

Gary Summers

KEYNOTE - SEMINARS/WORKSHOPS - ENTERTAINMENT

DISCOVER THE MAGIC WITHIN YOU - SAY NO TO DRUGS

My program called “**DISCOVER THE MAGIC WITHIN YOU**” was developed in 1997. Since then, I performed this show in over 400 schools with over 1000 performances. I have worked with the RCMP Customs and Excise division in Burin spending a full week travelling around the Burin Peninsula. I have also visited Labrador on 3 separate occasions as well as visits to PEI and Nova Scotia.

During 1998, I traveled to Deer Lake, Corner Brook, Pasadena Conn River and Churchill Falls and the Gander area in 1999 as well as other schools on the Avalon Peninsula. In the summer of 2000 I visited the Northern Peninsula and performed 8 shows in 4 different communities. The St. John's Maple Leafs are corporate sponsors and through their assistance, I have done some 40 shows in various community centers on the Avalon Peninsula. The response to my show has been overwhelming.

I work extensively with the RCMP Drugs and Organized Crime Awareness Section and have been to many parts of the Island and Labrador under their sponsorship.

I intend to continually evolve this program and all indications show a very healthy future. This document contains a full description of my program and contains correspondence from the Departments of Health and Education, the RNC, RCMP, Home and School federation, as well as from the Minister of Health. Also included is the program content, results from the pilot survey and a letter from Carol Ann McDonald of Addiction Services, which served as an introduction for my program.

Sincerely,

Gary Summers

Gary Summers

www.garysummers.ca

10 Rumboldt Pl, St. John's, NL, A1A5K8, PH (709) 576-3313

Discover The Magic.... Be Drug Free! Drug Education Magic Shows for Grades K-8

Dear Sir/Madame:

Recommendations based on the results of the 1996 Newfoundland and Labrador Student Drug Use Survey outline the need for the development of additional drug prevention programs for students. With over 56% of students in grades 7, 9, 10 and 12 consuming alcohol, 36.7% of students reporting that they smoke, and nearly one quarter (23.9%) using cannabis, the need for innovative, positive and timely initiatives is warranted.

In November of 1996, Gary Summers, a well-known local magician, approached Addiction Services, Department of Health with a very unique idea. He proposed teaching children the hazards of substance abuse through the use of magic. Gary, in his magician role, has had much experience performing for and interacting with young people over the years and felt this could be a viable and fun way to deliver important prevention messages to our youth.

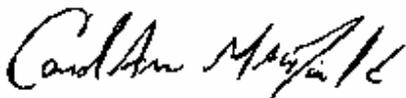
Over the winter months, representatives from the Drug Awareness sections of the RNC and RCMP, and the Departments of Health and Education, met with Gary to discuss and provide input into the development of the Magic Shows. Three 40 minute Magic Shows, for grades K-3, 4-6, and 7-12 have been developed based on the objectives outlined in the current School Health Curriculum. The Magic Shows focus on alcohol, smoking, and prescription drug use along with ways children can make the right choices. Lesson plans to reinforce the messages in the shows have also been developed and will be left with each teacher attending the show for use in follow-up classroom activities.

The Magic Show concept was pilot tested in grades 4-6 in April of this year to determine the reception to and appropriateness of the concept. Eleven schools from St. John's to Grand Falls took part in the pilot evaluation with 96 teachers completing written evaluations. The results of the pilot were quite encouraging and overwhelmingly in favor of delivering the program to schools across the province. Based on the results of the pilot, the RNC, RCMP, and the Departments of Health and Education are endorsing the format and content of the shows. Gary Summers will now be making the Magic Shows available to schools throughout Newfoundland and Labrador.

The theme for this years Drug Awareness Week (November 16 – 23, 1997) is "Discover The Magic.... Be Drug Free" and will serve as the launch date for the Show.

If your school, community group, business or organization is interested in having Gary Summers, the Magician perform these unique shows; please contact Gary at (709) 576-3313.

