years old. This innovative program is sure to capture the heart and imagination of young and old alike while addressing the importance of drug education in pre-adolescent age groups".

Dr. Gordon Berry, M.D. | CBS Children's Program
Consultant, University of Southern California

How can I get more information?

Telephone: 1-225-435-9819

Online: www.seymoresfoundation.org

