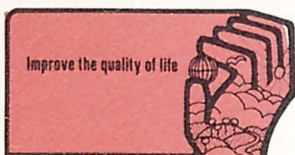
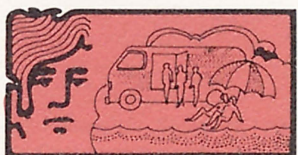
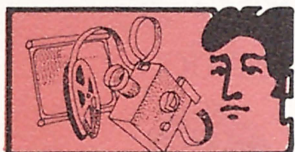
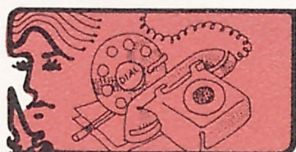
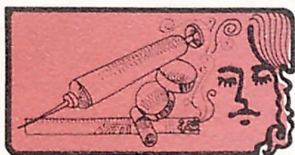


kiwanis in action

1972 edition



kiwanis in action 1972 edition



This is the story of Kiwanis at work. Kiwanis In Action demonstrates the results which are possible when men in local Kiwanis Clubs accept the opportunities to utilize their manpower, creative abilities, and resources.

Kiwanis In Action illustrates a continuous broadening of the Kiwanis concept of service. It is the story of the accomplishments of free men who are united in a fellowship for the benefit of others.

Kiwanis In Action is an attempt to measure the impact of the manpower of this organization as it directs its attention to the challenging times in which we live.

THE MAJOR EMPHASIS PROGRAMS OF KIWANIS INTERNATIONAL

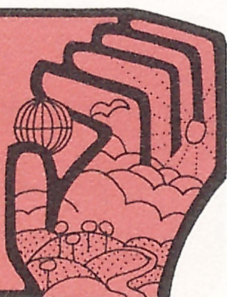
The Kiwanis International Board of Trustees designated Operation Drug Alert as the primary Major Emphasis Program for Kiwanis Clubs during the 1970-71 administrative year. In addition, the Kiwanis International Board of Trustees designated The Quality Of Our Environment as the secondary Major Emphasis Program for the organization for 1970-71.

A Major Emphasis Program is a service program to which all Kiwanis Clubs are urged to give their emphasis throughout the administrative year. It is not a program of a particular club committee; rather, it is designed to supplement, but in no way replace the traditional and basic service activities of a particular Kiwanis Club.

The Major Emphasis Programs of Kiwanis International seek to call attention to problems within our society which exist in every community; problems which need the manpower and resources of Kiwanis Clubs to alleviate and solve; and areas of concern which affect the lives and welfare of all people.

The Major Emphasis concept came into being in 1969 with the adoption of Operation Drug Alert as the first Major Emphasis Program for Kiwanis International. This first venture was a tremendous success during the 1969-70 administrative year. In 1970-71, Operation Drug Alert joined The Quality Of Our Environment as the organization's Major Emphases for the year—two areas of concern which exist in all communities in both the United States and Canada—two areas of concern which demanded the attention of all community leaders.

Improve the quality of life



OPERATION DRUG ALERT

*The Primary Major Emphasis Program of
Kiwanis International for 1970-71*

In February, 1969, the Kiwanis International Board of Trustees selected Operation Drug Alert as the 1969-70 Major Program for all clubs. In the fall of 1969, all Kiwanis Club presidents received the Operation Drug Alert planning kit.

In its first year, Operation Drug Alert was a tremendous success—the involvement of Kiwanis Clubs far surpassed expectations. Operation Drug Alert was again designated as the Major Emphasis Program for Kiwanis International for the 1970-71 administrative year; new materials were developed to assist the clubs in combating drug abuse in their communities; and Kiwanians throughout the United States and Canada expanded existing local programs and initiated new approaches.

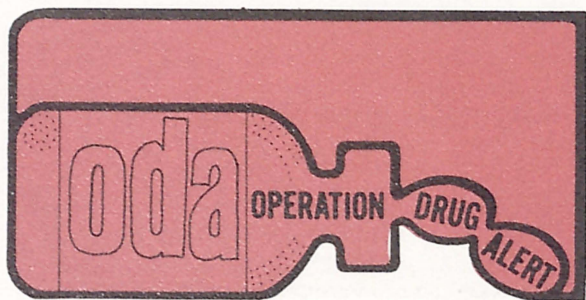
The Operation Drug Alert program had three basic objectives:

- Educate as many people as possible in the nature and consequences of the use, abuse, and misuse of drugs, especially concentrating upon the pre-risk group of youth of elementary and junior high school age.
- Inhibit, reduce, or eliminate drug abuse and misuse in the community.
- Safeguard the community against further incidence.

The Operation Drug Alert program stressed the necessity of self-education as a prerequisite to participation. The leadership of Kiwanis Clubs was charged with the responsibility of educating club members with the cooperation of professional leaders.

In 1970-71, Operation Drug Alert dominated the Kiwanis scene, and more and more Kiwanians took part in the program's activities.

- 2,056 clubs played a substantial cooperative or leadership role in a coordinated community-wide drug abuse preventive program.
- 913 clubs carried out one or more Kiwanis Operation Drug Alert projects independently.



- 1,464 clubs had one or more club meeting programs related to drug abuse.
- 1,542,493 copies of the Kiwanis booklet *Deciding About Drugs* were distributed to teenagers.
- 884,470 copies of the Kiwanis booklet *What If They Call Me Chicken?* were distributed to elementary school children.
- 3,848,092 copies of other miscellaneous drug abuse education printed materials were distributed.
- 12,678 public drug abuse meetings or forums were sponsored by Kiwanis Clubs.
- 682 drop-in centers were established by clubs.
- 164 methadone maintenance operations, 600 half-way houses, and 349 crisis intervention programs were sponsored by Kiwanis Clubs.
- 1,842 counseling or rehabilitation programs were either initiated, financially assisted, or otherwise significantly supported by Kiwanis Clubs.
- 63,574 Kiwanians gave at least one hour of their time to Operation Drug Alert activities in their communities.

