



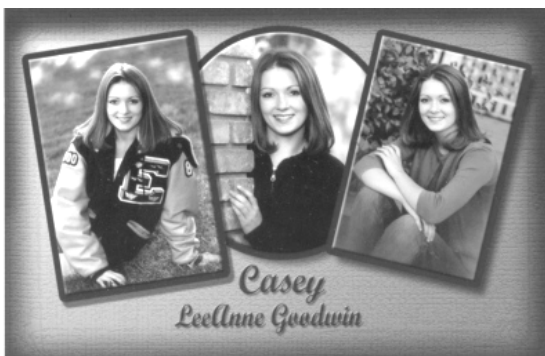
Casey's Pledge

It takes a community

Reducing Alcohol Use and Its Problems on Campus and In the Community

Honoring the memory of Casey Goodwin, an advocate for positive, healthy lifestyles cut short by the very thing she spent her young life fighting against, drinking and driving. Casey was only 20 when she was killed by an 18-year-old drinking driver as she traveled home from college for her mother's birthday. She was devoted to the prevention of alcohol-related issues, and was recognized all over the State of California as an advocate for her peers. Casey's Pledge encourages young people to commit to staying alcohol free or not drinking and driving, and not getting in the car with a drinking driver.

Thousands will take the pledge...won't you?



You Can Take Casey's Pledge:



Casey's Story

On March 12th, 2003, a star was seen streaming across the California sky. That same star had fallen to earth just twenty years before in October 1982 when Casey Goodwin was born. This was the beginning of a life full of joy, passion, and service to others.

Casey grew up in Exeter, California, a small town in the Central Valley, where she excelled in sports like water polo and swimming; being named MVP and captain two years in a row. At the same time Casey was recognized as a confident and driven student leader. Casey was a leader in her school's Friday Night Live chapter, spending much of her high school career helping her peers gain knowledge around drug and alcohol issues. She helped organize and promote important prevention events like "Every 15 Minutes," Sober Graduation, and worked in the offices of the California Friday Night Live Partnership. She was always admired for leading her peers by setting an example of a positive healthy lifestyle. Casey wrote in her journal that her number one concern in life was the problem of drunk driving.

Casey took that drive and commitment to a new level when she joined the California Youth Council. There she helped speak for all of the youth in the state as an advocated for youth programs, and helped plan Teenwork, the largest youth prevention conference in the nation.

Casey graduated from high school in 2000 and continued her education at Cuesta College in San Luis Obispo. She planned on being a teacher, as well as helping high school students understand the consequences of drinking and driving. Casey continued to play water polo in college and made wonderful, close-knit friendships. For a short time she interned for the Friday Night Live office in San Luis Obispo. Casey was never far from promoting her passion for a healthy lifestyle.

Casey loved her family more than any words could describe. Her mother, Lynne, the Friday Night Live Coordinator in Tulare County, her father Reed, her two younger brothers, Chris and Kyle, and her little sister Kellie. She often surprised them by driving home to see their swim meets, school plays, and she rarely missed a birthday. Such was the case on March 12, 2003. Casey was traveling home to celebrate her mother's birthday.

An 18 year old, on his way to work, after drinking several beers, was also on the road that evening. It was a Wednesday. It was 6:30 at night. Casey was hit head on and suffered devastating injuries. She was airlifted to Fresno Medical Center, where she died the next day.

The Goodwin's world is forever changed with a void in their life of their oldest daughter being killed by a drinking driver, the very thing that Casey and her mother got up every morning to fight against.

Over 2,000 people attended Casey's funeral. There were family members, schoolmates, friends, politicians, police officers, and colleagues. Since Casey's death her family and friends have worked hard in conjunction with state legislators to pass "TRACE," Targeted Responsibility for Alcohol Connected Emergencies, which helps identify the source of alcohol purchases for minors who have been involved in accidents. It is clear that Casey has been a force in death, as she was in her all too brief life.

It is said that if you had met Casey, she would be your friend. As her friends, won't you help us continue Casey's work by eliminating drinking and driving, and the harm that comes from alcohol abuse?

