



# The Commonwealth of Massachusetts

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## Press Release

### Great Success in Team Rival Results

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The scores have been tallied and the results are in from the county-wide Team Rival competition, launched by Norfolk District Attorney Michael W. Morrissey this year to prevent substance abuse.

The new competition pits local high schools against their traditional athletic rivals to encourage participation in a number of constructive events and functions that revolve around building a school culture around healthy choices.

“We know that by high school, students look heavily to their peers in deciding what risks to take and what decisions to make,” District Attorney Morrissey said. “Our objective is to identify, support and help the students in each school who lead by example.”



Team Rival was split in to four different challenges in 2015-2016: the Peer Leadership Conference, P.S.A. Videos, Coalition Meetings, and the Adventures in Respect Battle. Each school is granted 25 points for completion of a challenge, and the school that finishes with the most points wins Team Rival in its respective bracket.



The Peer Leadership Conference held at Gillette Stadium in October involved 10 students from each public high school to share and spread ideas about substance abuse prevention. Each attendee received 5 hours of community service credit. In the second activity, students were asked to film public service announcements that would be informative commercials about the harms of substance abuse.

**All PSA clips can be viewed here:**  
<http://www.mass.gov/da/norfolk/peerleadership.html>



The third challenge was to get involved in local substance abuse prevention coalition meetings and events; students could receive community service credit for attending activities instituted by the coalitions. The Adventures in Respect workshop, sponsored by YMCAs across the county, promoted the concept of good-decision making by working cohesively in team-building obstacle course challenges.

More than two thirds of the high schools in Norfolk County participated with 21 schools spreading drug prevention awareness through the effort.



Out of the 21 schools that engaged in Team Rival, all 21 of them took part in the Peer Leadership Conference, seven schools created Public Service Announcement Videos, nine attended community coalition meetings, and nine competed in the Adventures in Respect obstacle challenge.

“It was encouraging to see such cooperation from towns all across the county,” Morrissey said. “We are stronger working together than we are in silos, both because good ideas are often portable, and because the camaraderie – even among rivals – is a reminder that none of us is in this alone.”