Statistics cannot measure the total support given to the Operation Drug Alert program by Kiwanians during 1970-71. These statistics do not reflect the quantities of various educational and promotional materials which were utilized, radio and television programs, speaking engagements, and newspaper articles which were sponsored by Kiwanis Clubs in their efforts to combat drug abuse and to educate the general public. The participation of Circle K and Key Clubs in Operation Drug Alert activities are also not included.

One of the most significant aspects of the Operation Drug Alert program was the thousands of letters which were received by Kiwanis International from school children requesting information and our education materials. Hundreds of requests were received from school teachers, clergymen, law enforcement officials, adult youth group leaders, and average citizens. The response from non-Kiwanians to the program clearly indicated that the Operation Drug Alert program message was reaching the community.

The drug abuse problem remains throughout the United States and Canada. But, Kiwanis International is confident that its efforts in this area have been fruitful. A great deal remains to be done, not just by Kiwanians, but through the interest and involvement of people from all walks of life, in every community. If anything, Kiwanis has stimulated effective action wherever Operation Drug Alert programs have been carried out. The organization has proven that the volunteer movement is a vital force for good.

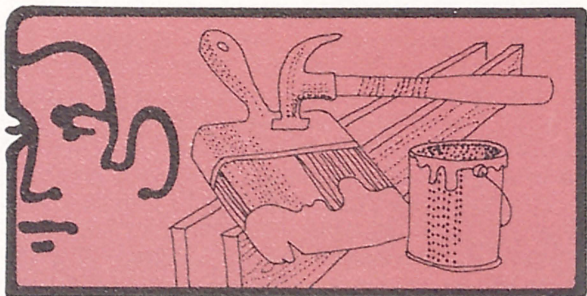
OPERATION DRUG ALERT PROGRAMS CONDUCTED BY KIWANIS CLUBS IN 1970-71

Following are brief summaries of successful Operation Drug Alert programs and projects which were conducted by Kiwanis Clubs during the 1970-71 administrative year.

These examples illustrate success, but they are also significant in that they suggest a variety of ideas which a Kiwanis Club, or any other civic organization for that matter, can utilize in developing anti-drug abuse programs for their own area.

Members of the Kiwanis Club of **Warren, Ohio** were enthusiastic about the possibilities for service which the "Operation Drug Alert" program provided. After successful projects during the 1969-70 administrative year, the club decided that its efforts should be expanded. Investigation showed that there was a need to provide a facility for rehabilitation in the county as area drug addicts had to go to New York City for treatment and counseling. The club called a meeting for representatives of local Rotary, Exchange, Optimist, Lions Clubs, and business firms. From this group, the Northeastern Ohio Council on Drug Abuse was organized. The vacant Trumbull County Children's Home was selected to be refurbished as a therapy, treatment, and drug abuse education center for the area. Volunteer labor renovated the building, and funds and equipment were solicited from area civic organizations and business firms. Warren Kiwanians raised \$2,000 for the project, called "Freedom House." The center began its operations in 1971.

It was obvious that young people in the community knew more about drugs and their potential than their parents did. After consulting with local school administrators, teachers, and law enforcement officials, the Kiwanis Club of **Elyria, Ohio** invited 35 civic leaders to a conference to plan a drug abuse education program directed to parents and other adults. Successive planning sessions resulted in the formation of CODE (Committee on Drug Education), and in early 1971, the organization sponsored 4 public seminars for parents on the drug abuse problem.



Under the leadership of the Kiwanis Club of **Largo, Florida**, all **Kiwanis Clubs in Division 20 of the Florida District** committed \$1.00 per member per month to finance the operation of a drug addict rehabilitation center for the area—approximately \$12,000 a year. A vacant hospital facility was renovated by the labor of division Kiwanians and other interested people in Pinellas County. Facilities were installed for both in-patient and out-patient care, and a Methadone treatment program was instigated. To further the project, Largo Kiwanians also sponsored a concert by the famed violinist Rubinoff, with all proceeds going to the project.

In addition to distributing 3,000 copies of *Deciding About Drugs* and 6,000 copies of *What If They Call Me Chicken?* the Kiwanis Club of **Capital City, Jackson, Mississippi** provided local public schools with visual aids, films and classroom materials on drug abuse education. The club also was successful in providing television and radio spot announcements, geared to alert the public on the menace of drug abuse.

20,000 buttons with slogans such as: "Keep Off The Grass," "Dope is for Dopes," and "Marijuana—NO!" were distributed by the Kiwanis Club of **Massapequa, New York** to local teenagers.

Proclaim is a haven for drug addicts who seek to free themselves from the habit. The project was in need of financial assistance to properly house and feed its residents and to purchase tools and equipment. The Kiwanis Club of **Midtown Norfolk, Virginia** responded by sponsoring a local showing of the film "The Cross and the Switchblade." \$5,400 was raised for Proclaim by this effort.

A large number of drug abuse cases were reported by local and county law enforcement agencies, and the Kiwanis Club of **Kinsley, Kansas** selected its Youth Services Committee to execute a community-wide drug abuse education program. The committee's main effort was to present drug abuse education programs to local schools and various civic and professional organizations. The committee also provided a drug abuse education booth at the county fair to distribute information to both adults and young people.

The Kiwanis Club of **East Wichita, Kansas** sponsored the James Brothers Circus to raise funds to provide a television program on drug abuse. The project netted \$1,000, and the program, "The Drug Knowledge Test," was aired twice over KPYS-TV in Wichita.

On December 9, 1971, members from every Kiwanis club in **Division 7, Capital District**, joined the Kiwanis Club of **New Castle Hundred, Delaware** for its "Operation Drug Alert Police Recognition Night." Ten state policemen from Delaware and Maryland were honored

at this event for their work in combatting the drug abuse problem.