Casey always told her friends to "Be kind, live life with no regrets and don't take yourself too seriously...dance like no one is watching." Live by this philosophy as Casey Goodwin did, by not getting into a car while under the influence or with someone who has been drinking, for you are taking the chance of killing someone's child, sister, friend or loved one.

Love,
Case.

Casey★'s Pledge®

Seven Steps to Launch Casey's Pledge®

1. Read Casey's Pledge Toolkit.
 - a. The Toolkit contains information and resources to successfully promote Casey's Pledge in your school or community.
2. Complete Casey's Pledge Agreement and submit it to the California Friday Night Live Partnership (CFNLP) office.
 - a. Please fill out Casey's Pledge Agreement form and fax to (559) 737-4231 in c/o of Casey's Pledge.
 - b. Once you **receive confirmation** from the CFNLP, you may reproduce materials found in this Toolkit.
3. Establish school and community partnerships for adopting the Casey's Pledge.
 - a. Identify local youth council, student leadership groups, and school clubs.
 - b. Meet with administrators and student and parent leaders at local schools.
 - c. Educate local community coalitions, Boards, service clubs and other community groups on the importance and value of Casey's Pledge.
4. Select a school and/or community event(s) to coordinate Casey's Pledge.
 - a. Who is involved (what grades?)
 - b. How presentation(s) to schools will be held (assemblies, classroom).
 - c. Set timeline for presentation.
 - d. Who will speak and outline of what will be said.
 - e. Set dates for youth to take Casey's Pledge.
5. Make presentations to promote Casey's Pledge.
 - a. Use Casey's Pledge DVD and schedule and coordinate classroom and community presentations.
 - b. Review "Presenting the Pledge" in this Toolkit for more information.
6. The Pledge
 - a. Designate a location and time for students to sign Casey's Pledge (Stars); lunch, break, after school, athletic events, prom, or graduation.
 - b. Display completed Stars in visible place.
 - c. Once a person signs Casey's Pledge, they are given "Casey's Pledge" bracelet to remind them of their commitment, and to promote Casey's Pledge.
 - d. Students signing Stars are given Casey's Pledge fliers explaining the background of the project.
7. Publicize and share your success with Casey's Pledge!
 - a. Media – (Sample Press Release included in Toolkit)
Invite local newspaper, news stations, radio, school newspaper, and school yearbook staff to promote the event.
 - b. Send photos, clippings, and letters from participants to CFNLP and local media to share statewide the amazing work that young people are doing with Casey's Pledge.



Casey's Pledge®

Presenting the Pledge

Tools for Introducing and Sharing Casey's Pledge

1. Assemblies
 - a. Use Casey's Pledge DVD to share the story of Casey Goodwin and the reason to keep her fight alive.
 - b. Have youth leaders explain the purpose of the Pledge and why they have decided to take action to end the tragedies that stem from alcohol abuse, and drinking and driving.
 - c. Have youth leadership teams wear "Casey's Pledge" bracelets and explain why they took, or are taking the Pledge.
 - d. Announce dates and times for taking the Pledge.
 - e. Explain the meaning of the wristbands and the commitment of signing the pledge and wearing the band with Casey's Pledge embossed on it.
 - f. Guest Speakers (law enforcement, victim of drinking or drugged driving, parent, friend).
2. Classrooms
 - a. Tell Casey's Story and identify all the elements that are common with youth in the room (i.e., athletes, 18-year-olds, sisters, college bound, etc.).
 - b. Explain how Casey's Story is not different from our own.
 - c. Use Casey's Pledge fliers from the Toolkit.
 - d. Show DVD and identify pictures that are reminiscent of those of youth in the classroom.
 - e. Discuss the Pledge and the importance of taking it.
 - f. Discuss when it will be on campus and where students can sign the Pledge.
3. Site Administration
 - a. Gain permission from Principal or other administrator by writing a proposal with detailed plans for coordinating Casey's Pledge efforts.
 - b. Involve faculty, parents, community members, and school board in coordinating Casey's Pledge.
4. Law Enforcement and Community Coalitions
 - a. Invite your local law enforcement agencies to become involved, such as Highway Patrol, Police, and Paramedics. Often, law enforcement groups can help with funding for wristbands and publicity materials.
 - b. Ask local law enforcement for statistics of teen alcohol use and drinking driver crashes to use in presentations.
5. Media
 - a. Format Toolkit's Press Release to follow Casey's Pledge timeline for your school and community and personally deliver or fax to all local media agencies.
 - b. Invite the press to be a part of the presentations or assemblies. Show your community how you are making a difference in the lives of youth.



