

Herren Project in Schools & Communities

What does it mean to go purple?

Herren Project empowers youth to stand up and make a difference in their schools and communities, giving students motivation and support as they embrace a message of education and awareness. They are educated about the dangers of substance use while motivating one another to make healthy life choices, free from drugs and alcohol. Students learn that they do not need drugs and alcohol to meet life's challenges; they are perfect just the way they are. Herren Project also empowers community members to support their youth in their community, support community members in recovery, work together to end the stigma and stand together as allies in the movement. We wear purple proudly, a color that symbolizes the positive choices we make each day.

When did going purple start?

Going purple took shape after Chris Herren spoke at a local high school in 2011. In the front row a group of students were wearing purple shirts. After Chris shared his story, one of those students raised her hand and said, "Thank you Mr. Herren for validating what we do. We are the sober students of this high school and each year we choose to not use drugs or alcohol." Chris was captured by the courage it took to stand up and share the symbolism of the purple shirts. He was inspired by their courage to make a difference for adolescents across the United States. The Going Purple light first shown bright on April 24, 2012 in the City of Boston to bring awareness to the issue of substance abuse. The Prudential Tower, State House and many landmarks were lit purple in support.

Why should we bring the going purple movement to our school and community?

Going purple empowers youth and the community to come together and make a difference to learn healthy coping skills, support others in recovery and live a life substance free. Going purple gives students and the community motivation and support as they embrace a message that they do not need drugs and alcohol to meet life's challenges; they are perfect the way they are. As Chris Herren has stated in his message, "This is about more than drugs and alcohol. This is about struggle. And every kid here knows a little bit about it, some more than others." Going purple motivates students to learn to deal with their struggles in a healthy, substance free way, by encouraging students to ask for help, support one another, talk openly and pick each other up when they are struggling.

We want to Go Purple! Now what?

Start with the 10 steps to Going Purple. Register your school or community, develop a student club or community leaders to spearhead the movement, print out flyers, brainstorm fun "Purple" activities, organize a kick off week, get some cool swag, partner with your local government and most of all have fun! Empower your students and community to be the healthy change you want to see in the world and Go Purple!

Additional questions or help?

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