



Target America:

Opening Eyes to the Damage Drugs Cause



New Orleans Summary Report

December 2010

Target America: Opening Eyes to the Damage Drugs Cause

An exhibit on the costs and consequences of illegal drugs

Developed by the DEA Museum

In Partnership With:

Center for Substance Abuse Prevention

Office of National Drug Control Policy

National Guard

National Institute on Drug Abuse

Partnership for a Drug Free America

On Exhibit at the Louisiana State Museum, Old U.S. Mint

New Orleans, Louisiana

March 3, 2010 through November 14, 2010

www.targetamerica.org

OVERVIEW

Target America: Opening Eyes to the Damage Drugs Cause is the critically acclaimed traveling exhibit from the DEA Museum that began a national tour in 2002. The exhibit presents powerful messages of the destructive health, environmental, safety, and family impacts of drug use on our society. It serves to help people understand the heartbreaking consequences of drug abuse; not just to users, but to all Americans. The exhibit showcases the role and impact of federal and local drug law enforcement, but it also presents current neuroscience research designed to understand and break the cycle of drug abuse and addiction, as most Americans are unaware of the documented damaging effects of illegal drugs on the mind and body.

Target America: Opening Eyes to the Damage Drugs Cause began its eighth stop at the Louisiana State Museum in New Orleans, Louisiana on March 3, 2010 and ran through November 14, 2010. As a result of the combined efforts of the *Target America* Exhibit Advisory Committee, which was comprised of individuals from civic, corporate, faith-based, law enforcement, media, prevention/treatment, school and education organizations, and led by Louisiana Lt. Governor Mitch Landrieu, a **total of 49,518 students, teachers, and parents visited the exhibit during the course of its eight month visit.**

To date, more than **twenty million students, teachers and parents** have visited the exhibit, and have been moved by the powerful drug abuse prevention message that it contains. Previous stops for *Target America* include: Washington, DC; Dallas, TX; Omaha, NE; New York, NY, Detroit, MI; Chicago, IL; and Los Angeles, CA.

The true public-private partnership that exists between the DEA Museum and the DEA Educational Foundation has allowed the Museum to educate the American public with a balanced look at enforcement, prevention education, and treatment issues surrounding drug abuse. Through generous financial donations to the DEA Educational Foundation, support was provided to the DEA Museum allowing *Target America* to have a significant impact on Southern Louisiana in 2010. As such, the “Louisiana Story” portion of the exhibit, which was created specifically for this stop of the national tour, will stay behind as a gift for continuing drug abuse education in Louisiana. This portion of the exhibit examines issues related to the history and current struggles with illegal substance abuse in the region, including sales, abuse, prevention education, treatment, and how local communities are dealing with the problem.

The DEA Museum and the DEA Educational Foundation will continue to work to maintain the relationships that were strengthened through the Exhibit Advisory Committee and the generous exhibit sponsors in the Greater New Orleans region. In Louisiana, *Target America* has made a tremendous difference in the lives of the students, teachers, and parents who have interacted with this unique and powerful exhibit that presents a compelling message of the horrific costs and consequences of drug abuse.

EXHIBIT ADVISORY COMMITTEE

As was done in previous cities visited by *Target America*, an Exhibit Advisory Committee was established. This committee was comprised of leaders from civic, corporate, faith-based, law enforcement, media, prevention, treatment, education, and transportation organizations across New Orleans and the Southern Louisiana region. The charge given to this distinguished group was to endorse the exhibit coming to New Orleans, to spread the word to their various constituency groups that *Target America* would be on public display, and to encourage attendance. Members of this committee were listed on key exhibit promotional materials

The Exhibit Advisory Committee in New Orleans was lead by Honorary Chairman Louisiana Lieutenant Governor Mitch Landrieu who was then elected Mayor of New Orleans during the run of *Target America* in that city in 2010. Membership included:

Civic

- Larry Barabino, Jr., Children's Defense Fund
- Jim Bernazzani, Youth Rescue Initiative
- Rosemary Upshaw Ewing
- Ken Hollis, State Senator, The Hollis Companies
- Richard Martinez, Greater New Orleans Foundation
- Cynthia Molyneux
- Eric Skrmetta, Louisiana Public Service Commission
- Barbara Turner Windhorst

