



*Example is not the main thing in life –
It is the only thing.*

Albert Schweitzer

Striving Toward Effective Educated Reality Every Day

Bringing The Message of Prevention to the Youth of Our Communities.

Steered Straight, Inc.
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Steered Straight, Inc.

“We Pledge to provide without exception, real-life, motivational messages pertaining to substance use/abuse, gang involvement, and lessons about the inevitable consequences of making negative life-choices.”

Our *Mission* is clear:

“To Steer Youth Toward Making Sound, Rational Decisions By Creating A Learning Experience That Provides Them With A Message Of Reality And Helps Them To Make Positive, Informed Choices.”

Our *Purpose* is simple:

To Reach Youth And Young Adults Through Motivational Speaking, Life-Sharing Seminars and Interactive Curriculum In Order To:

1. Provide youth with real-life examples of negative consequences that resulted from making poor decisions.
2. Impact the minds of youth to steer their lives in positive ways and encourage them to make positive life-choices
3. Give kids the ability to develop a sense of understanding about the positive and negative choices in their lives.
4. Reduce the number of youth who end up in the criminal justice system due to making poor decisions.

Our *Vision* is clearly defined:

“Every Adolescent Will Hear The Message Of Reality That The Consequences Of Drug Use And Involvement In Gangs And Crime Greatly Outweigh The Disillusioned, Instant Gratification That They Perceive It To Bring.”

There exists and ever increasing need to reach the youth of our cities and communities. With bullying and cyber bullying on the rise, escalating prescription drug and alcohol use by teens, accelerating recruitment into gangs by older youth, random acts of violence and subsequent societal pressure to punish youth as adults, children and young adults need a constant and profound message delivered to them from experienced and caring messengers.

Steered Straight, Inc.[®] meets that need.

There's a great deal of empowerment taking place that young men and women aren't tapping into, and that's where we try to go with the premise of our speeches, workshops and seminars. The presenters are both successfully acclimated ex-offenders and successful leaders who have overcome adversity that deliver a positive and powerful message of consequence. They show the audience that what you put into life is what you get out of life. We thereby create an environment where the youth will aggrandize the role models of changed citizens and successful achievers rather than the self-defeating pariah that plague our schools, neighborhoods and communities.

- Our messages help schools, law-enforcement agencies and organizations to curb the rising tide of juvenile delinquency, youth involvement in gangs, and drug and alcohol use and abuse among our youth.
- We inform the community (youth, parents, educators, etc.) about the evils and truths of crime, gang involvement, addiction and life in prison.
- Our Prevention programs are primarily innovative programs of prevention and intervention and closely follow the 16 Prevention Program Principles of the National Institute on Drug Abuse; U.S. Department of Health and Human Services' National Institutes of Health.
- Our Prevention programs enhance protective factors and reverse or reduce risk factors. They are innovative and motivational. They inspire student audiences and captivate staff and parents.
- Our Prevention programs are catered to the audience, including age, size, and racial make-up as well as the unique issues that face each group.
- We avoid profanity in our presentations and emphasize the seriousness of the issues without using overly graphic language or situations.

We deliver a message that will help children, especially teenagers, to:

1. Question their assumptions about bullying, gangs, drug use and crime
2. Analyze the social norms of the peers around them
3. Develop a self-paradigm to live by rather than the social mirror so many of them use to gauge their direction, and
4. Learn to rationally and intelligently make the right Life-Choices

PRIORITIES

A Hundred Years From Now,
It Will Not Matter What My bank Account Was,
The Sort Of House I Lived In, Or The Kind f Car I Drove...
But The World May Be Different Because I Was Important
In The Life Of A Child.

No one can predict the value that we have on other people's lives. Our experiences and examples can only stand on their own to influence the choices that other people make be they deterrent factors or lessons. But the young adults and children of today get such deceiving and detrimental messages from the world around us. It is our obligation, not less than our duty, to reach out to them in the hope that our lives can serve as example that negative life-choices and negative life-styles will solely bring negative consequences.

With age comes reason. With experience comes reason too, but with experience comes so much more. Experience is the best teacher, and what better experience for youth than the realistic, living examples of poor life choices delivered to them by caring and sincere messengers delivering a message of hope and prevention.

Reaching out to the youth of our communities is a duty we all share, but especially for the ex-offender. So few men and women come back from that path to help guide the young travelers of today. Steered Straight accomplishes that goal for both parties; the Messengers of hope and the eyes and ears of our youth.

We serve as an influential voice that echoes the message that their teachers, community leaders, and especially parents deliver. We seek to build a bridge of emphasis as these young minds move forward into adulthood. The most important vice is that of their parents and we seek to work with parents, through the school systems, to impact the messages with a dose of reality. We are a medium that teens and young children believe and we present the important message that every parent wants their child to hear:

“Positive choices in life deliver positive rewards.”
“Negative choices in life deliver negative consequences.”

