



The Seymore D' Fair Foundation, Inc.

Seymore Says "Don't Be a Bird Brain" Avoid Drugs! fact sheet

A Private Sector Substance Prevention Initiative

Developed in response to increasing data reflecting the prevalence of tobacco, alcohol, and substance exposure among preadolescent youth the Seymore D' Fair Foundation has developed the Seymore Says, "Don't Be a Bird Brain" Avoid Drugs! Program.

This exciting new prevention program developed by 'educators for students' illuminates the human brain and the effects of medicine and drug use and misuse. The program combines hands-on classroom activities, pre and post assessments and take-home components creating an imaginative and comprehensive learning experience for students while advancing parental and community engagement.

Goals & Objectives

With illegal and prescription drug abuse and addiction spreading across communities, it is critical that drug education begins during student's "formative years." This program is designed to:

- Create an entertaining and thought-provoking vehicle, which teaches children 5-11 years of age that drugs are inappropriate and unacceptable for quality living
- Introduce the concept of good & bad medicines and dangerous drugs and avoidance strategies that can deter or prevent first use
- Support parents and school staff working together to support and improve the learning, development, and health of children
- Assist School Districts in complying with LA RS 17:154 & 17:404, mandating all state Elementary and Middle schools provide 16 hours of annual drug prevention instruction, per student, per grade level.

Program Delivery | Seymore's "Champions"

With classroom beta testing complete, the program is moving to a scaled pilot program rollout the fall of 2017. Delivered free of charge to all participants via "Seymore's Champion Program" the foundation will host teacher-training seminars in New Orleans and Lafayette, certifying 160 program facilitators from 80 area schools. Upon implementation, these 160 pilot schools in New Orleans and Lafayette will reach 45,000 student and 90,000 parents.

Collaborative & Cooperative Learning Strategy

Utilizing multiple instructional and learning strategies, the program consists of four teaching units that meet local and national visual and language arts, health, and science education standards.



Learning Outcomes

The Seymore Says "Don't Be a Bird Brain!" educational program is a health and science-based program focused on substance awareness and avoidance. The program follows an efficacy-based model of design and continuous measurement and improvement.

Program Ambassadors

- Kathleen Blanco | Former Louisiana Governor
- Newell Normand | Jefferson Parish Sheriff
- Toby Aguillard | Police Chief, City of Lafayette
- Leon Cannizzaro | Orleans Parish District Attorney
- Keith Stutes | Lafayette Parish District Attorney
- Fr. Pat Williams | Vicar General | Archdioceses of NO
- Anna Larriviere | Superintendent | Diocese of Lafayette
- Don Aguillard | Superintendent | Lafayette Parish Schools
- Stephanie W. Haynes | Executive Director, GNODDRC, Inc.
- Paul Varisco | Executive Director | Steve Gleason Foundation
- Kevin Hartman | Executive Director | DEA Education Foundation
- Mechelle Richard | Program Coordinator | The Knowledge Effect

Affiliations

- National Family Partnership, Inc. | Red Ribbon Week
- Greater New Orleans Drug Demand Reduction Coalition
- The Knowledge Effect of Lafayette
- DEA Education Foundation, Inc
- Archdiocese of New Orleans Schools
- Lafayette Parish Public Schools
- Dioceses of Lafayette Schools



Business Profile

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Mission

Children's Education & Literacy