Corporate

- Robert W. Brown, Business Council of New Orleans
- Greg Buisson, Buisson Creative Strategies
- Peyton Bush, FVC Investments
- John Casbon, First American Title Insurance Company
- Martha Castillo, Pan American Life
- Steve Ferran, Omni Royal Orleans
- James E. Fitzmorris, Jr., Fitzmorris & Associates, Inc.
- Tripp Friedler, freeGulliver
- William Goldring, Republic Beverage Company
- Louis Gurvich, Gurvich System
- Barry Kern, Mardi Gras World
- Robert Lambert, Greater New Orleans Expressway Commission
- Fred Palmer, Shell Oil Company
- Patricia Riddlebarger, Entergy Services, Inc
- Mark C. Romig, APR, HCA-Delta Division
- Michael Valentino, Basin St. Station
- Roger Villere, Villere Florist

Faith Based

- Kevin Brown, Trinity Christian Community
- Ansel Augustine, Archdiocese of New Orleans

- Bob Brian, Baptist Crossroads Foundation, Inc.
- Rodney Grogan, St Mary Parish
- Rev. Msgr. Crosby Kern, Cathedral of St. Louis King of France
- Luceia LeDoux, Baptist Community Ministries
- Way Maker Ministries
- Pastor Dwight Webster, Christian Unity Baptist Church
- Rev. Wilfred McKee, Total Community Action

Law Enforcement

- Peter Bensinger, Former DEA Administrator
- Keith Blackman, Union Parish Sheriff
- George Cazenavette, Retired DEA Special Agent
- Nick Congemi, Causeway Police
- Harry Connick Sr., Retired District Attorney
- Darlene Cusanza, Crime Stoppers
- R. Donnelly, Captain, Orleans Sheriff's Office
- Jimmy S. Fox, III, Special Agent in Charge, DEA New Orleans Division
- LaSandra Harper, Baton Rouge City Constable's Office
- Steve Hartman, U.S. Marshals Service
- Alex Jones, Department of Juvenile Services
- Hilary Landry, Jefferson Parish District Attorney
- Jim Letten, United States Attorney
- Andree Mattix, Director of Social Services, Orleans Parish District Attorney Office
- Joseph Molyneux, Retired DEA Special Agent
- Newell Normand, Jefferson Parish Sheriff
- Harold Patin, Retired DEA Special Agent
- Val Penouilh, Lt. Col., Louisiana State Police
- Warren J. Riley, Superintendent, New Orleans Police Department
- Jack Stephens, Saint Bernard Parish Sheriff

Media

- Joe Cook, General Manager, WVUE FOX 8

Prevention & Treatment

- David Alvarez, Metropolitan Human Services District, Louisiana Office for Addictive Disorders
- Michelle Aycock, Executive Director, LA Safe and Drug Free Agency
- Alan Brickman, Council on Alcohol and Drug Abuse
- Michelle Cassisa, GSW, Louisiana Department of Health & Hospitals
- Dale Fontenot, Project Hope
- Michelle Gaiennie, Grace House
- Wyatt Hines, Covenant House
- Freddi Landry, Celebration Hope Center/Healing Hearts for Community Development

- Else Pedersen-Wasson, Bridge House
- Toni Shumate, West Carroll Partners in Prevention
- Donna Tate, MADD
- Gina Warner, J.D., Executive Director, Afterschool Partnership

School/Education

- Annette Baldwin, Southeastern Louisiana University
- Darryl W. Bruno, St. Tammany Parish Public Schools
- Lisa Burns, Dillard University
- Charles R. Cassar, St. Bernard Parish School Board
- Eddie Compass, Louisiana Recovery School District
- Linda DeBlanc, Calcasieu Parish School Board
- Johnny DiBartolo, Boys & Girls Club of Southeast Louisiana
- Cherie Fletcher, Ascension Parish School Board
- Nick Harris, Dillard University
- Sara Hollis, Southern University of New Orleans
- Jennifer Ingram, Natchitoches Parish School Board
- Lisa Kaichen, GPOA Foundation
- Darryl Kilbert, Orleans Parish School Board
- Vickie Krutzer, Monroe City Schools
- Alicia Laborde, Avoyelles Parish School Board
- Verte Lee, St. Helena Parish School System
- Tara O'Neill, Tulane University
- Ed Puyau III, Jefferson Parish Public Schools
- Sam Rykels, Assistant Secretary, Louisiana State Museum
- Robert Schaff, Louisiana Department of Education
- Tommy Screen, Loyola University
- Janet Simmons, Delhi Charter School
- Regina Stewart, Lafourche Parish Public Schools
- Wanda Templet, Assumption Parish Schools
- LaShonda Vistorian, Pointe Coupee Parish School Board
- Bridget Winters, Vermillion Parish Schools

