

2024 ANNUAL FOCUS RALLY



Partners in Prevention

OCTOBER 16, 2024

Shocco Springs Conference Center • Talladega, Alabama



@alabamafocus @addictionpreventioncoalition

View full schedules and agenda
on our website or scan 

[thefocusprogram.com]



2024 AGENDA

8:00 am

Sign-in, Health & Wellness Fair

8:45 am

Pre-Conference Slide Show

9:00 am

Opening General Session - Ricker Center

Sponsored by Blue Cross Blue Shield of Alabama

Welcome & Introductions

Host School: Fairfield High School

Jeh Jeh Pruitt, Emcee, WBRC Fox 6

Moment of Silence and Pledge of Allegiance

Host School: Fairfield High School

Emily Herring Bryan, LICSW, Mental Health Coordinator

Greetings from the AL State Dept of Education

Jonathan Thompson, Instructional Services

Special Recognition

2024 FOCUS "Difference Maker of the Year"

Dana DePew, MSN, RN, CNS~Lead Nurse, Trussville City Schools

Introduction of Keynote Speaker *Jeh Jeh Pruitt*

Keynote Speaker - "Shatterproof" *Lauren Sisler*

Rally Announcements *Sue Jones*

10:20 am - 10:30 am

Break

10:30 am - 1:25 pm

Concurrent Sessions, Lunch and FOCUS Zone

► **Middle School Students**

10:30-11:10 am **FOCUS Zone**

11:15-11:55 am **Lunch**

12:00-12:40 pm **Session 1**

12:45-1:25 pm **Session 2**

Follow individual schedules indicated on wristband color and lanyard badge. Adult chaperones for middle school participants will attend breakout sessions with their students.

► **Grades 9-12**

(Remain in the Ricker Center)

10:30-11:10 am **Session 1**

"Confronting the Fentanyl Crisis: Strategies for Prevention, Law Enforcement and Recovery"

- Moderator: Lauren Sisler
- Panelists: Austin Brown, Randall McFarland, and Dani Sims

11:15-11:55 am **Session 2**

"Never Lose Hope" - Ole Pete Key

12:00-12:40 pm **Lunch**

12:45-1:25 pm **FOCUS Zone**

1:35 pm - 2:00 pm

Closing General Session

Departure

Thanks to Fairfield High School and Mrs. Emily Herring Bryan, Facilitator, for serving as the host for the 2024 FOCUS Rally!

SPEAKERS



Jeh Jeh Pruitt - Emcee

WBRC 6 Sports Anchor/Reporter Jeh Jeh Pruitt started as an intern at WBRC while in college and returned to Birmingham in 1996 after working in Texas. He covers a range of topics on Good Day Alabama and is passionate about sports, having played football at Jacksonville State University. Co-founder of The Dannon Project, he supports individuals in transition and promotes organ donation, all while dedicating time to his wife Kerri and daughter Jehme. Jeh Jeh is known for his enthusiasm and commitment to the community.



Lauren Sisler - Keynote Speaker LaurenSisler.com

Lauren Sisler is an Emmy Award-winning sports broadcaster who joined ESPN and the SEC Network in 2016 as a sideline reporter for college football and gymnastics. She is a highly sought-after speaker dedicated to helping audiences refuse to be defined by shame, inspiring them to fall in love with their own stories. Sisler and her husband, John Willard, live in Birmingham, Alabama. On July 4, 2023, they welcomed their son, John Mason Willard, into their family.

MIDDLE SCHOOL SPEAKERS



Kim Bailey

Kim Bailey, a retired educator, trains and speaks for the FOCUS Program, drawing on over three decades of experience in Peer

Helper initiatives at four high schools. She also serves as a counselor and Mental Health First Aid instructor with local non-profits. In her free time, she enjoys the lake, hiking in National Parks, and attending Alabama football games with her husband Michael and family.