We are the living examples of negative consequences turned into positive messages.

STEERED STRAIGHT, Inc.

“Because You Can’t Scare Kids Straight Today”

Steered Straight, Inc.[®] - Helping to Purge Misconceptions From The World

We focus on the student’s at-hand information and influences,
while trying to influence the student’s healthy behaviors, decisions, and Life-Choices.

Striving Toward Effective Educated Reality Every Day™

Steered Straight, Inc.[®]

A non-profit organization that is in the business of adding value to people’s lives.

We bring a thorough message of prevention to the youth of America
to steer them toward the right path.

STAY IN YOUR LANE

“Our primary presentation seminar”

STRAIGHT TALK

“Inter-Active Anti-Bullying Program”

Consequences of Life Choices Prevention Program

“Drug & Alcohol Awareness Seminar”

Home of the **G.R.A.D.** Program

“Gang Renouncement And Denouncement”

WHY THE STREETS

“Why the Suburbs are a Magnet for Street Gangs”

Home of the **M.A.N. UP!** Presentation

“Moving Away from Negativity”

Home of the **H.O.P.E.** Presentation

“Helping Other People Elevate”

For information on speaking engagements and lectures:

To order videos, audio lectures and pamphlets:

Call (856) 691-6676

Or go to www.steeredstraight.org

What Educators Are Saying...

Steered Straight is a program that is straightforward and addresses the difficult life issues that so many of our children have to face on a daily basis. They provide a much needed service and they have the personnel that can effectively communicate the message, sharing their own personal triumphs and defeats.

*Mary L. Gillespie
Student Assistance Counselor
Middle School of Pleasantville, NJ*

The information you supplied our students with is very valuable and I appreciate your organization taking the time to come out and speak with our students about how they can make more positive and informed choices in their daily lives. Your presentation helped them to get a better understanding of the consequences they will have if they continue to make poor choices. I got excellent feedback from staff and students.

Rochelle Andress
Acting Assistant Superintendent
Harborfields

As one of our most valued speakers for our recent Stand By Me Day, your presentation was integral to the success of our program. Staff members and students alike remarked on the relevance and significance of your message, as well as the engaging manner in which your presentation was made. It is apparent from the energy level and enthusiasm that you exhibited that your message is heartfelt and that you are able to connect with children on multiple levels.

Joseph Bolcato, Chairman
Stand by Me Day

The presenters were well received by our freshman and sophomore classes. They not only attained the student's attention, they commanded it. "You could have heard a pin drop" for real when they spoke to our classes. I whole heartedly endorse the program and hope that it could be maintained and present to every student in our county.

Leonard Stanziano, Principal Toms River South High School

On behalf of the Point Pleasant High School students who were fortunate enough to attend the assembly programs last week, I thank you and your staff. I cannot begin to tell you how many students and staff have gone out of their way to thank me for arranging such a powerful prevention program. The life lessons presented during the assembly's were exactly what our students needed to learn, but rarely do.

John Foley, Substance Awareness Counselor, Point Pleasant Borough High School

Steered Straight is a dynamic program that works well in a residential setting. The speakers tell different stories about how they went down a wrong path and recuperated by changing their negative past to a positive future. During the entire program you could hear a "pin drop". This is unusual for our residents in one room.

Steve Plevins
Vineland Residential Center

Steered Straight, Inc.®
A New Jersey Non-Profit Organization

I have been teaching for 26 years, and I have seen many anti-drug programs come and go. "Steered Straight" is the best I've seen. You seem to have a formula that incorporates education, motivation and inspiration. Keep up the good work.

*Denise Cleary, Teacher
Franklin Middle School, Nutley, NJ*

It is apparent that you made an impact on our students. Many of them reiterated the comments that were made by the speakers about doing the right thing and staying out of the prison system. We applaud you and encourage you to continue in this great effort to steer our youth in the right direction.

*Enid Medina, Family Coordinator
Great Falls Academy, Paterson, NJ*

The lives of our young people were enriched through your honest, caring and thought provoking discussions. Our program works with young people who for the most part have been through our nation's formal education system and juvenile court system, both of which have failed them, and they can no longer be "Scared Straight". A program like yours understands this and works on educating, intervening and preventing future tragedies through honest testimonials and life experiences to which our young people relate.

*Rev. Reginald D. Burl
International Youth Organization, Newark, NJ*

We feel that the Steered Straight direct approach helps the students relate to situations and allows them to see that they are not alone in their problems. From the topics and issues discussed during your visit, we were able to open discussions and unlock thoughts with our kids that were very heartfelt.