MEDIA PARTNER



WVUE FOX Channel 8 was the sole media partner for the *Target America* exhibit in Louisiana. Their outstanding broadcast and webcast coverage of all events, including the opening gala and VIP Ribbon Cutting Ceremony and the “Vigil for Lost Promise” added to the significance of the events. Likewise, the extensive news coverage provided by FOX 8, who aired over 2,000 promotional spots for the exhibit between March and November 2010, played a large role in generating early excitement and enthusiasm in the greater New Orleans area. These efforts directly impacted the high numbers of visitors to the exhibit. FOX 8 produced and aired public service announcements that not only promoted the exhibit, but promoted awareness on the important drug abuse prevention messages contained within the exhibit. FOX 8 General Manager Joe Cook’s early and continued support of the *Target America* exhibit is to be commended.

MARKETING AND PUBLIC RELATIONS

In addition to the marketing conducted by the exhibit’s media partner, WVUE FOX Channel 8, the following activities were conducted during the run of the exhibit to generate awareness of the exhibit and boost attendance.

Initial advertising focused on the opening of the exhibit and making the community and tourists aware of the exhibit and its content. The first phase included:

- Exterior banners on the Old U.S. Mint building that housed the exhibit
- Ad rotation on a billboard on a major expressway
- Ten black and white banner ads in the *LA Weekly*
- A series of ads in the *Tribune*
- Radio spots on radio station WWNO, 89.9 FM



The second phase of exhibit advertising focused on reaching the immediate New Orleans community. Events at *Target America* such as lectures, family days, and festivals were highlighted. Advertisement during the second half of the exhibit included:

- Radio spots on WWNO (local radio station) that discussed specific events
- Listings in local event calendars
- Advertisements in the *Times-Picayune*, *Gambit*, and *New Orleans Kids and Family*
- Google Ads
- Banner ads on Nola.com, the premier local news website
- TV interviews about upcoming events on the local affiliates for FOX, CBS and ABC
- PSAs in rotation on the local Fox affiliate
- Broadcast emails
- Facebook advertising

MAJOR BENEFACTORS

Through the generous support of individuals, corporations, and foundations, the DEA Educational Foundation was able to provide the necessary funds for the DEA Museum to bring the *Target America* exhibit to Louisiana. Although the motives of the benefactors and sponsors may have differed between personal, business, or civic pride, the one thing that each had in common was the fact that they wanted to make a difference for the local community.

Key donors were invited to participate in the opening press conference and ribbon cutting ceremony. All donors were listed on signage at the entrance of the exhibit, and key benefactors were individually listed at the section of the gallery exhibit that they elected to sponsor. Logos and names of key donors appear on the *targetamerica.org* website with links to their websites when appropriate.

Listed below is a list of generous supporters to *Target America* in New Orleans:

- State of Louisiana, Office of the Lieutenant Governor
- Center for Substance Abuse Prevention
- Youth Rescue Initiative
- Fire on the Bayou Productions
- Motorola
- Entergy Services, Inc.
- Jefferson Parish Sheriff's Office
- HCA Delta Division (Tulane Medical Center; Tulane-Lakeside Hospital; Lakeview Regional Medical Center; Garden Park Medical Center; Rapides Regional Medical Center; The Regional Medical Center of Acadiana; Women's & Children's Center of Acadiana; Women's & Children's Hospital, a campus of The Regional Medical Center of Acadiana; Dauterive Hospital)
- AT&T Louisiana
- Goldring Family Foundation/Republic Beverage Company
- Berg Associates, LLC
- Saint Bernard Parish Sheriff's Office
- Criminal Sheriff's Office of New Orleans
- Saint John Parish Sheriff's Office
- Saint Charles Parish Sheriff's Office
- Plaquemines Parish Sheriff's Office
- James R. Moffett Family Foundation
- Cynthia and Joe Molyneux
- Basin Street Station
- Gurvich System
- Bensinger, DuPont and Associates
- Harold Patin, Global Safety and Security, Inc.
- Save A Star Drug Awareness Foundation
- Omni Royal Orleans Hotel