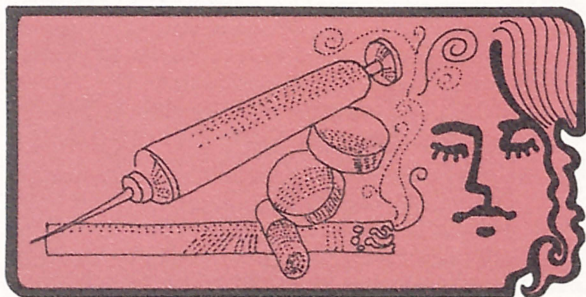
During "National Pharmacists' Week," October 4-10, 1971, members of the Kiwanis Club of **Jefferson City, Missouri** distributed posters and bumper stickers with the slogan "Respect Medicine" to local business firms and residents.

Some teachers and parents were of the opinion that children in the lower elementary grades had many misconceptions about the use of drugs. It was also apparent that there was little material or classroom instructional guides directed to those in the lower grades. Recognizing the need for drug abuse education in the grade schools, the Kiwanis Club of **Brook Park, Ohio** provided 6 local grade schools with the "Mood Modifiers" program—a complete classroom course for young children and their parents. Each school set aside one classroom for the program, and the club sponsored a pancake supper to raise the necessary funds to buy the printed materials, teachers' guides, and visual aids.

With the cooperation of the **Key Club of Gulf Breeze High School**, the Kiwanis Club of **Gulf Breeze-Pensacola Beach, Florida** distributed 500 "slide rule" guides on the symptoms and effects of various drugs to parents of local high school students.

In cooperation with the Centre County Drug Rehabilitation Center, the Kiwanis Club of **Bellefonte, Pennsylvania** constructed a room at the local Y.M.C.A. which served as a place to go for information and counseling on drug abuse.

After a series of meetings with local and county law enforcement agencies, the Kiwanis Club of **New Iberia, Louisiana** appropriated \$1,000 to its Drug Abuse Committee to develop and promote a drug abuse education program for the community. The committee's first major effort was a public meeting at the senior high school, featuring the Chief of Police of New Orleans and a convicted drug addict from the state penitentiary. 2,800 local residents participated. Next the club committee arranged to have 20 women from St. Gabriel Women's Prison speak to young people on drug abuse in all local schools, from the 6th grade through the high school level. The Kiwanis Club of **New Iberia-Cajun, Louisiana** cooperated in



arranging this program. Over 5,000 young people participated.

Adopting the name "Operation Drug Alert," the Kiwanis Club of **Somerset, Kentucky** appointed a committee to provide drug abuse information to all of the schools in Pulaski County. Local physicians, assisted by former drug addicts, presented programs for students during regular study hall periods during the school day.

After meetings with the County Sheriff and the Daytona Beach Police Department, the Kiwanis Club of **The Halifax Area, Daytona Beach, Florida** determined that funds should be made available to local law enforcement agencies to help them in their work to alleviate the local drug problem. The club donated \$1,000 and sponsored a drive to sell "Operation Drug Alert" buttons. The sale netted \$1,250 more for the police department.

Several hundred copies of *What If They Call Me Chicken?* were distributed to local junior and senior high schools by the Kiwanis Club of **Darlington, Wisconsin**. The club also provided a program for the local high school, featuring a former drug addict.

The Kiwanis Club of **Steubenville, Ohio** purchased 4,000 copies of *Deciding About Drugs* and 4,000 copies of *What If They Call Me Chicken?* for distribution to local schools. In addition, the club sponsored showings of drug abuse education films in local junior high schools and for church groups.

Twice each month, the Allegheny Mountain Radio Network carried a drug abuse education program sponsored by the Kiwanis Club of **Tyrone, Pennsylvania**. Eleven radio stations, both AM and FM, reached thousands of residents in central Pennsylvania and southern New York State with the Kiwanis anti-drug abuse message.

The Kiwanis Club of **Jacksonville Beaches, Florida** purchased a Volkswagen bus, stocked it with *Deciding About Drugs* booklets and various drug abuse education materials provided by pharmacists and drug concerns, and members of the club distributed materials to young people on local beaches.

Looking for unique ways to spread the Operation Drug Alert message, **Kiwanis Clubs in Divisions 2A, 2B, 3, and 10, Texas-Oklahoma District**, persuaded two Dallas dairies to reproduce the Operation Drug Alert logo on their milk cartons. The containers also gave the phone numbers of the Kiwanis-operated drug referral centers in Dallas, Houston, and Beaumont. The two dairies produced 1,250,000 wax milk cartons per week.

Four area Kiwanis Clubs formed a special committee to finance and administer the clubs' joint Operation Drug Alert projects. One of the most successful was the "Button Days" project, which was sponsored by

the Kiwanis Clubs of **Glendale; West Glendale; Gateway, Glendale;** and **Montrose-La Crescenta, California**. The lapel buttons, two inches in diameter and colored bright yellow and red, carried the legend "Kiwanis Drug Alert" and depicted a hypodermic needle, a marijuana "reefer," and an array of pills and capsules. Kiwanians and their wives from the four clubs sold the buttons—25,000 of them—in a two-day period. The profit of \$4,200 was used by the clubs to purchase 16,000 copies of a 8-page color pamphlet outlining the dangerous drugs used by some teenagers and detailing the physical effects of each. These pamphlets were distributed to every freshman in the four area high schools and to all Glendale parents of 6th through 9th grade children. \$1,038 of the proceeds from the button sale was used to start a special anti-drug pilot program for 200 7th grade students in a junior high school.

After seeing promotional material on the film "The Cross and The Switchblade" at the Detroit Kiwanis International Convention, a delegate from the Kiwanis Club of **Cosmopolitan Kingsport, Tennessee** returned home with the suggestion that the club show the film in the community to help make the public aware of the drug abuse problem. The club enthusiastically endorsed the idea, and in cooperation with local churches, school teachers, and law enforcement officials, the film was secured for showing at a local theatre. 3,000 tickets were sold by Kiwanians to individuals and church groups at a cost to cover expenses only.

