



innerWORKS

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INTERACTIVE VIRTUAL HARMFUL DRUG MUSEUM

New Product Assessment

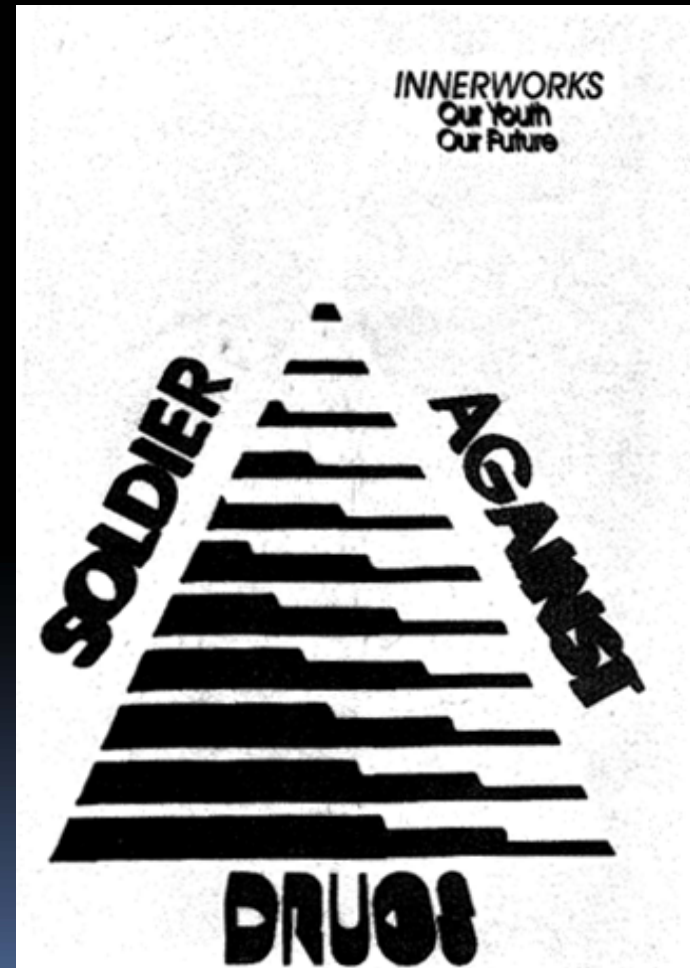
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File #12977



Statement of Purpose

Our youth are our future. It is our responsibility to teach them the decision-making skills that will make them healthy adults.



Mission Statement

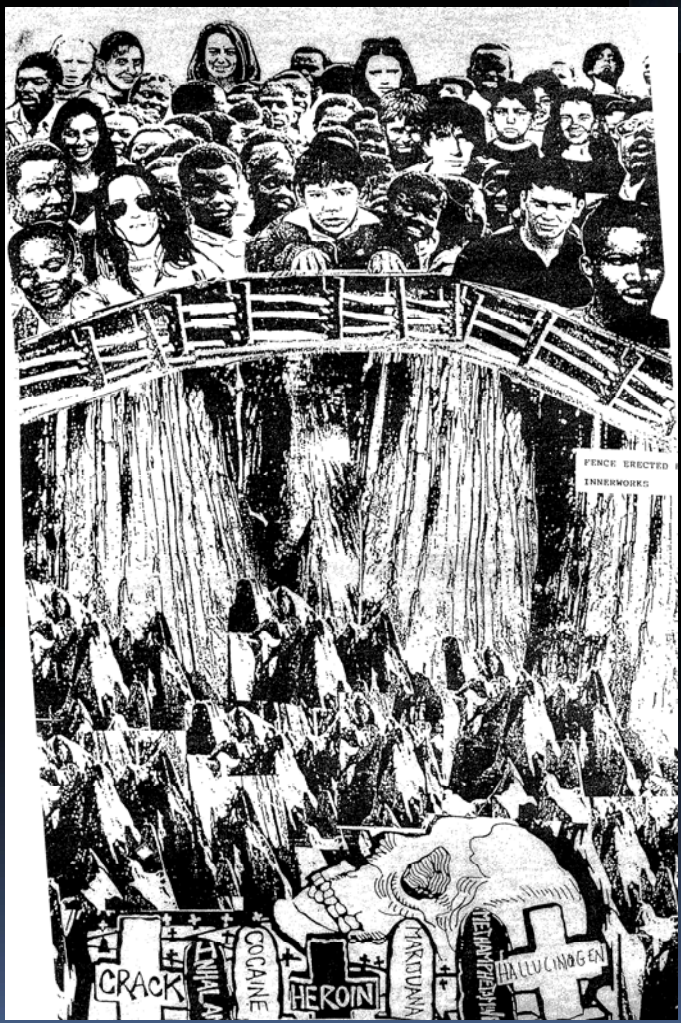


innerWORKS mission statement

Through technology, innerWORKS, a 501(c)(3) organization, will teach healthy choices and attitudes, especially concerning our youth.

innerWORKS Initiative

Preventing as many youth as possible from harmful drug use.



History of innerWORKS



- Granted 501(c)(3) Status, October 1996
- Dog Tag Program
- Affiliated with:
 - Milwaukee Youth and Family Development Alliance (MYFDA)
 - Milwaukee Brighter Futures Initiative

Strategies



- Using virtual technology to educate students concerning harmful drug use
 - Truancy
 - Teen Pregnancy
 - Gang Membership
 - Illegal Activities

2010 - The Dream Moves Forward



- Key organizations approached for assistance
 - Medical Community
 - Educational Community
 - Drug Enforcement Community
 - Youth Organizations
 - Law Enforcement Community
 - Businesses
 - Technology Community

Proposal



- Creation of a Virtual Interactive Harmful Drug Simulation.
 - Online environment
 - Youth 10-18 (target group)
 - Placed within the simulation
 - Create a virtual self to participate in the online world
 - Reaches all race and social classes
 - Different geographical basis (rural, urban and suburban)
 - Science-based 3D world (4th dimension is time)

Journey is a Circle



- Simulations created by experts in the health and education fields:
 - Participants travel through rooms depicting different changes in the inner working of the human body
 - Medical and education professionals provide simulation evidence to assure accurate information

Fantastic Voyage



- Participant journeys inside the human body
 - Experiences graphic forms of devastating consequences:
 - Heart almost exploding from injecting cocaine
 - Blackened lungs from smoking
 - Deteriorating organs

Talkback



- Not all information is provided within the simulation:
 - Feedback solicited from participants
 - Moderators assure conversation moves in the correct format

Letters of Support



- Support in any way possible in hopes of empowering our families to make healthy choices ~ Trina Chambliss, prevention specialist, CYD AODA/MH Outpatient Services
- The concept for a high-tech, youth-oriented software application that talks about the effects of drug and alcohol abuse on the body is an excellent one ~ Sean Fearn, Director, Drug Enforcement Administration Museum

Letters of Support



- Northcott Neighborhood House is happy to support innerWORKS in their efforts to promote abuse prevention ~ LaTonya Lucas, Family Services Director, Northcott Neighborhood house
- I support Clarence's effort to connect this material with youth-serving agencies and to youth. ~ Tasha Jenkins, Executive Director, Fighting Back

Medium of Delivery



- Options that exist:
 - DVD's
 - Second Life virtual world
- Options would make this available to
 - Schools
 - Organizations
 - Churches
 - Libraries

How You Fit In



- Seeking support from:
 - Financial: partnership / grants
 - Technical :
 - Computer programming
 - Educational technology
 - Game design
 - Medical Education:
 - Anatomy
 - Psychology
 - Sociology
 - Businesses