KimBaileycounseling@gmail.com



Capt. Clay Hammac

Chief Deputy Clay Hammac oversees criminal investigations and drug enforcement, previously commanding Shelby County's Drug

Task Force. Recognized as one of the Top 40 law enforcement executives globally, he has received multiple awards, including Alabama's "Law Enforcement Officer of the Year." Clay and his wife Laura have fostered over 23 children and are active members of Westwood Baptist Church in Alabaster.

chammac@shelbyso.com



Zavius Kidd

Zavius Kidd, from Sylacauga, Alabama, is a recent graduate of Jacksonville State University with a degree in Integrated Studies in

Early Childhood Education. At JSU, he was involved in various organizations and was named a Homecoming King Candidate and Mr. Jax State. He currently teaches in the Talladega County School System.

zavius.kidd@tcboe.org



Gerri Phillips

Gerri Phillips is a program coordinator at the Addiction Prevention Coalition in Birmingham, bringing a decade of experience

in higher education and social media marketing to the mental health and substance prevention field. With a passion for promoting well-being, she focuses on communication and community engagement to enhance mental health awareness and substance abuse prevention efforts.

gerri@apcbham.org

GRADES 9-12 SPEAKERS



Randall McFarland

Randall McFarland is a Mental Health Therapist for children and at-risk teens at Premier Mental Health Counseling Services and serves as the parent liaison and attendance coach at Tarrant High School. He is also a football coach and facilitator of the INFOCUS Program, and a member of the Xi Omicron Chapter of Omega Psi Phi Fraternity Inc. Starting as a Mental Health Technician in college, he has held various roles, including school social worker and Crisis Prevention Intervention instructor. Randall holds degrees from Lawson State Community College and Alabama State University. He is married with two children.

mcfarland.randall@tarrant.k12.al.us



Austin Brown

Investigator Brown joined Compact in 2023 from the Shelby County Sheriff's Office, where he began his law enforcement career in 2019. Initially assigned to the patrol division, he responded to calls and conducted traffic stops. In the fall of 2022, he transitioned to the School Resource Officer (SRO) Unit at Chelsea High School, focusing on building positive relationships with students, staff, and parents while ensuring school safety. His career reflects a strong commitment to fostering community ties, particularly with young individuals.

abrown@shelbyso.com



Dani Sims

Dani Sims is the Community Outreach Coordinator for Recovery Resource Center, a program of Crisis Center, Inc. in Birmingham. As a street outreach worker and person in long-term recovery, she spends much of her time helping those experiencing homelessness to enter substance use treatment. Outside of work hours, Dani runs a volunteer foster program for the companion animals of those who are entering treatment.

dsims@crisiscenterbham.org



Ole Pete Key

Mansfield "Pete" Key III is a leading growth strategist and motivational speaker, specializing in life coaching and mentorship. He holds certifications in grief counseling and leadership from Auburn University and has provided assistance to the U.S. Department of Health and Human Services.

Pete founded the Lunch with The Keys Program, earning Florence High School recognition, and his Fatherhood program was named Alabama's Community Action Head Start Fatherhood Program of the Year. A member of the 2016-2017 Leadership Alabama Class, he served as the 2020 President of the Florence Rotary Club.

He values his relationship with God and family—his wife, Sharlene, and daughters, Erin Ruth and Joi Da'Nae—and inspires others, believing everyone has a unique gift waiting to be discovered.

MIDDLE SCHOOL SESSIONS

“The Effects of Social Media on Adolescent Mental Health”

Speakers: Kim Bailey, Capt. Clay Hammac, Zavius Kidd, Gerri Phillips

These sessions explore the complex relationship between social media use and adolescent mental health. They will examine both the positive and negative impacts of social media platforms on adolescent's well-being, including issues such as anxiety, depression, self-esteem, and social comparison.

“Let's Talk About Fentanyl”

Presented by Hewitt-Trussville High School FOCUS - Mrs. Dana DePew, Facilitator

In this session, we'll explore the dangers of fentanyl, a powerful drug that's affecting many communities. We'll learn what fentanyl is, why it's so dangerous, and how to stay safe. Through real stories and interactive discussions, we'll empower you with knowledge to make smart choices and protect yourself and others.