The Kiwanis Club of **University, Wichita Falls, Texas** sponsored a contest based upon information in the *Deciding About Drugs* booklet. 12,500 copies of the booklet were distributed to junior and senior high school students, whose teachers tested them on their knowledge of the material. Seventy prizes, including a \$300 scholarship, were awarded to the winners by the Kiwanis Club.

Early in 1970, the Operation Drug Alert Committee of the Kiwanis Club of **Lakeland, Florida** distributed 4,000 copies of anti-drug literature and sponsored a series of drug seminars. However, the club looked for a new way to reach the greatest possible number of young people, and the Kiwanians decided to explore the possibilities of television. With the assistance of the **Key Club of Lakeland High School**, a student survey was taken which indicated that the young people wanted to know the honest facts about drugs and drug abuse. With the cooperation of WEDU-TV, Tampa's educational television station, the club produced a panel discussion program featuring a pharmacologist, a police detective, a psychologist, and several inmates from the Appalachia Correctional Institute. The half-hour television program has been

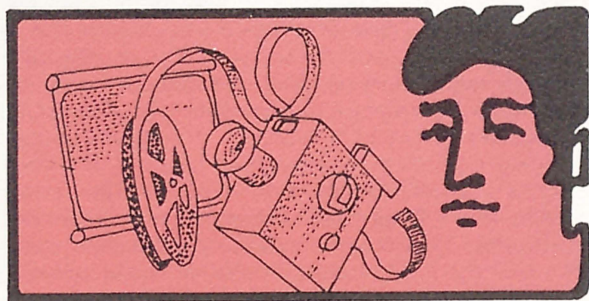
viewed by 1.5 million students and several hundred thousand adults.

When the newspapers reported that the county had more arrests for drug abuse than in all the state's other 99 counties combined, the members of the Kiwanis Club of **Fayetteville, Arkansas** realized that there was a drug abuse problem in their community and that a total program was needed to combat it. Fayetteville Kiwanians organized a series of public panel discussions, featuring law enforcement officials and representatives from mental health agencies. These panels concluded that education was the best answer, especially through the use of films, a medium that holds a special interest for young people. The club appointed a film review committee, and the film "Way Out" was selected. "Way Out," which tells the story of drug addiction, with all roles played by former addicts, was shown to more than 8,000 city and county high school students and teachers by the Kiwanis Operation Drug Alert Committee.

Thanks to the efforts of the Kiwanis Clubs of **Hamilton, Lindenwald Hamilton, and Fairfield City, Ohio**, 55 local high school students participated in a trip to the National Institute of Mental Health Clinical Research Center in Lexington, Kentucky. While at this center, the students learned the grim realities of narcotics addiction from both doctors and patients, and they reviewed their experiences with other high school students when they returned home.

With the cooperation of radio station WIFE, members of the Kiwanis Club of **Northeast Indianapolis, Indiana** recorded spot announcements for the booklet *Deciding About Drugs*. The station, which boasts the largest teenage audience in the Indianapolis area, broadcast the Kiwanis announcements twenty-two times daily. As a result, the club received more than 1,000 requests for *Deciding About Drugs*.

Since 1970, the Kiwanis Club of **Seward, Nebraska** has conducted widespread distribution of Operation Drug Alert materials to all local public and parochial schools. In order to stimulate greater public awareness of their program, the Kiwanians built a float advertising their drug abuse education program for the annual Fourth of July parade.



Realizing that education alone was not enough to stem the tide of drug abuse, the members of the Kiwanis Club of **Mexico D.F., Mexico** lodged complaints with federal authorities against pharmacies that disregarded Mexican narcotic control laws by selling habit-forming drugs to students. As a result of the complaints, eight pharmacies in several Mexican cities were closed by the government.

To assure that all school children in Montgomery County, Maryland learn the full story of the dangers of drug abuse, the **Kiwanis Clubs of Division 1, Capital District**, banded together to buy a \$20,000 Operation Drug Alert Van from the Smith, Kline, and French Pharmaceutical Company. The van, presented to the Montgomery County Council, contains audio-visual displays and other information on drugs. The van visited each school in the county.

The Kiwanis Club of **Downtown Spokane, Washington** conducted a massive campaign to bring the truth about drugs and drug dependency to the children and adults of the community. With the cooperation of the Washington Water and Power Company, a list of symptoms of drug abuse, plus a narcotics identification chart, were published in the company's monthly customer magazine, *Family Gazette*. 175,000 copies of this magazine were sent to customers, and requests were received for 21,000 additional copies. In addition, the club sponsored a speakers bureau, using the services of former drug addicts. Hundreds of grade school, high school, and college students participated in programs presented by the speakers bureau.

Although drug abuse was not a serious problem in the community, the members of the Kiwanis Club of **Cagayan de Oro City, Philippines** decided that drug abuse education would be their best insurance to prevent a problem in the future. Kiwanians made use of billboard, newspaper, radio, and television advertising and also sponsored a drug symposium in five city schools. The Kiwanians also sent a letter to all local druggists to remind them of their responsibility to refuse to dispense any harmful drugs without appropriate prescriptions.

Members of the Kiwanis Club of **Temple Terrace, Florida** learned that drug abuse was on the rise in several local elementary schools. Further investigation showed that many children's initial experiments with drugs took place at home where old prescription medicines were readily available. The club launched a massive publicity campaign to heighten the community's awareness of the problem. The mayor proclaimed "Drug Alert Month," and Kiwanians distributed 2,000 bags to households with instructions to place their old prescription drugs inside and wait for the bags to be collected. The following week,

assisted by the **Key Club of King High School** and the members of the **Circle K Club of the University of South Florida**, Kiwanians picked up the bags and turned them over to local police authorities for disposal. This project, entitled: "Destroy Dangerous Drugs Campaign," resulted in the destruction of over 1,500 vials of unused prescription drugs.