SCHOOL BUS SCHOLARSHIPS

Part of the funding provided by the Center for Substance Abuse Prevention (CSAP) within the U.S. Department of Health and Human Services was to cover the costs of school buses to bring students, their teachers, and chaperones to the *Target America* exhibit at the Old U.S. Mint Building in the French Quarter. 40% of schools that used bus money were Middle Schools, 36% were High Schools, 3% were Elementary schools, and 23% were community organizations -- including church groups, Crimestoppers, and Upward Bound programs. The following is a list of the schools that benefited from free bus transportation to the exhibit.

| School | Location | State | Date of Visit | #Students |
|--------------------------------|-----------------|--------------|----------------------|------------------|
| Clinton Middle School | Clinton | LA | 5/14/10 | 60 |
| TH Harris Middle School | Metairie | LA | 3/4/2010 | 20 |
| TH Harris Middle School | Metairie | LA | 4/22/2010 | 120 |
| Bayou Lacombe Middle School | Bayou Lacombe | LA | 5/18/2010 | 80 |
| Sampson Park | New Orleans | LA | 7/9/2010 | 41 |
| Academy of the Sacred Heart | Grand Coteau | LA | 10/6/2010 | 40 |
| Port Allen High School | Port Allen | LA | 10/27/2010 | 43 |
| Ascension Schools | Gonzales | LA | 10/22/2010 | 65 |
| Patrick Taylor Science Academy | Jefferson | LA | 11/5/2010 | 50 |
| Patrick Taylor Science Academy | Jefferson | LA | 11/5/2010 | 50 |
| King Solomon Baptist Church | Lutcher | LA | 11/6/2010 | 60 |
| Ellender Middle School | Marrero | LA | 10/29/2010 | 54 |
| I CARE Program | Baton Rouge | LA | 11/12/2010 | 55 |
| St. Bernard School | Breaux Bridge | LA | 10/22/2010 | 92 |
| Theodore High School | Theodore | AL | 11/4/2010 | 50 |
| Crime Stoppers | Metairie | LA | 11/13/2010 | 34 |
| West St. John Elementary | Edgard | LA | 10/20/2010 | 140 |
| Drew Elementary School | New Orleans | LA | 10/26/2010 | 95 |
| Drew Elementary School | New Orleans | LA | 10/27/2010 | 95 |
| Drew Elementary School | New Orleans | LA | 10/28/2010 | 95 |
| St. Amant Middle School | St. Amant | LA | 10/28/2010 | 172 |

| | | | | |
|------------------------------|-------------|----|------------|-----|
| East Feliciana Middle School | Clinton | LA | 11/8/2010 | 150 |
| West St. John High School | Edgard | LA | 10/29/2010 | 79 |
| McKinley High School | Baton Rouge | LA | 10/26/2010 | 55 |
| Destrehan High School | Destrehan | LA | 11/9/2010 | 53 |
| Staring Education Center | Baton Rouge | LA | 11/9/2010 | 55 |
| Bridge City Elementary | Bridge City | LA | 11/10/2010 | 60 |
| Youth Oasis | Baton Rouge | LA | 11/13/2010 | 20 |
| Tulane Upward Bound | New Orleans | LA | 11/2/2010 | 35 |

EDUCATION PROGRAMS

No museum-based exhibit is successful without a robust education program to bring the exhibits, displays and the messages they contain to life for school-aged visitors. Educational materials were created for *Target America*. Perhaps the most important tool for marketing to schools was the "Teacher Resource Guide." The "Guide" included Louisiana State Grade Level Expectations (GLEs), tour stops, and post-visit follow up material for use in the classroom and home. These guides were sent to schools with every tour reservation and were handed out at the Louisiana Substance Abuse Counselors and Teachers (LASACT) and Safe and Drug Free Schools conferences.