GRADES 9-12 SESSIONS

Fentanyl Epidemic Panel Discussion

Moderator: Lauren Sisler

Panelists: Austin Brown , Randall McFarland, Dani Sims

In these sessions we will explore the rise of fentanyl-related overdoses and its devastating impact on young people across Alabama. The Price Hornsby Act, named for an Auburn teen who died in 2021, was recently passed by the Alabama Legislature and requires Alabama Public Schools to provide research-based instruction on fentanyl prevention and drug poisoning awareness to students in grades six through twelve. This initiative aims to arm our young people with the knowledge and tools they need to navigate the dangers of fentanyl and other synthetic opioids.

The critical role of education, law enforcement, and addiction recovery in shaping the fentanyl epidemic will be the focal point of the discussion.

H.O.P.E. – Having Only Positive Expectation

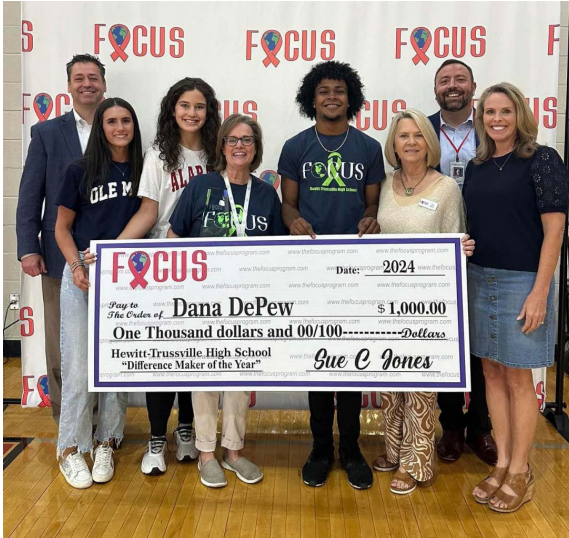
Speaker: Ole Pete Key

This session aims to inspire high school students by helping them discover their unique purpose. Through an engaging experience, students will learn to embrace their individuality, lead, and positively influence their peers. They'll see the impact they can have on their school community.

With a dynamic mix of motivational teaching, music, and drama, Pete Key shares his personal story of overcoming challenges, demonstrating that no obstacle can stop them from using their TAGS (Talents, Abilities, Gifts, and Skills) to succeed.

By the end, students will feel renewed motivation and be named official youth “HOPE Dealers,” committing to Help Other People Excel and spread positivity. This session empowers students with the tools and confidence to create real change.

CONGRATULATIONS TO DANA DEPEW the “2024 Difference Maker” FOCUS Program’s Outstanding Facilitator



FOCUS is pleased to announce **Dana DePew**, Hewitt Trussville High School, as the winner of the **2024 Difference Maker Award** which recognizes the most outstanding educator facilitating FOCUS in Alabama! The Difference Maker Award was created to honor those whose passion, enthusiasm, and leadership have resulted in real successes in the prevention of adolescent risk behaviors in their school and community. As the winner of this award, Mrs. DePew received \$1,000 cash and a trophy.

Mrs. DePew became involved with FOCUS at the 2008 FOCUS Rally and has been involved ever since! She has been married to Brian DePew for 38 years, they have 6 children and 2 grandsons. She lives in Trussville and her hobby is baking.

We are honored to recognize Dana DePew for her outstanding leadership! Congratulations and thank you to Mrs. DePew for her work in reducing the incidences of adolescent risk behaviors and truly Making a Difference in the lives of students!

Visit www.thefocusprogram.com for information

Get Social!



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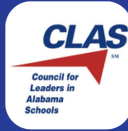
THANKS TO OUR PARTNERS



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*Thank you for
attending the Rally!*

TAKE THE SURVEY!

Please complete the survey at the end
of each session you attend.



Overall



Student
Breakouts



Adult
Breakouts