

### About The Client

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Founded in 1967, this highly respected K-12 independent college preparatory school sends graduates to many of the most selective colleges across America, consistently earning academic, athletic and artistic recognition throughout the state and region.

### Background

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The decision to implement a drug testing program as a deterrent was not in reaction to a particular incident or a concern regarding widespread drug use in the school, but instead was based on a desire to protect every student from the serious consequences of illegal drugs. The goal of the school was not to “catch” anyone, but instead to arm students with a powerful reason to “say no” when they might otherwise succumb to peer pressure. It would also make them accountable to those who care most about them (their parents and school) - often the most powerful deterrent imaginable!

School leadership gathered recommendations and suggestions from parents and staff members, gleaned advice from other schools that had implemented testing policies, and researched all of the drug testing methods and providers.

They chose to implement Psychemedics hair testing because of its track record/success in other schools, its accuracy and reputation in the industry, and its true deterrent value - **Hair testing detects drug use approximately 3 months back** (urine testing is only 2-3 days for most drugs), and cannot be cheated as the entire collection process is observed. This method is also minimally invasive, less embarrassing for students, and quick and easy to collect and ship. School staff could be trained to collect samples onsite, or outside collectors could be brought in to handle the collection process.

### Implementation

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School Administration developed an initial policy that was pro-student by giving the student body over a three month warning before testing began, and setting no penalty for the first positive result other than parent notification. The program was implemented for the entire school, including all 7th -12th grade students, all faculty and all members of the Board of Trustees. All students were tested at the beginning of the year, then randomly throughout the year. The new policy was communicated to all stakeholders, and the school went directly to the local press to be sure they understood the program and the anticipated outcomes. The school also sent out multiple letters, and held parent/student meetings and collection demonstrations. All test results remained strictly confidential between the student, administrator and parents.

### Results Of The Program

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- Reduced student drug use to less than 1% the first year and every year thereafter - the program continues now in its 8<sup>th</sup> year.
- Enrollment increased dramatically as respect for the school in the community increased through positive statewide media coverage about the program.
- Students started talking to their parents about drugs and stopped fearing weekend peer pressure.
- Reduced behavioral issues, reduced alcohol-related incidents, and most importantly - identified the students who needed help.

### Words From The Client

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*“Implementing this drug testing program was the most important and best thing I ever did for my kids in my 32 year career as a school leader.” - Headmaster*

*“I wish the school had made this decision long ago. My kids now feel safe to tell me what is going on at parties because they are protected with an acceptable out when under pressure to use drugs.” - Parent*

### Hair Testing Pioneer & Leader

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Psychemedics Corporation is the world's leading drug testing company using hair. Psychemedics' proprietary hair analysis technology is trusted by Fortune 500 companies, police forces, courts, schools and parents all over the world.