Events

During the run of *Target America*, the exhibit played host to numerous events that were geared towards engaging the community. The Education Department at the Louisiana State Museum planned a series of events called "Second Saturdays" that were held on the second Saturday of each month. The education budget was used to finance the events and pay for speakers and supplies. A full listing is below:

"Mission Possible: Become a DEA Agent for a Day"

Saturday, April 9, 2010, 1-3pm

Children received a top secret mission packet that took them through the DEA exhibit. They had to answer questions and participate in activities to earn a DEA Jr. Special Agent Badge.

Attendance: 60 Children completed the mission.

"Jazz and Drugs: the Romance"

Saturday, May 8, 2010, 2-4pm

Lecture on the relationship between drugs and jazz in New Orleans.

Attendance: 28

"Family Center at the Cajun and Zydeco Festival"

June 12-13, 2010, 1-3pm

Scavenger hunts and special programs about the effects of drugs on the brain were offered during the festival.

Attendance: 108 Children, 89 Adults

"Mission Possible: Become a DEA Agent for a Day"

Saturday, July 10, 2010, 1-3pm

Children received a top secret mission packet that took them through the exhibit. They had to answer questions and participate in activities to earn a DEA Jr. Special Agent Badge.

Attendance: 78 Children completed the mission.



2nd-grader Taylor Brady learning about the effects of drugs on the brain at the "Mission Possible" event.

"Bamboula 2000 and Back to School Extravaganza"

Saturday, August 14, 2010, 12-4pm

Target America teamed up with the Dinerral Shavers Educational Foundation in order to give away free school supplies to at-risk kids in the New Orleans area. In order to receive school supplies, children had

to complete an exhibit scavenger hunt and a free health screening. This event featured a drumming workshop by Bamboula 2000 as well as performances by local brass bands.

Attendance: 1,400 Children, 16,000 Adults

“Homeland Security Post-9/11”

Saturday, September 11, 2010, 2-4pm

DEA Field Intelligence Manager, Henry Richardson discussed how the 9/11 terrorist attacks redefined the relationship between terrorism and drug trafficking.

Attendance: 17 Adults

“Guns of the DEA”

Saturday, October 9, 2010, 2-4pm

DEA Special Agent Dan Holmes showcased specialized weapons- their own and those used by drug traffickers- associated with the ongoing war on drugs here and abroad.

Attendance: 87 Adults and children (maximum capacity).



“High on Life: Girl Scout Badge Workshop”

Saturday, October 25, 2010, 10am-4pm

Girl Scouts earned their *High on Life* badge by learning about the dangers of drugs. Included special activities, crafts and a presentation by a Louisiana State Trooper.

Attendance: 50 Girl Scouts (maximum capacity).

“Family Room”

Saturday, November 13, 2010, 10am-4pm

Tours and scavenger hunts were run in conjunction with the New Rhythms Festival, hosted on the grounds of the Old U.S. Mint.

Attendance: 250 Children, 50 Adults

Girl Scouts learning about the dangers of drinking and driving from a Louisiana State Trooper.

In addition to the above programs, the exhibit hosted several events that engaged the drug prevention community in New Orleans. These included special symposiums for the local DEA office, prescription pill drop off, Orange Ribbon Week¹ kickoff event with the New Orleans Substance Abuse Prevention Coalition (N.O.S.A.P.) and “Highway for Healing,” the kickoff event for National Recovery Month.

¹ Not to be confused with Red Ribbon Week, the Orange Ribbon Campaign brings attention to underage drinking.

Vigil for Lost Promise

The exhibit played host to the “Vigil for Lost Promise,” an emotional event that has accompanied *Target America* to many of its venues as it has traveled around the country.

The “Vigil for Lost Promise” gave members of the community the opportunity to come together and honor loved ones whose lives were lost because of drug overdose and drug violence and pledge renewed efforts to work to keep drug abuse from taking more lives.