Sincerely



Carol Ann MacDonald
Provincial Prevention Consultant
Addiction Services, Department of Health

DISCOVER THE MAGIC.... BE DRUG FREE

MAGIC SHOW OBJECTIVES

Objectives for the Grades K-3 Magic Show:

- 1) to identify dangerous symbols
- 2) to discuss how medicines can help you but also hurt you
- 3) to learn how to make the right decisions
- 4) to learn about family and communications

Objectives for the Grades 4-6 Magic Show:

- 1) to discuss the effects of drugs on your body
- 2) to determine the factors that influence decisions
- 3) to understand peer pressure
- 4) to learn about the hazards of smoking

Objectives for the Grades 7-12 Magic Show:

- 1) to discuss the consequences of wrong decisions
- 2) to learn ways to cope with peer pressure
- 3) to discuss effective solutions to problem situations
- 4) to promote a positive life style

Discover the Magic.... Be Drug Free

Pilot Evaluation Summary

In this innovative Drug Awareness Project, a series of magic effects were designed to deliver important drug prevention messages to students based on the current Health Curriculum. The aim of this Pilot was to test the effectiveness of the Magic Show content and format as a means of facilitating the communication of drug-free messages to students from grades four to six.

A total of ninety-six teachers and invited guests representing the Departments' of Health and Education, as well as the RNC and RCMP were asked to complete a brief, written questionnaire to ascertain their comments and suggestions about various aspects of the show. Due to the fact the results of this Pilot Project were extremely positive (See below), a decision was made to develop future Magic Shows to accommodate grades K-3 and 7-8.

The results of this evaluation are summarized as follows:

Since there was a total of ten effects presented in each performance, teachers and invited guests were asked to evaluate each separately. They were also given an opportunity to provide additional feedback with the inclusion of three, open-ended questions. The results presented below are based on the overall range of responses received for every magic effect.

Responses for all Magic Effects Combined

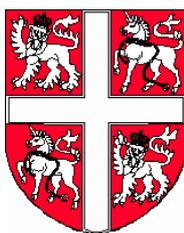
When individuals were questioned whether the magic effects were appropriate for the age group, between 92% and 97% of respondents said 'yes'. When asked if the dialogue used by the magician was appropriate, between 81% and 100% agreed. In terms of whether the respondents felt that students understood the prevention messages inherent in the magic effects, between 70% and 100% said 'yes'. When asked if the effects presented were in line with the Health Curriculum, agreement was demonstrated by 82% to 97% of the respondents. Finally, with respect to whether the effects engaged the interest and attention of the students between 75% and 97% said 'yes'.

Rating of Overall Effectiveness of Show

For this evaluation, the effectiveness of the show was defined in terms of learning value. On five-point Likert scale, a value of '1' indicated 'very effective' while '5' indicated 'not effective'. Based on our findings, 98% of respondents selected either '1' or '2' thus suggesting that it was perceived as either 'effective' or 'very effective'. In terms of show length, 100% of the respondents felt that the time frame for the performance was appropriate. Finally, when asked if they would be interested in learning magic techniques to facilitate the teaching of Math, Science, or Geography, 94% of those who responded to this question said 'yes'.

Additional Comments

Approximately 50% offered additional comments and suggestions, all of which were positive and supportive. However, among the comments, two seemed to capture the desired intentions and objectives of this program: as one respondent wrote..."Great Show! Very educational and corresponded closely to the Health Program." As well, another wrote, "You're on the right track supplementing the curriculum in this way!"



GOVERNMENT OF
NEWFOUNDLAND AND LABRADOR

Department of Health
Addiction Services

September 26, 1997

**RE: Discover the Magic...Be Drug Free
Magic Show on the Prevention of Substance Abuse**

To Whom It May Concern:

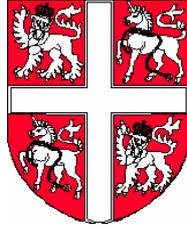
Addiction Services, Department of Health has been involved in a coordinated effort between the RNC, RCMP, and the Department of Education to assist Mr. Gary Summers in the planning and development of three Magic Shows for students focusing on the prevention of substance abuse.