The members of the Kiwanis Club of **Skokie Valley, Illinois** built an Operation Drug Alert booth at a carnival sponsored by a nearby community to celebrate its 75th anniversary. The booth was staffed by a pharmacist who answered questions on drug abuse, and Kiwanians distributed literature, visual aids, buttons, and bumper stickers. 8,000 people visited the Kiwanis booth during the celebration.

A local narcotics officer approached the Kiwanis Club of **Keokuk, Iowa** and asked the club for help in destroying a large patch of marijuana that was growing wild near the community. Keeping the location a secret, Kiwanians worked several evenings cutting and burning the marijuana weeds. A total of 4 truckloads of flowering marijuana plants were destroyed as a result of this Kiwanis effort.

The Kiwanis Clubs of **Abilene, Greater Abilene, Key City, Abilene, and South Abilene, Texas** joined together and set up a telephone "hot line" for those seeking information on drugs and drug abuse. With the assistance of the Mental Health Association of Abilene, Kiwanians manned the hot line with trained professionals who were able to handle the calls from young people with drug abuse problems.

The Kiwanis Club of **Clark, New Jersey**, inaugurated their Operation Drug Alert program with a family forum on drugs featuring an ex-addict who managed the Narcotics Addicts Rehabilitation Center in Atlantic City.

The Kiwanis Club of **Lakeshore, Montreal, Quebec** sought out young men and women who had drug problems and referred them to proper medical and psychiatric agencies for help and counseling.

Under the leadership of the Kiwanis Club of **Leisure World, Silver Spring, Maryland**, the **Kiwanis Clubs of the Capital District** sponsored a Operation Drug Alert booth at the annual meeting of the American Pharmaceutical Association. The purpose of the project was to acquaint members of the pharmaceutical industry with the Kiwanis Operation Drug Alert program.

After a study of the community's drug problem, it was decided that the greatest need was an emergency telephone number which young people could call to receive accurate information or help. Under the direction of the Operation Drug Alert Committee, the

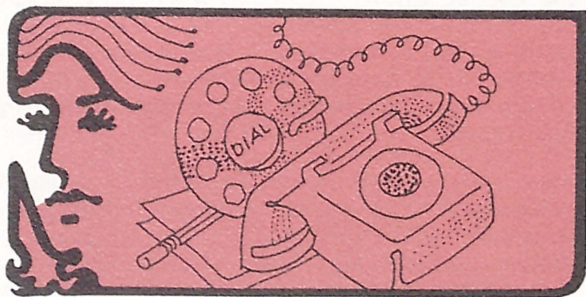
Kiwanis Club of **Juneau, Alaska** established the "Juneau Hotline." As the program proved successful, 70 non-Kiwanis volunteers were enlisted to man the phones in the evenings along with club members. The "Juneau Hotline" made the community aware of the existing drug abuse problem, and other civic organizations and public agencies responded by becoming more involved in solving the problem.

"DIAL"—Drug Information Action Line—was established by the Kiwanis Club of **Seaford, Delaware** to provide local young people experiencing drug problems with concise information and assistance. Each call was answered by a young person or an adult, and the caller selected which person to talk to. Callers were assured that their calls were confidential and would not lead to arrest. DIAL served all of Delaware's Sussex County and proved to be highly successful in reducing the area's drug abuse problem.

Realizing that students dislike taking things home to their parents, the Kiwanis Club of **Longmont, Colorado** received the cooperation of city officials, and drug abuse education materials were mailed with utility bills to 12,000 homes in the community.

The Kiwanis Club of **Livingston, New Jersey** presented \$2,000 to the Citizen's Task Force on Drug Abuse to be used for a "Help-Line," a 24-hour crisis intervention telephone service; a drug prevention and treatment center for youth; and the development of a drug curriculum for students from kindergarten through the 12th grade in all area public, private, and parochial schools.

Members of the Kiwanis Club of **Rockford, Illinois** attended a series of training seminars of the community's drug problems with local physicians, police officials, and pharmacists. The education provided allowed the Kiwanians to present drug abuse education programs for local churches, schools, youth groups, and service and professional organizations. In addition, Operation Drug Alert billboards were erected to call the public's attention to the Kiwanis programs.



THE QUALITY OF OUR ENVIRONMENT

The Secondary Major Emphasis Program of Kiwanis International for 1970-71

At the 55th Annual Convention of Kiwanis International in Detroit, Michigan, delegates adopted a resolution calling upon all Kiwanis Clubs to concern themselves with the Quality of Our Environment. The secondary Major Emphasis Program for the organization for 1970-71 administrative year, The Quality of Our Environment, was adopted, and guidelines were developed for all Kiwanis Clubs.

In its broadest sense, environment means everything that surrounds us—things, people, conditions, and influences. In its narrowest sense, it refers to the world's natural resources—water, air and the soil.

The area of environmental concern was not new to Kiwanis. For many years, club committees have conducted successful programs in conservation, beautification, and projects against air, soil, and water pollution. In many areas, Kiwanians were known as the group that cleaned up the parks, planted trees and flowers, and who worked to eliminate unsightly conditions in and around their communities. The new dimension for 1970-71 was the Major Emphasis concept—calling upon all Kiwanis Clubs to concentrate as they have never concentrated before upon the total environmental quality of their communities and discover where they could most significantly direct their efforts and resources.

The Quality of Our Environment Major Emphasis Program for 1970-71 was a year of exploration and analysis on the part of local clubs. Each club was encouraged to survey and assess the environmental factors in its community and to attempt to determine where the club could purposefully direct its efforts. During the course of the 1970-71 administrative year, Kiwanis International attempted to discover what clubs themselves identified as the primary environmental targets for the organization.

For 1970-71, the Quality of Our Environment Major Emphasis Program recommended common approaches to all clubs.