The New Orleans Vigil took place on Saturday, October 9, 2010 at Washington Artillery Park (800 Decatur Street) across from Jackson Square, from 5 to 7pm. The event featured speakers from the local community, the presentation of “Light of Hope” community service awards, and a candle lighting ceremony. Participants then proceeded through the French Quarter to the Old U.S. Mint, accompanied by the famous Treme Brass Band in traditional New Orleans Jazz funeral style. Upon arriving at the Old U.S. Mint, attendees enjoyed refreshments donated by Café du Monde and were encouraged to add images and stories of their loved ones to the Wall of Lost Talent inside the *Target America* exhibit. The evening was very emotional and brought out many supporters from the local community. Indeed, many of the attendees expressed an interest in making the Vigil an annual event.



Light of Hope Community Service Award Recipients

- WVUE FOX Channel 8 and their General Manager, Mr. Joe Cook
- The Center for Substance Abuse Prevention, represented by Pastor Charles Johnson
- New Orleans Mayor Mitch Landrieu
- Youth Rescue Initiative, represented by Mr. Dave Curtin
- The Louisiana State Museum and their Director, Mr. Sam Rykels
- Ms. Carol Fazio



Education Program Feedback

Below are several stories that highlight the impact of the exhibit on the community and issues that were commonly observed among the students who visited the exhibit and why *Target America* was so necessary.

“Will that happen to my brother?”

One day a group of 30 sixth grade students from Jefferson Parish toured the exhibit. The group entered the “Louisiana Story” section and the Exhibit Educator began telling the story of Maddy Prevost, a local 16 year old high school student who died of a heroin overdose two years ago. When finished with the story, the Educator noticed one girl had turned and faced the corner and after going over to the student, saw that she was crying hysterically. Although some of her friends tried to comfort the student, the Exhibit Educator pulled her into the hall to make sure nothing was wrong. In the hallway she stated that she had watched her brother shoot up heroin the night before and several times over the past month. When she had heard the story of Maddy Prevost she began picturing her brother in that situation. The Educator and the student talked about how this made her feel, what addiction was, treatment options, and why it was important she tell someone. The Exhibit Educator also asked if the student would let the Educator inform the teacher and she agreed. Over the course of the eight month run in New Orleans, many of the elementary school children visiting the exhibit admitted having seen older siblings do drugs and needed help understanding what that meant, who to tell, and work through how it made them feel.

“We are celebrating”

During the exhibit’s run, it quickly became clear that *Target America* had turned into a place where families and former addicts would visit in remembrance of those whose lives had been lost to drug addiction. One day the Exhibit Educator was walking through the exhibit and happened upon an elderly couple who were staring at the “Wall of Lost Talent.” When asked how they were enjoying the exhibit, the woman said, “Yes, we are celebrating.” They then told the Exhibit Educator how their daughter had died because of a pain killer overdose at the age of 32. She was a teacher who, at the age of 19, had gotten into a car accident. Her doctor had prescribed her pain medication and she quickly became addicted. As her addiction grew, the doctor kept over-prescribing her. Her parents had tried everything they could think of, from enrolling her in rehabilitation programs to taking legal action against the doctor, but nothing helped. After their daughter died of an overdose they sued the doctor. During the course of their legal battles they found out that the doctor was involved in over-prescribing 28 other patients. After 12 years they had finally won the court case. The first thing they could think of to “celebrate” was drive from Florida to New Orleans in order to visit *Target America* in her honor.

“Question”

One day a group of students from a New Orleans Middle School visited the exhibit. Many of the children were from neighborhoods where drug dealing was very common and the students had seen drugs on a daily basis for as long as they could remember. Many of the students knew almost nothing about the drugs they saw around them (there was also no drug education in the school). One sixth-grade girl, who had been very engaged in the exhibit, came up to the Exhibit Educator and asked earnestly, “Ms. Julia, is addiction contagious?” Before the Educator could answer the question, her teacher snapped at her. “What kind of a question is that?! Haven’t I told you not to ask *stupid* questions?! That was STUPID!” The Exhibit Educator calmly told the teacher that it wasn’t a stupid question and would be happy to answer it. The Exhibit Educator explained that addiction was not contagious and that no questions were stupid. The little girl’s next question was, “Is it hard to stop being addicted to cocaine?” Apparently, the student’s mother was using cocaine and she wanted her to stop. The Exhibit Educator gave the girl some of the resource brochures and explained treatment and addiction to her.

