

# Assessment 1: Consultative Report

Thecasesolutions.com





**D.A.R.E.<sup>®</sup>**

TEACHING STUDENTS GOOD DECISION-MAKING SKILLS  
TO HELP THEM LEAD SAFE AND HEALTHY LIVES

# **D.A.R.E. Consultative Marketing Report**



By:  
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Team 2.0



# Introduction

- In 1983, D.A.R.E. launched in the Los Angeles Unified School District as a police officer-led series of classroom lessons to teach elementary children how to resist peer pressure and live productive drug and violence free lives. In 1986 and 1988 respectively, components were added to broaden the reach of the program to middle and high school children.
- The core D.A.R.E. curriculum is a one-semester course taught one hour per week for ten weeks by a trained, uniformed police officer
- D.A.R.E.'s mission: "Teaching students good decision making skills to help those lead safe and healthy lives."
- D.A.R.E.'s vision: "A world in which students everywhere are empowered to respect others and choose to lead lives free from violence, substance abuse, and other dangerous behaviors."

# PRESENTING PROBLEM

At our initial meeting with D.A.R.E. we were presented with several problems they were hoping we could help them with.

Fundraising  
Growth  
Communications