1. **A series of four club meeting programs:** The purpose of these programs was to bring about an awareness of the club's membership of the environmental concerns that applied to that community, but also in the perspective of regional, national, and world concerns. This was the self-education stage for the club itself prior to selection of projects or areas of concern in the community.
2. **A community environmental survey and analysis:** Each club was encouraged to conduct a community environmental survey and an analy-

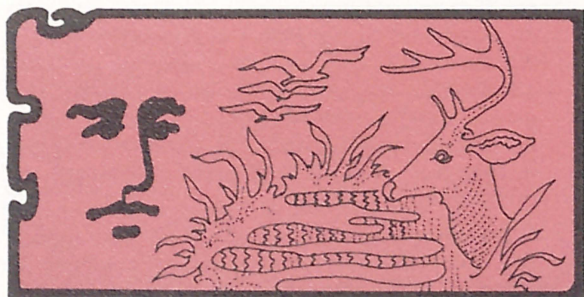
sis of local environmental concerns as a basis of reporting to the community.

3. **A report to the community:** Following the analysis and survey, the club was asked to report its findings and give priority to the individual's role and responsibility in improving the quality of the environment. These reports were to contain specific recommendations for action by groups, agencies, and other organizations in solving the environmental problems which the club identified.
4. **Club action directed toward identified concerns and opportunities:** On the basis of what had been learned from the surveys and analysis, the club was asked to select one or more environmental action projects which would best suit its manpower and resources.

In essence the program called for comparable study by more than 5,000 clubs in one year—something we had not done before—and the ultimate results were superior to anything that Kiwanis had done before on behalf of the Quality of Our Environment:

- 3,774 Kiwanis Clubs had one or more meeting programs related to environmental improvement.
- 1,060 clubs made a systematic survey of the environmental concerns of the local community.
- 1,345 clubs planted trees and shrubs in their communities.
- 2,117 clubs conducted community cleanup programs.
- 850 clubs participated in glass, paper, and metal recycling programs.
- 678 clubs distributed printed environmental literature to local residents.
- 1,467 clubs carried out other kinds of environmental improvement projects.

The Quality of Our Environment Program made people aware that they could do something about pollution in all its forms, that volunteer action could conserve wildlife and our natural resources, and that people everywhere have an obligation to themselves and to future generations for the safeguarding of the world in which they live.



QUALITY OF OUR ENVIRONMENT PROGRAMS CONDUCTED BY KIWANIS CLUBS IN 1970-71

Although the primary emphasis of The Quality of Our Environment Major Emphasis Program for 1970-71 was education and community analysis and survey, many Kiwanis Clubs quickly identified environmental concerns in their community which needed attention and Kiwanis manpower.

Following are examples of some of the projects which Kiwanis Clubs conducted during 1970-71 under the banner of the Major Emphasis Program—"The Quality of Our Environment."

Adopting the slogan "Keep Hempstead Clean," the Kiwanis Club of **Hempstead, New York** directed its efforts to improve the community's environment. Infractions of local littering ordinances were reported to city officials, and owners of vacant land were contacted and urged to clean up their property. In cooperation with the Jaycees, several parcels of city property were cleaned, and large attractive litter containers were placed in strategic locations throughout the community.

Meeting nights in the summer and early fall were utilized by the Kiwanis Club of **Kendallville, Indiana** to construct a reflection pool and spillway at Bixler Lake Park. Kiwanis manpower constructed a pool, 150 feet by 90 feet, with a spillway 200 feet in length by 10 feet wide. The bottom of the pool was covered with plastic to hold water, and 80 tons of medium-size stone was laid to serve as the pool bottom. The new Kiwanis reflection pool greatly enhanced the beauty of the park, which receives from 3,500 to 4,000 visitors annually.

The Kiwanis Club of **Lindenhurst, New York** decided that it would be worthwhile to impress the public with the need to keep the community clean. With the assistance of the local "Mayor's Beautification Committee," other civic organizations, and the Girl and Boy Scouts, a Saturday in May was set aside for the "Kleen Kiwanis Mile" project. The main thoroughfare of the community, running through the business district, was selected for a complete cleanup operation. On the appointed day, 200 residents joined the Kiwanians and removed all trash and litter from the main section of town.

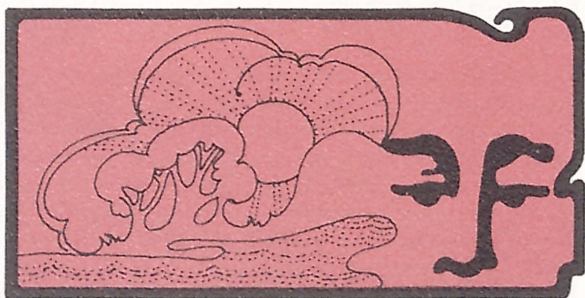
A comprehensive study indicated that the community needed additional land for parks and recreation. The Kiwanis Club of **Massillon, Ohio** selected a tract of land located between two city parks and over a two-year period, Kiwanians raised \$15,000 to purchase the property for the city. On May 5, 1971, the Mayor of Massillon accepted the deed to 20 acres to be developed for the recreation and enjoyment of the people.

The Kiwanis Club of **Orange, Virginia** called a meeting of representatives of local civic organizations and launched "Project Pride." The goal of the project was to clean up trash and litter throughout the community. The community was divided into sections; each civic organization was assigned a section to cleanup; and Orange Kiwanians distributed plastic garbage bags to homeowners the week before the cleanup day. The project continued throughout the year, and each civic organization which participated was responsible to keep its assigned section of the town free of litter and trash.

A large number of elm trees had been destroyed by the Dutch Elm disease throughout the community, and there had not been any type of concerted effort to replace them. The Kiwanis Club of **Hi-Noon Emporia, Kansas** arranged to have shade trees provided by a local nursery, and local 4-H Chapters and the Students for Environment Action of Emporia High School agreed to distribute the trees. Kiwanians mailed tree order forms to all residents, and upon receipt of an order with payment, the trees were delivered to the homeowner. 656 trees were planted throughout Emporia as a result of this Kiwanis project.

