

**Purpose:** The purpose of this video is to celebrate and bring awareness to the exceptional intentionality our district police department has for deeply investing in building meaningful relationships with our scholars and highlight the difference they also make by leaving a lasting impact on the students they serve through a national program called L.E.A.D. (Law Enforcement Against Drugs). **Where & When It's Used:** This video was strategically posted across district social media where it could find the intended audience and be enthusiastically shared by them to naturally increase the size of the audience as well as increase engagement. **Target Audience:** The intended audience is for school staff, students and their parents. Since debuting, the audience is now nationwide thanks to being shared by the law enforcement community. **Supporting Effective Communication:** This story supports effective communication by showing parents and the community the efficacy of the program. Anti-drug campaigns have not always been successful in the United States. This one is. Furthermore, the national L.E.A.D. organization says it now uses this video to externally promote and implement L.E.A.D. programs across the country because its own internal communications team repeatedly refuses to create content like this. **Outcomes Achieved:** This video has 353 YouTube views and has reached a national audience after being shared by retired police officer and law enforcement influencer Joe Muñoz through his robust Facebook Group "Texas School-Based Law Enforcement". Mr. Muñoz is the Program Manager for the Texas School Safety Center which is the premiere resource for "safety, security & health" for all 1,207 school districts and their nearly 9,000 campuses across Texas. His endorsement for Lancaster ISD's implementation of the L.E.A.D. program instantly expanded the video's reach and quickly made Lancaster ISD a national example to model.