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Casey's Pledge®



Ideas

To assist your school and community effectively promote and support Casey's Pledge. The following are some example activities shared by San Luis Obispo County young people. Feel free to use any of these ideas, or create your own project ideas to better serve your school and community. Thank you for helping our fight against alcohol abuse, drinking and driving, and peer pressure.

1. San Luis Obispo High School, San Luis Obispo, CA

- ~A select group of students, FNL Chapter members, visited participating classes and announced Casey's Pledge and passed out fliers.
- ~Students asked permission to use a display case on campus for the week of their campaign to let students know what was going on.
- ~Students requested time in a scheduled campus-wide assembly and spoke on Casey's Pledge and showed a short video on Casey Goodwin.
- ~Students ordered pins in shape of a star in memory of Casey Goodwin and gave them out with fliers after students had signed the pledge. Website information for ordering stars is below.
- ~Students posted all the signed pledge in a display case so other students could see who had signed the pledge, using peer influence to relay their message.

2. Templeton High School, Templeton, CA

- ~Students gave out white ribbons to individuals that signed Casey's Pledge.
- ~Students handed out fliers that they created to promote the message of Casey's Pledge.

3. Morro Bay High School, Morro Bay, CA

- ~Students visited each participating class and made a presentation.
- ~Students gave out white ribbons to individuals that signed Casey's Pledge.
- ~FNL/Student Council members lined the halls while others went to lunch and handed out Casey's Pledge fliers.
- ~Students set-up a table, during lunch, for students to sign Casey's Pledge and received a ribbon.
- ~Students coordinated Casey's Pledge at multiple events on their campus.

4. Wristband information:

- ~Casey's Pledge wristbands are available through the California Friday Night Live Partnership. Please visit www.fridaynightlive.org or www.caseygoodwin.org for more information.

5. Star Pin Information:

- ~Contact local sponsors, like your CHP, Lions, or Booster clubs for fundraising assistance!
- ~Website#1 www.trophycentral.com/sportsawards/goldstarpins.html
When you go to order the stars make sure to order in silver, not gold.
- ~Website#2 www.pinmart.com/shopDetails.cfm?=5831
- ~If you are able to find other star pins or emblems you would like to use in place of stars feel free to use those instead.

6. Other Ideas for Casey's Pledge:

- ~Graduation, dances, prom, Homecoming, sporting events, student council functions, graduation, or a year-round campaign.
- ~Please use Casey's Pledge as it fits into your school or community.

Please refer questions to your local FNL liaison or contact caseyspledge@tcoe.org



Casey's Pledge®

SAMPLE CASEY'S PLEDGE PRESS RELEASE

For Immediate Release
DATE, 2005

Contact:
Local Casey's Pledge Coordinator

LOCAL SCHOOL TO HOST "CASEY'S PLEDGE" ACTIVITY

LOCATION – The Friday Night Live Chapter at Mott High School will invite students to take Casey's Pledge," a promise to be sober or not drink and drive, before their prom on May 15. "Casey's Pledge" is a statewide prevention program that encourages youth to take an active role in reducing the negative effects of underage alcohol use and drinking and driving.

"Casey's Pledge" is named to remember Casey Goodwin, a popular young advocate for healthy lifestyles free of alcohol and other drugs, killed in an automobile collision by an underage drinking driver in March, 2003. Goodwin was traveling home from college in San Luis Obispo to celebrate her mother's birthday in Exeter, California. Casey's friends created the Pledge as a way to honor her remarkable commitment to the cause of reducing alcohol related dangers.

Youth will sign a pledge card in the shape of a star and receive a wristband to wear during the prom and at future events. The signed stars will be on display at the school during the week before and after prom.