Teacher Comments

Teachers were asked to fill out post-visit evaluations where they answered questions about the staff, what they liked and what they disliked. A sampling of the comments is below. This selection highlights the main things teachers liked about the exhibit.

“I really enjoyed the scavenger hunt and I am happy that Mrs. Fazio joined us so kids could make a connection to her son’s story.”

- Rashonda McNutt, Ellender Middle School

“The staff was friendly and the length was perfect. I most enjoyed the exhibit explaining the activity of drugs in the brain. Some of the pictures were disturbing, but the purpose was appropriate.”

- Annie Tate, Academy of the Sacred Heart High School

“I thought the tour was very informative and entertaining. The kids loved it! I liked the exhibit and the scavenger hunt...I loved everything!”

- Mandy Simoneaux, Patrick Taylor Middle School

“The staff was very organized with well planned activities. It was very informative for our kids. My favorite part of the exhibits was the worksheets (scavenger hunts) and discussion.”

- Mrs. Frederick, Madisonville Junior High

“The kids really enjoyed the scavenger hunt. They were engaged throughout the exhibit and would have liked even more time!”

- Betty Comb, St. Bernard School

“Ms. Julia had a great rapport with the kids. The displays were informative and graphic in nature (realistic). I enjoyed everything, my class did as well.”

- Regina Bowen, Bridge City Middle School

GENERAL VISITOR COMMENTS

At the end of the *Target America* exhibit, visitors are invited to leave behind comments that reflect their thoughts and impressions about what they had just experienced. Listed below is a sampling of the hundreds of comments that were received while the exhibit was in New Orleans. All visitor comments are available to view on the exhibit's website at www.targetamerica.org.

"This is a very good exhibit for children and also recovering substance abusers. Everyone should be invited to attend. It is a very knowledgeable & interesting exhibit. Thanks!"

- Anonymous, New Orleans

"This exhibit was great. I can't wait to come back. I will bring my little brother and sister with me next time so they can learn about the way drugs effect society."

- Ben, 15, New Orleans

"I wish that an exhibit like this could be experienced by all students so that they can be aware of the harmful effects drugs cause."

- Quilana Sims & Xaden Thomas, New Orleans

"My school has been doing meetings about the drug problem for 10 years now. They have improved my knowledge on the matter but this exhibit was even better. I've improved my knowledge. Hope to see something like this in Italy."

- Francesca, 19, Milan

"This was an experience for me. I have learned so much more about drugs and how it can affect people and their communities. It was a wonderful experience."

- Shena, 20, New Orleans

"This place is great! I have learned not to use drugs and that drugs affect everyone around you. I hope to come back another day and explore the museum more when I have more time. My friends and I have had so much fun!"

- Abilene Jacks, 15, Saint Amant, LA

"This exhibit is great and very informative. The display of the World Trade Center and the Pentagon are heart wrenching! To think that people of this country had something to do with this because of the money they spent on drugs is incomprehensible."

- Sarah Kennedy, 30, Brunswick, GA

"I will never use drugs after seeing what they do to you."

- Taelen, 8, Houma, LA

"This was a very good exhibit. I learned how drugs affect your brain and peoples lives. It was good to hear how they started, so I do not follow in their footsteps."

- Alexandra, 14, Long Island, NY





Louisiana State Museum

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The La Cultural Vista
New Orleans, LA

Quarterly
Circ. 80,000

Mar/Apr/May 2010



The history of drug abuse is chronicled in a national traveling exhibition with an added Louisiana component

From opium dens in 19th-century New Orleans, to the psychedelic 1960s epitomized by the movie *Easy Rider*, to today's underground meth labs in rural parishes, the long history of illicit drugs and addiction in Louisiana has followed national patterns with some unique differences.