The Kiwanis Club of **Moundsville, West Virginia** co-sponsored the Marshall County Clean and Streams Project with the county. The goal of the project was to remove litter, trash, and sources of pollution from area streams and to overcome stream bank management problems. In addition to providing manpower, Kiwanians provided picnic lunches to the Boy Scouts who participated. In cooperation with other agencies, 60 young men from the Neighborhood Youth Corps were employed for 10 weeks to assist in the project. Seven streams, more than 100 miles of streambank, were cleaned.

After inspecting the community, members of the Kiwanis Club of **Hickory Township, Pennsylvania** concluded that there was a need for an all-out beautification program. Representatives of other civic and service organizations were invited to a Kiwanis-sponsored meeting to plan a community-wide beautification and cleanup project. It was agreed that the first effort would be to clean up the main highway



which ran through the township. With the cooperation of local Boy Scouts, Girl Scouts, and 4-H Club members, 65 bags of trash and litter were removed from the highway area. Local police and fire departments assisted in traffic control during the cleanup project, and a local restaurant provided free meals to the participants.

The community was divided into areas, and with the cooperation of the **Key Club of Eastwood High School**, the Kiwanis Club of **Luckey, Ohio** collected glass bottles for recycling. In addition to helping to clean up the community, the project raised funds for the club to promote its service projects.

The local village park had become unsightly, and members of the Kiwanis Club of **New Richmond, Ohio** organized into work parties and trimmed and fertilized the park area's trees and shrubs.

In order to interest children in conservation, the Kiwanis Club of **Mingo Junction, Ohio**, assisted by the **Key Club of Mingo High School** distributed 500 pine seedlings to the kindergarten classes in the school district. Kiwanians and Key Clubbers potted the pine seedlings in milk cartons, distributed them to the kindergarten classes, and instructed the youngsters on planting and care.

For three years, the Kiwanis Club of **Uptown Las Vegas, Nevada** has been working with the National Park Service to clear the litter and trash that the public left on the shoreline of Lake Mead and nearby Lake Mohave during the summer months. Kiwanians, boat owners, and other volunteers sailed out to the littered beaches, picked up the refuse, and took it back by boat to a central collection point. Dubbed the "Lake Mead Clean-up" when the program began in 1968, 9 tons of refuse were removed from the lake beaches during the first two years of the program. In 1971, using 21 volunteers, 6 tons of litter were removed from the Lake Mead shoreline. Most important, the efforts of the Uptown Las Vegas Kiwanians have generated public interest, and this year's clean-up was supported by the Kiwanis Clubs of **Las Vegas** and **Paradise Valley, Las Vegas** and the **Key Clubs of Valley, Rancho, and Clark High Schools**. In addition, several Girl Scout, Boy Scout, and Explorer Scout troops participated.

The Kiwanis Club of **Adelaide, Australia** associated with "Keep South Australia Beautiful," a community service organization that conducted public education campaigns to foster anti-litter and local beautification projects. Kiwanians cooperated by running the Litter Buggy—a small vehicle modified for picking up unsightly trash and litter from local beaches. Also, the club purchased 300 appropriately decorated oil drums which were contributed to KESAB for use as litter containers.

KIWANIS INTERNATIONAL—DEDICATED TO IMPROVE SOCIETY AND TO SERVE OTHERS

The 1970-71 Major Emphasis Programs were center stage for the majority of our Kiwanis Clubs. Although most clubs concentrated on Operation Drug Alert programs and began to involve themselves in various projects suggested by The Quality of Our Environment program, Kiwanians continued to carry out a multitude of service projects which answered the needs of their own communities.

Under the 1970-71 Theme "Improve The Quality Of Life," Kiwanis Clubs devoted a great deal of their manpower and their resources to traditional areas of concern and to those opportunities for service which were presented in and from the outside of the community.

... Kiwanis Club committees on **Boys and Girls Work** functioned as well as ever before. Traditional Kiwanis programs such as "Kiwanis Kids' Day" were conducted throughout the United States and Canada. Many Kiwanians devoted their free time and energy to providing for the underprivileged child, the sick and lonely youngster, and for the children confined to institutions. Hundreds of Boy Scout and Girl Scout Troops continued to serve because of Kiwanis sponsorship, and thousands of handicapped and underprivileged children enjoyed the fresh air and fellowship of Kiwanis-sponsored summer camps. Local YMCA's and YWCA's received thousands of dollars in Kiwanis support. Easter egg hunts, kite tournaments, Christmas parties, visits to zoos and circuses, camping trips, Little Leagues, and garden projects keep thousands of Kiwanians and local youngsters busy throughout the year.

... The first Object of Kiwanis International states: "to give primacy to the human and spiritual, rather than to the material values of life," and **Support of Churches in Their Spiritual Aims** Committees in local clubs experienced year-round activity—church attendance programs, assistance for church sponsored youth activities, help for local clergy, manpower for charity organizations during the holidays, and sponsorship of community religious services. 1970-71 saw hundreds of Kiwanians taking the elderly to Sunday morning services in communities all over North America; institutions received Bibles and religious materials from their Kiwanis friends; and thousands of patients in hospitals throughout the land read the meal prayers placed on their trays by Kiwanians.

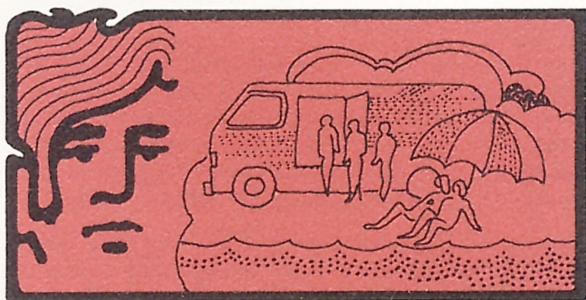
... As Kiwanis has expanded across the seas, so have the activities of local Kiwanis Club Committees on **International Relations**. "Canada-United States

Goodwill Week" observances highlighted the year for hundreds of clubs; orphans in countries around the world received help from faraway Kiwanians; new classrooms and homes were built by Kiwanis donations in Asia and South America; visitors from other lands were welcomed in Kiwanis homes; and countless agencies and organizations overseas benefited by unprecedented Kiwanis support.

