

That young man is Keith Parsons.
His life was unalterably and forever changed in a split second. Zero-point-nine-eight seconds actually.

That's less time than it took you to read the last sentence.

It's also how long it took for his free-falling body to hit the asphalt parking lot from a drug and alcohol-induced leap off a three story building.



Fortunately, Keith has spent much of his time since then developing and refining a plan to help young people avoid making similar choices ... and having to live with similar consequences.

Education and Experience

Keith has spoken with thousands of young people during the past fifteen years. He holds two degrees from the Pennsylvania State University, a Bachelor's in Management Science & Information Systems and a Masters of Education in Curriculum and Instruction.

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Keith Parsons' education, life experience, and his passion for students make him an ideal presenter on the topics of substance abuse prevention and making wise choices in life. The impact he makes is more than any other teacher, parent or book can have. I highly recommend his presentation for all students from elementary to college age.”

- Ronnie Voigt, Education Instructor
Penn State University

Keith's professional and personal experiences afford him a rare perspective and authority, enabling him to make a profound difference in the lives of young people.

“
I promise I will never use drugs. We've heard so many stories in health class this year but I have to say--yours moved me the most.”

-Student, Lower Dauphin Middle School

Program Information

In order to best meet the needs of your school or organization, Keith has designed a program that can be customized to suit any schedule or budget. The content can be aligned with your curriculum and/or academic standards. You may also include any or all of the following additional options to help reinforce the program objectives:

- Q&A period(s)
- Presentations for parents and caregivers
- Webcasts

For scheduling, fees, or more information, please contact Keith directly or complete a Program Inquiry Form online.

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0.98 seconds



That's how quickly the course of one young man's life changed.

www.keithparsons.com

Life can change in a heartbeat.

Nobody knows that better than Keith Parsons. Following high school graduation in 1990, Keith and his friends drove to Ocean City, Maryland, for Senior Week. While there he experimented with LSD for the first time. Under the influence of the drug, he suffered debilitating spinal cord injuries in his neck and back.

At first, Keith thought all his dreams had shattered along with the vertebra in his back.

He spent the next several months in and out of surgery and rehab. Slowly, he began to regain some of his abilities and, with them, his spirit and his independence. Over time, with a lot of love and support from his family, and with the aid of attendant care and assistive technology, Keith began again to pursue some of his dreams.

Those dreams included getting not one, but two college degrees. They also include fulfilling his passion for helping others through motivational speaking at schools and civic groups.



Talk the talk. Roll the role.

From the moment Keith rolls onto the stage, the consequence of his choice to abuse alcohol and drugs becomes undeniably apparent. But within minutes the audience sees beyond the person in the wheelchair.

They see a man whose sense of purpose makes his story a touching, if not potentially life-saving, presentation.

Know the plan. Follow the plan.

Today, Keith is dedicating his life's work to helping students make better choices than he did. *His goal is to reduce the incidence of substance abuse among teens and to prevent the suffering it causes both the user and their families.*

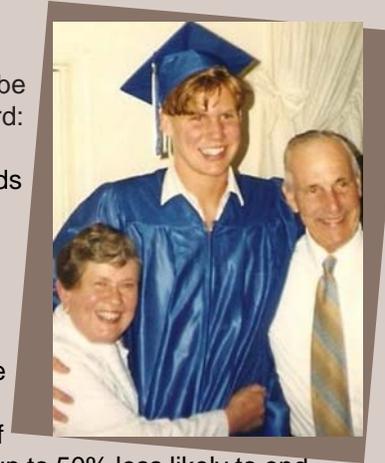
Keith's plan has an apt name: *0.98 Seconds: The Time It Took for Personal Choices to Become Permanent Consequences.* His interactive presentation presents students with lifestyle choices that can best be summed up in one word: **CAP--as in cap and gown.** It actually stands for *communicate, anticipate and participate.*

Communication is key. Teens who have parents that talk to them about the risks of substance abuse are up to 50% less likely to end up using. Talking about substance abuse may not be easy, but the possible consequences of not talking are far more difficult and enduring.

Anticipation is equally as important.

Many students are offered drugs and alcohol before they reach high school; by graduation these offers have almost certainly occurred. *The time to decide not to use is before the ability to choose is compromised* by alcohol, marijuana, and today's drug of choice: prescription medications. You've got to plan in advance what you will say and how you act when somebody makes you the offer.

Participation is the last, but certainly not the least, important element in the plan's success. Extracurricular activities do more than increase a child's ability to throw a ball, recite a line, or play a musical note.



The statistics don't lie.

Students who are involved in adult supervised activities are up to 20% less likely to abuse drugs and alcohol. That's a fact. It's also the reason why Keith implores teens to *actively participate* in their own lives.

It was in Keith's nature to be a risk-taker. He was highly inquisitive and adventurous as a child, and that didn't change as he entered adolescence. If anything, the urge to spread his wings and try new things only increased through the years. That's why he doesn't try to tell kids to change their nature and to avoid all risk. Rather, *Keith challenges students to channel their risky behaviors into healthy risk-taking opportunities.*

But simply increasing kids' awareness of the risk factor isn't enough; you also need to decrease the acceptance of drug use by others. Keith makes it clear that the first step towards the slippery slope of substance abuse is acceptance of such abuse among your peers. Once you've done that, it's a lot easier to make the leap to using--and abusing--drugs yourself.

Keith is living proof that that's a leap you don't want to take.

By incorporating elements of pop culture, statistics, and science into his presentation, *Keith serves as a powerful, memorable, and living testament to the dangers and potential consequences of substance abuse.*

He also demonstrates humor, humility, and above all, the hope and resilience of the human spirit.

