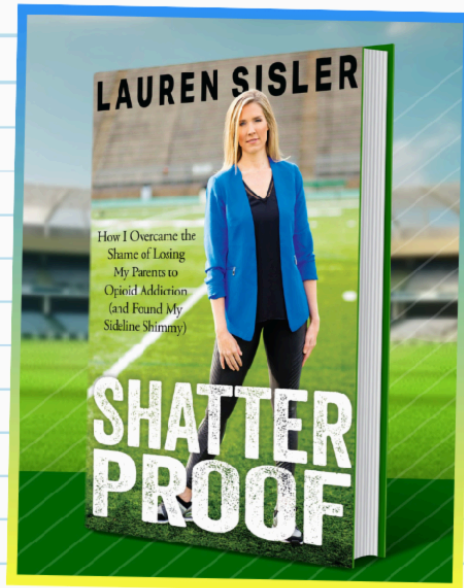


ALABAMA STUDENTS & TEACHERS WON'T WANT TO MISS

FOCUS RALLY 2024 Student Conference

with special address by Author &
ESPN Sportscaster Lauren Sisler



WEDNESDAY, OCT. 16

Shocco Springs Conference Center
1314 Shocco Springs Road, Talladega
Check in: 8AM, Program: 9AM - 2PM

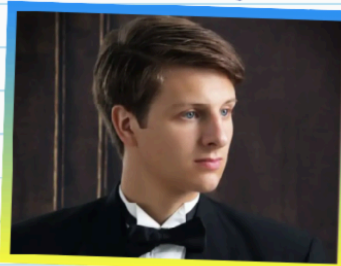
✦ Students in Grades 6-12
are welcome to attend!

✦ PowerSchool Professional
Development & Social Work
CEUs will be available

Featuring



Student & Adult
Breakout Sessions



Price Hornsby Act
Fentanyl Education



Health & Wellness
Expo

**REGISTER!
NOW!**

Only **\$30**
Includes lunch & tshirt!



SCAN THIS QR CODE
OR VISIT [THEFOCUSPROGRAM.COM](https://thefocusprogram.com)

This event is brought to you
by the following sponsors:



Addiction
Prevention
Coalition



BlueCross BlueShield
of Alabama

Register Now!



FOCUS is student-led health education program focusing on adolescent risk behaviors. The goal of FOCUS is to provide students with opportunities to engage in positive youth development and enhance leadership skills to decrease adolescent risk behaviors through project-based learning.

HELPING STUDENTS MAKE HEALTHY CHOICES SINCE 1997

OVERALL IMPACT BY THE NUMBERS

2019-2024



500+

UNIQUE SCHOOLS HAVE JOINED FOCUS, MANY OF WHICH RETURN ANNUALLY.

125,303 44,520

STUDENTS & ADULTS HAVE PARTICIPATED IN OUR PROGRAM.



SINCE 2019, WE'VE HAD

83,908

E-NEWSLETTER RECIPIENTS.



CURRENT PARTICIPANTS



132

SCHOOLS

10,144

STUDENTS

FOCUS RALLIES

These annual youth conferences welcome students from participating schools. Students and FOCUS Facilitators stay connected year-round through the FOCUS Rally App.

IN THE LAST 5 RALLIES WE HAVE HOSTED

4,053

STUDENTS

&

807

ADULTS



FOCUS



SCAN ME

Scan this QR Code to watch the video recap of the 2023 FOCUS Rally.

DIGITAL & SOCIAL MEDIA EDUCATION CAMPAIGNS

FOCUS uses digital and social media to further education and engagement of students, parents, teachers, and other community members about risky behavior prevention. In the last year, we've completed multiple educational campaigns resulting in the following data:



5,069,938

STATEWIDE
IMPRESSIONS

13,861

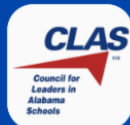
STATEWIDE
ENGAGEMENTS



FOLLOW US ON SOCIAL MEDIA:
@ALABAMAFOCUS

SPECIAL THANKS TO OUR PARTNERS

Current partnerships include public and private schools, various community based organizations, and the following:



Addiction
Prevention
Coalition



CONTACT US

FOCUS Founder Sue C. Jones, M.Ed has over 25 years of experience in the classroom and over 27 years of experience planning, training and implementing FOCUS in over 500 schools.

For more information, email Sue at sjones@thefocusprogram.com. To register your school for FOCUS, visit thefocusprogram.com or scan this QR code.



thefocusprogram.com



COMING SOON!

FOCUS On-Demand Training Videos!

Monthly Health Observances



We encourage all FOCUS schools to engage in at least one health observance activity each month. Each month has some excellent choices for students on your campuses to “Make a Difference” and to encourage their peers to participate.

August

- 1-31: Children's Eye Health and Safety Month
- 1-31: National Immunization Awareness Month
- 4-10: National Health Center Week
- 19-23: Contact Lens Health Week

September

- 1-30: National Childhood Obesity Awareness Month
- 1-30: Sexual Health Awareness Month
- 8-14: National Suicide Prevention Day
- 10: World Suicide Prevention Day
- 18: National School Backpack Awareness Day
- 29: World Heart Day



COMMUNITY PARTNERSHIPS

FOCUS values continued partnerships with the following state and community organizations.

Alabama Department of Public Health
Alabama Department of Education
Addiction Prevention Coalition
Children's Policy Council
Council for Leaders in Alabama Schools (CLAS)
Blue Cross Blue Shield of Alabama



Addiction
Prevention
Coalition



Council for Leaders in
Alabama Schools



BlueCross BlueShield
of Alabama

Be Part of Making A Difference!



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