... Helping young people prepare for the future has always been a primary activity of Kiwanis Clubs. Local **Vocational Guidance Committees** sponsored hundreds of annual "Career Day" conferences, provided thousands of dollars in scholarships and student educational loans, distributed career guidance materials to young people of all ages, and sponsored training programs for the employable handicapped. Summer employment agencies were operated by Kiwanis Clubs, returning servicemen were assisted to find jobs, and hundreds of Kiwanians worked with young people in helping them to determine their future vocations.

... **Agriculture and Conservation Committees** were active in planting trees, shrubs and flowers in communities all over North America. Kiwanis parks for the public flourished, and local and county 4-H and Future Farmers of America Chapters were assisted by Kiwanis manpower and dollars. "Farm-City Week" observances were highlights during many a club's year, and a multitude of projects designed to improve the environment were enthusiastically carried out.

... "Freedom of Enterprise Week," "Family Reunion Day," highway safety programs, and voter education projects kept Kiwanis Club Committees on **Public and Business Affairs** active during 1970-71. Assistance for the elderly of the community; support of local cultural and art events; participation in local civic activities; and fund-raising drives for new swimming pools, libraries and recreational facilities highlighted the activities of countless clubs.



THE SPONSORED YOUTH PROGRAMS OF KIWANIS INTERNATIONAL

The Sponsored Youth Organizations—Circle K International and Key Club International have always been two outstanding programs of Kiwanis International. Sponsored by Kiwanis Clubs at local high school and college campuses, the young men who are members contribute their time, talent, and resources to the improvement of their campus community as well as the city or town where they are located. Service activities of our Sponsored Youth Organizations are as dramatic and meaningful as are the activities of any other civic or professional group, and Kiwanians everywhere are justly proud of the accomplishments and goals of Circle K and Key Clubs.

CIRCLE K INTERNATIONAL

"Confront The Issues" was the administrative theme for Circle K International for the 1970-71 administrative year, and 6,000 Circle K members, on over 600 college and university campuses in the United States and Canada, responded with zeal and determination.

During 1970-71, Circle K men were challenged to devote their efforts to four major problem areas in our society: youth crime, racial tensions, the communications gap, and drug abuse. In each area, Circle K clubs were asked to explore the possibilities which existed for them to plan and conduct meaningful service projects.

Throughout the year, Circle K men worked with boys who were on probation; they arranged field trips and recreational activities for boys from probation departments, detention homes, and reformatories. Circle K Clubs helped young men released from correctional institutions to find a place in society, and Circle K members worked as tutors and counselors in many correctional institutions.

Circle K Clubs launched programs to provide scholarships for minority groups, helped minority groups to find suitable employment, assisted local civil rights organizations in their work, and initiated community-wide and campus forums and conferences on racial problems and tensions.

In order to increase the understanding between age groups, Circle K Clubs instigated breakfast meetings where those of differing viewpoints and backgrounds could come together and exchange ideas. In many places, the discussion group concept was expanded to include people from throughout the community.

Circle K worked with Kiwanians on the drug abuse problem, contributing their energy and initiative toward the success of many community-wide drug

abuse education programs. Circle K Clubs sponsored hundreds of on-campus drug abuse programs, utilizing printed materials, forums and conferences, and visual aids. In many places, Circle K men presented drug abuse education programs for high schools and elementary schools.

The Circle K program for 1970-71 successfully stimulated membership involvement in community affairs and in working with other community leaders in solving common problems.

KEY CLUB INTERNATIONAL

Key Club International is one of the oldest and most respected high school level organizations in North America. From its beginnings 46 years ago as a Kiwanis Club experiment, Key Club International now boasts 90,000 members on 3,700 high school campuses in the United States, Canada, and the Caribbean.

During the 1970-71 administrative year, Key Club International's activities were directed by the theme for the year—"Personal Action: Prelude to Progress." Key Clubs were encouraged to devote their programs of service to three areas of concern: Operation Drug Alert, The Key Club Buddy Program, and The Elderly.

Key Clubs worked hand-in-hand with their Kiwanis Club sponsors in all aspects of the Operation Drug Alert program. In addition to taking an active part in the drug abuse education programs of Kiwanis Clubs, hundreds of Key Clubs organized highly successful on-campus Operation Drug Alert programs. Utilizing printed materials, visual aids, speakers, and professional help, Key Clubbers sought to tell the story of the dangers of drug abuse to their fellow students.

The Key Club Buddy Program was the year-round effort to match Key Clubbers with youngsters who were in need of the help and encouragement from older boys. Special emphasis was placed on being "buddies" to handicapped and disadvantaged youth, to minority group youngsters, and to young men who had experienced problems with the law.

Key Club recognized the great need for young people to be concerned about the elderly in our society. Key Clubbers, throughout the 1970-71 school year, provided the elderly with personal services, brought fun and entertainment to homes and institutions, sponsored holiday shopping tours, wrote letters for senior citizens, organized field trips to museums and cultural events, and helped the elderly with their hobbies and interests.

Key Club International has a remarkable record of achievement and unselfish service to others.

SUMMARY OF SELECTED MAJOR KIWANIS ACTIVITIES

October 1, 1970—September 30, 1971

In raising and expending funds for service projects—
\$11,854,993 was netted through club fund-raising projects
\$13,131,932 was expended by clubs in community service activities
\$ 875,292 was raised by clubs as part of their Kids' Day activities
\$ 1,963,561 was granted or loaned to students
\$ 826,107 was expended by clubs in Operation Drug Alert projects

In supporting Kiwanis-sponsored observances—
1,590 clubs organized Kids' Day activities
2,121 clubs sponsored Farm-City Week Observances
1,026 clubs participated in Freedom of Enterprise Week
1,664 clubs observed Canada-United States Goodwill Week
1,870 clubs promoted the observance of Family Reunion Day



KIWANIS INTERNATIONAL
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