*Taleasia McCants, Program Supervisor
Catholic Community Services, Jersey City, NJ*

By coming to speak to our students, you helped us in an immeasurable way. So often our children look at us as authority figures that know nothing about what they are going through. Your program strengthened our position that the problems they face are not unique. We appreciate your message and were so very grateful for your time and sincerity.

*June R. Simmons, LCSW
Catholic Community Services
St. Leo's Center, Irvington, NJ*

What Parents Are Saying...

My daughter is a 7th grade student at the Toms River Intermediate School. My daughter was very touched by the Steered Straight program at your school. She talked about how it had affected her, and her future. She said it gave her “chills” the whole time. They touched my daughter, and I can’t thank you enough. Amazing!

My daughter attended a presentation by Steered Straight at Schalick High School. She couldn’t say enough good things about the speaker’s stories that they had shared with the school. She definitely has a different outlook on life after seeing the presentation. She said that what most surprised her was that two boys in her class that regularly get high said they didn’t think it was so serious...until now!

My son attended a presentation given by Steered Straight at Pleasantville Middle School. He couldn’t stop talking about how one of the speaker’s should have gone down the wrong path in life, but thanks to keeping “busy, busy, busy”, he didn’t have time to get into trouble. The stories that he shared about his life have made my son think differently about life. He asked if he could get more involved in groups and if I would pick him up at school. Thanks for bringing the presentation into the school. I can’t say enough good things about Steered Straight.

My 8th grade daughter attended a presentation of the Steered Straight program. She talked about how one of the speaker’s came from a life of gangs and kept himself busy, so busy that he was able to stay out of gangs. He then talked about how one of the speakers made bad choices in life, ended up in prison, but then turned his life around and became a better person. Despite the good things the speaker did, his past still has an affect on him today. My son never thought about that. He’s now thinking twice before making poor choices that could follow him for the rest of his life.

What Students Are Saying...

I think the presentation was very good. A lot of things that were said made me think about choices I've made in my life. I definitely learned something today.

8th grader
Woodbine Elementary School

Our school definitely needed to hear what Steered Straight had to say today. A lot of my friends and myself will benefit from what was said today. John was amazing. His story seriously touched us all.

9th grader
Schalick High School

I don't have to belong to a gang to be loved and accepted. There are positive "gangs" that I can join. It's okay to say no. I need to get involved in positive things to stay on the right path of life.

11th grader
Toms River South High School

Today I learned that it's okay not to join a gang, that there are "escape mechanisms" that I can use to get out of a bad situation. I don't have to do what my friends are doing if I know that what they are doing is bad. I need to do the right thing. Following the crowd is not always the right thing to do.

10th grader
Toms River North High School

There are positive gangs that one can join, such as the Boys Scouts, the Girl Scouts, and youth groups. You don't have to join a negative gang to be loved. Once you get into a gang, it's hard to get out. I need to get myself into positive gangs.

10th grader
Barnegate High School

Steered Straight gave a very powerful message today. There are many negative influences in our lives, but we don't need to go down the wrong path in life. Getting involved in positive gangs, working hard in school, and getting an education are what you need to do. Keeping busy is how you can stay out of trouble. If trouble comes your way, use an escape mechanism to get out of it.

12th grader
New Egypt High School

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A New Jersey Non-Profit Organization

I think that they did an especially good job because they weren't just there to tell us about drugs, they actually went through these things. I know that I learned a lot from the show and I would recommend these four people for any school because I think that some things that they said will stay with me for my entire life. I also think that every time they said something they made one more kid say no because of numerous reasons but the ones Darnell, Karen, Michael and Malik gave were the best.

8th Grader
Franklin Middle School, Nutley, NJ

I don't feel like I have to do what my friends are doing.
I don't have to feel stupid because they think I'm not cool.
I can do what I know is the right thing to do; what my parents would want me to do.
These people showed me that being cool keeps you out of prison because being cool is always doing the right thing, even if it's not what my friends are doing.

6th Grader
Weed & Seed Summer Program

I liked Malik. He taught me that I want to be 'Proactive', and not a 'Reactionary'.

5th Grader
A.J. Demarest Middle School
Hoboken, NJ

I couldn't believe that these people would really care so much about us. They did so much time in prison, And now they're spending so much time talking to us instead of having fun. First, I didn't think it was going to be any good. But then, Michael told about someone my age that was never going to come home and I thought about my Mom and Dad and little Sister. I don't think I'll hang out with the gang anymore. I could be like that kid in prison. I've already seen a guy shoot someone.

9th Grader
International Youth Organization, Newark, NJ

I really liked the Steered Straight program. It helped me because I am going through some of the problems they had and I really saw how I could handle them. My Aunt died of AIDS and one of the lady speakers said that it was hard because she had a cousin who died of AIDS too. I got to talk to her after it was over and she helped me a lot.

8th Grader
Newton Street School, Newark, NJ