For more information, please contact _____ at PHONE/Email

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Registration and Agreement**

Dear Friends,

Friday Night Live is glad to hear that you have decided to participate in Casey's Pledge. Please use this registration form to let us know about your project and its progress. If you have any questions or concerns please feel free to contact your Friday Night Live Coordinator or the California Friday Night Live Partnership office at (559) 733-6496. Thank you for your support and for giving youth the opportunity to make a difference in their lives and those of their peers.

Sincerely,

California Friday Night Live Partnership

** None of the documents in the Toolkit are to be reproduced until the California Friday Night Live Partnership has received the Agreement. You will receive confirmation of your registration.

(Please fill out this bottom portion and send in information to register your Casey's Pledge activity.)

Name of School or Community Organization: _____

Address: _____ City: _____ Zip: _____

County: _____ Phone#: _____ Fax#: _____

Contact Name (Youth): _____ Contact #: _____ Email: _____

Contact Name (Adult): _____ Contact #: _____ Email: _____

Estimated # of students/classes/community groups: _____ Dates of Pledge: _____

Comments:

Please fax or email this information to the CFNLP at (559) 737-4231 or caseyspledge@tcoe.org before coordinating Casey's Pledge in your community.

Casey's
Pledge

Casey Goodwin's story of how she was killed by a drinking driver made me realize that there are real consequences to making unhealthy choices.

I am choosing to help stop Casey's #1 concern in life. I pledge to not drink or get in the car with someone who has been drinking, and to make the healthiest choices I can because I want to live my life to the fullest & have a successful future.

My Name:
My Signature:
Date:

*Sponsored by:
CA FNL Partnership*

*Supported by Casey Goodwin's
Family & Friends*

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This is Casey. She was 20. She spent most of her teen life helping others recognize the dangers of drinking and driving, as well as underage alcohol use. She was on her way home to celebrate her Mom's birthday.

He was 18. On his way to work. It was Wednesday at 6 PM. He had a .19 blood alcohol content. He struck Casey head on and killed her.

Casey will not have a college graduation. No Wedding. No Children. No Christmas. No more visits with her Mom or birthday celebrations.

Could this be you? Could this be your boyfriend, girlfriend, or best friend? Do something. Help someone. Help yourself.

Be a part of Casey's Pledge by pledging to be sober or pledge to not drink and drive.

Sponsored by The California Friday Live Partnership.
Supported by Casey Goodwin's Family & Friends



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PARTNERSHIP
Dr. Jim Kooler, Administrator

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559-733-6496
Fax: 559-737-4231
Mentoring Fax:
559-737-4544
calfnl@coe.org

Friday Night Live

Club Live

Friday Night Live
Kids

Friday Night Live
Mentoring

California Youth
Council

Tulare County
Office of Education
Jim Vidak, Superintendent

Teenwork, Inc.
Bob Allaire, President

Youth Leadership
Institute
Maureen Sedonaen,
Executive Director



Friday Night Live builds
partnerships for positive
and healthy youth
development which engage
youth as active leaders
and resources
in their communities.



www.fridaynightlive.org

Casey's Pledge®

DVD and Wristband Order Form



Date: _____

Organization/School: _____

Contact: _____

Billing Address: _____

Mailing Address: _____

Street: _____

Street: _____

City: _____

City: _____

Zip: _____

Zip: _____

Phone: _____

Fax: _____

Email: _____

Wristband Total Qty. _____ × \$0.40 = _____

(Wristbands are sold in increments of 50 at .40 cents each)

DVD: _____ × \$5.00 = _____

(Casey Goodwin's story from San Luis Obispo NBC station)

Shipping & Handling (see below, add additional costs)

(For purchase quantities: 50-100= \$5; 300-600= \$10; over 600 \$15) = _____

Total \$ Amount = _____

Please Send Check or Purchase Order to:

California Friday Night Live Partnership

P.O. Box 5019

Visalia, CA 93278

Or Fax Purchase Order to:

559-737-4231

Orders will be shipped within 48 hours upon the date the order is received.

Office Use Only: _____

Date Order Received: _____ Order Filled: _____

Check#: _____ Purchase Order #: _____ Invoiced: _____ Paid: _____