

INTERNAL RELEASE

MEDIA CONTACT:

City of Detroit Department of Health and Wellness Promotion Bureau of Substance Abuse, Prevention, Treatment and Recovery takes an innovative technological leap to drive positive community change by launching www.keppushin.org, a one of a kind online prevention community

DETROIT - (19 November 2009) - The City of Detroit Department of Health and Wellness Promotion (DHWP) is unveiling an online prevention tool that will be used to reduce youth violence, alcohol and drug abuse in the city of Detroit. On Thursday, November, 19, an official roll out will take place for *KeepPushin.org*, a brand new online prevention community that is using today's technology to reach today's young people and provide them with the resources that they need to lead healthier lifestyles.

Inspired by the "Netroots" campaign approach of President Barack Obama - which engaged record-breaking numbers of young Americans during the presidential campaign - *KeepPushin.org* will greet visitors with techno colors and interactive graphics and will include features such as social networking, video and audio uploads, ring tone downloads and webcasting, as well as, many other technological bells and whistles to grab the attention of youth and adults ages 12 to 30.

"The website is a social network for people who are interested in driving change in our community," said Chetrice Gillon, Certified Prevention Specialist for the City of Detroit Department of Prevention. "The type of impact we want the website to have is to essentially save lives and assist with creating a safer, healthier Detroit."

With *KeepPushin.org*, critical information is just a click away. The pages are packed with reliable resources that will address key issues that young people face today. Youth can create a profile, get tips on talking to a friend about his or her drug abuse, play games and have fun while learning about prevention tips and techniques. The site's tabs include: a "Help Me" page with a local prevention provider list, a "My World" tab for music reviews and downloads, a "Featured Blogs" tab and a "Social Network" tab to facilitate two-way communication.

"We have to change the way we deliver services," said Thomas F. Stallworth, III, Manager of Substance Abuse Prevention Programs for the City of Detroit Department of Substance Abuse and Prevention. "We are looking to help reclaim our community and encourage young people to solve conflicts without using drugs or violence."

Under the umbrella of the *KeepPushin.org* concept, the Bureau of Substance Abuse Prevention Treatment and Recovery is rolling out other initiatives to encourage young people and adults to overcome circumstances that may try to push them down the wrong path.

The *KeepPushin' Peace!* Campaign began this summer and will consist of partnerships with

local learning institutions to award the school that has seen the lowest number of violent incidents. The school with the least number of violent incidents over a period of time will win a Peace Rally Concert with the successful national recording artist Tone Tone. Additionally, students can post online video diaries to www.keppushin.org discussing ways that they have chosen to lead peaceful, productive lifestyles.

Also, the *True Friends Campaign* series will educate young adults and returning college students of the dangers and consequences associated with driving under the influence of alcohol during the holiday season. The goal of the True Friends Campaign is to reduce the number of alcohol related crashes and deaths. Beginning November 19, 2009, the True Friends campaign will kick-off with an exciting opportunity for a chance to win an ipod Touch or Nintendo Wii by using a cell phone to text TRUEFRIEND to text code 313131.

The Department of Prevention Online Prevention Community Development Team, corporate sponsors as well as celebrity bloggers like WSU Football Coach and Former NFL Super Bowl Champion Keith McKenzie are expected to be on hand at the event.

KeepPushin.org is a one-of-a kind online prevention community. The site will provide unique opportunities for community members to learn valuable information, teach each other, talk to each other, support each other to look at and overcome environmental issues that may lead to alcohol and drug abuse, teen violence, or dropping out of school.

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