Based on our work with Mr. Summers and the positive results of the pilot evaluation, we feel the Magic Shows are an informative and innovative way to get prevention messages across to our youth.

We endorse the content and format of the Magic Shows developed and hopes that many students across the province will have the opportunity to participate in this performance.

Sincerely

Beverly Clarke
Director
Addiction Services
Department of Health



GOVERNMENT OF
NEWFOUNDLAND AND LABRADOR

**Department of
Education**

September 24, 1997

To Whom It May Concern:

Re; Gary Summers

Gary Summers has been entertaining children in Newfoundland and Labrador for many years. His current program goes beyond entertaining to focusing on issues of substance use and the importance of being able to make healthy choices with respect to drug and substance use.

Gary's program has been pilot tested with hundreds of school children in the province and the results have been impressive. Teachers have commented on the attention children give to the presentation and how the concepts covered support the health curriculum for the primary and elementary grades.

This program can help further the efforts that educators are making in the classroom. Gary can add the professional element and make it magical.

Yours Truly

Glenn Loveless, Ph.D.
Director
Program Development



Royal Newfoundland Constabulary
Office of the Chief of Police

EST 1871

Sept 10, 1997

RE: Mr. Gary Summers a.k.a. Mr. Wizard
Magic Show on Substance Abuse

To Whom It May Concern:

The Royal Newfoundland Constabulary has been involved in the organization and the development of the project "Using Magic to Prevent Substance Abuse." We were involved in the pilot project and the evaluation process that was carried out in five separate schools in the St. John's and Mt. Pearl area.

Students and teachers who watched the show were impressed with both Mr. Summers magic and his messages on drug abuse. The shows were conducted in a very professional and informative manner and we endorse and fully support Mr. Summers and his magic show on drug abuse and look forward to working with him in the future.

CST. B. J. Coady
Crime Prevention Officer

Lt. E. C. Snow
OIC Community Services



Royal
Canadian
Mounted
Police

Gendarmerie
royale
du
Canada

Security Classification/Designation
Classification/Designation sécuritaire

Unclass

Royal Canadian Mounted Police
Drug Awareness/Coastal Watch Co-or.
P. O. Box 9700
St. John's, NFLD A1A – 3T5

Your File

Votre référence

Our File

Notre référence

TO WHOM IT MAY CONCERN

**RE: USING MAGIC TO PREVENT SUBSTANCE
Mr. Gary Summers a.k.a. Mr. Wizard**

August 25, 1997

The Royal Canadian Mounted Police support Mr. Summers in the program, "Using Magic to Prevent Substance Abuse." The RCMP provided funding along with other sponsors to assist in the development of the program and assisted in critiquing the pilot project.

The police officers involved were very impressed with the professionalism of the shows as well as the content. We also received a positive response from teachers in the schools where the pilot project was conducted. This is a very innovative method of getting a very important message to youth. It entertains while it educates.

The R.C.M.P. will be working with Mr. Summers in the future if he intends to use this show in future drug awareness activities.

(J. POWER) Cpl.
Drug Awareness/Coastal Watch Co-ordinator
Newfoundland and Labrador

Newfoundland and Labrador Home and School Federation

Representing School Councils, Parent Advisory Committees, Home and School Associations, Parent-Teacher Associations throughout Newfoundland and Labrador

October 9, 1997

Re: Magic Show on Substance Abuse, Gary Summers

To Whom It May Concern:

Mr. Summers demonstrated his show at the Annual General Meeting of the Newfoundland and Labrador Home and School Federation last spring. The Reaction of all parents who viewed his demonstration was very positive. Mr. Summers has melded information and entertainment in a way that should engage the attention of students.

The Newfoundland and Labrador Home and School Federation supports Mr. Summers in his endeavor to bring this show to as many students in the Province as possible.

Sincerely



Eva Whitmore
Executive Director

Area Associations

Stephenville Area

Humber Area

Exploits Valley Area

St. John's Area