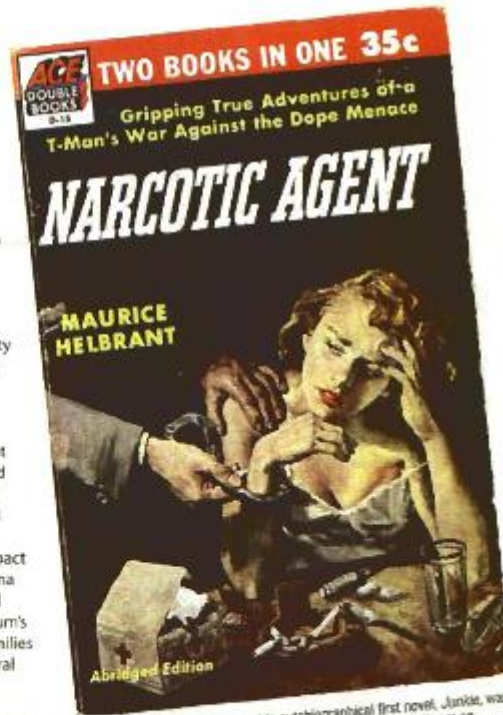
But the consequences never vary. Drugs here, as elsewhere, inevitably lead to lost lives, broken families, and ravaged communities.

That's the powerful message behind a new exhibition and community outreach initiative mounted by the Louisiana State Museum as part of a larger show entitled *Target America: Opening Eyes to the Damage Drugs Cause*, on exhibit at the Old U.S. Mint in New Orleans' French Quarter.

Target America has been on national tour since 2002 from the Drug Enforcement Administration Museum in Washington, D.C. It was brought to New Orleans by the Office of Lieutenant Governor Mitch Landrieu and the Department of Culture, Recreation, and Tourism in partnership with local government and law enforcement agencies, schools, churches and community organizations.

"The national exhibit presented an opportunity to dramatize the impact of drugs in our own neighborhoods," said Lt. Gov. Landrieu. "The Louisiana State Museum drew on its extensive collection of artifacts and curatorial expertise to produce the locally-themed exhibits. Meanwhile, the museum's education staff has designed quality programs to reach children and families with a strong prevention message. It's a great example of how our cultural institutions can address serious social issues and help build healthier communities."

On display at the Mint are rare artifacts illustrating the history of drug use in Louisiana from the 1860s to the present, including an opium pipe, an 1860s hypodermic syringe, patent medicine bottles, pharmacy ledgers, and other drug-related artifacts.



Best author William S. Burroughs' autobiographical first novel, *Junkie*, was published as a "twofer" with this title on the back cover. Both are on display in a major new exhibition on the history of illegal drugs and drug addiction now at the Old U.S. Mint in New Orleans.

CONCLUSION

While in New Orleans, *Target America* made an impact on the local community and was visited by more than 49,000 people. The exhibit was able to offer the New Orleans community a safe place for families, adults, and children to not only learn about the many effects of drugs but also about prevention and treatment options. The exhibit became a gathering place for families of former addicts, police officers, and leaders of the community who are passionately working to prevent the effects of drug abuse and trafficking from affecting the Greater New Orleans community. Because of the bus scholarship funds and the lack of an entrance fee, schools from all income levels and regions of Southern Louisiana and nearby states were able to attend. Almost 10,000 students from all over the state of Louisiana were impacted by the message of *Target America*. The connections formed and reinforced between law enforcement, treatment, prevention education, civic leaders, faith based organizations, media outlets, and other key groups to bring *Target America* to Louisiana and support it during its eight month run at the Louisiana State Museum will serve as a lasting benefit to the citizens of the region.

The DEA Museum gratefully acknowledges the generosity of the following organizations and individuals for supporting the development of this exhibit:

Center for Substance Abuse Treatment
Central Intelligence Agency
CNS Productions
Daytop
DEA Audiovisual Office
DEA Graphics
DEA Library
DEA New Orleans Field Division
DEA Office of Diversion Control
DEA Office of Intelligence
DEA Operations Division
DEA Operational Support Division
Department of Defense
Dittrick Museum
Entertainment Industries Council
Films for the Humanities & Sciences
Johns Hopkins Center for Communication Programs
Kelley McEnery Baker Foundation
Louisiana State Museum
Narcotic Overdose Prevention and Education
The National Center on Addiction and Substance Abuse at Columbia University
National Drug Intelligence Center
New Orleans Police Department
Oregon Partnership
Port Authority of New York and New Jersey
Publishers Group
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