



too **SMART** to **START**

# Menu: Strategies and Materials for Your Community

*Reach Out Now*



**National Teach-In**

**Prevent Underage Alcohol Use**



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
Substance Abuse and Mental Health Services Administration  
[www.samhsa.gov](http://www.samhsa.gov)





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## Introduction

Alcohol use among children and adolescents starts early and increases rapidly with age. Research confirms that there are a variety of proven approaches for preventing substance abuse, and any of these approaches can be used to achieve your community's objectives. This menu is designed to help you in selecting and implementing the best approaches for preventing underage alcohol use in your community and for educating young people and caring adults about the risks associated with underage drinking. The menu includes the following information:

- Optional Approaches for Achieving Your Underage Drinking Prevention Objectives
- Research-Based Prevention Strategies
- Core Tactics
- Support Materials
- Additional Resources



## **Optional Approaches for Achieving Your Underage Drinking Prevention Objectives**

The following tables provide two options for achieving each of your underage drinking prevention objectives. The options are identified as less intensive and more intensive. Less intensive options require a low level of preparation and fewer resources, and tend to have a limited reach. The more intensive options require more preparation and resources, and tend to have a broader reach. As you review these options, remember that these approaches are not intended to be prescriptive in the way they are implemented locally. Therefore, they may be used as presented, modified to meet your community's specific needs and resources, or simply used to generate fresh ideas.

Descriptions of the prevention strategies, tactics, and communication products are included on pages 14 through 18.

**Objective 1:** To increase the number of conversations that families have about the harms of underage drinking.

	<b>Option 1 (Less Intensive)</b>	<b>Option 2 (More Intensive)</b>
<b>Audience</b>	<ul style="list-style-type: none"> <li>• Families</li> </ul>	<ul style="list-style-type: none"> <li>• Families</li> <li>• Schools</li> </ul>
<b>Prevention Strategies</b>	<ul style="list-style-type: none"> <li>• Information Dissemination</li> </ul>	<ul style="list-style-type: none"> <li>• Information Dissemination</li> <li>• Education</li> <li>• Environmental Strategies</li> </ul>
<b>Tactics</b>	<ul style="list-style-type: none"> <li>• Start Talking Before They Start Drinking Media Campaign (p. 16)*</li> <li>• Reach Out Now Program (p. 16)</li> <li>• Mosaic (p. 17)</li> </ul>	<ul style="list-style-type: none"> <li>• Start Talking Before They Start Drinking Media Campaign (p. 16)</li> <li>• Reach Out Now Program (p.16)</li> <li>• Mosaic (p. 17)</li> <li>• Community Documentary (p. 18)</li> </ul>
<b>Supporting Activities</b>	<ul style="list-style-type: none"> <li>• Information Hotline</li> <li>• Start Talking Before They Start Drinking Media Campaign</li> <li>• Direct Mail Campaign</li> <li>• Neighbor-to-Neighbor Outreach</li> <li>• Speaking Engagements</li> </ul>	<ul style="list-style-type: none"> <li>• Information Hotline</li> <li>• Start Talking Before They Start Drinking Media Campaign</li> <li>• Direct Mail Campaign</li> <li>• Neighbor-to-Neighbor Outreach</li> <li>• Speaking Engagements</li> <li>• Parenting/Family Management Classes</li> <li>• Peer Leader/Helper Program</li> <li>• Life Skills Training for Youth</li> <li>• Normative Education</li> </ul>

*\* Page numbers are listed in the chart for items that are mentioned in the support materials and additional resources sections of the menu.*

	<b>Option 1 (Less Intensive)</b>	<b>Option 2 (More Intensive)</b>
<b>Supporting Events</b>	<ul style="list-style-type: none"> <li>• Town Hall Meeting</li> <li>• Reach Out Now National Teach-In</li> <li>• Press Conference</li> <li>• Health Fair</li> </ul>	<ul style="list-style-type: none"> <li>• Town Hall Meeting</li> <li>• Reach Out Now National Teach-In</li> <li>• Press Conference</li> <li>• Health Fair</li> <li>• Open House</li> </ul>
<b>Communication Products</b>	<ul style="list-style-type: none"> <li>• Underage Drinking Prevention: National Town Halls 2006 Planning Guide</li> <li>• Reach Out Now National Teach-In Materials</li> <li>• Start Talking Before They Start Drinking Media Campaign Kit</li> <li>• <a href="http://www.stopalcoholabuse.gov">www.stopalcoholabuse.gov</a></li> <li>• Brochure</li> <li>• Newsletter</li> <li>• Flyer</li> <li>• Postcard/E-card</li> </ul>	<ul style="list-style-type: none"> <li>• Underage Drinking Prevention: National Town Halls 2006 Planning Guide</li> <li>• Reach Out Now National Teach-In Materials</li> <li>• Start Talking Before They Start Drinking Media Campaign Kit</li> <li>• <a href="http://www.stopalcoholabuse.gov">www.stopalcoholabuse.gov</a></li> <li>• Brochure</li> <li>• Newsletter</li> <li>• Flyer</li> <li>• Postcard/E-card</li> <li>• Billboards</li> <li>• Poster</li> <li>• Video News Release</li> <li>• Curricula</li> </ul>

**Objective 2:** To increase the number of individuals who see underage drinking as harmful.

	<b>Option 1 (Less Intensive)</b>	<b>Option 2 (More Intensive)</b>
<b>Audience</b>	<ul style="list-style-type: none"> <li>• Individuals</li> </ul>	<ul style="list-style-type: none"> <li>• Individuals</li> <li>• Families</li> <li>• Schools</li> </ul>
<b>Prevention Strategies</b>	<ul style="list-style-type: none"> <li>• Information Dissemination</li> </ul>	<ul style="list-style-type: none"> <li>• Information Dissemination</li> <li>• Education</li> <li>• Community-based Process</li> <li>• Alternatives</li> </ul>
<b>Tactics</b>	<ul style="list-style-type: none"> <li>• Start Talking Before They Start Drinking Media Campaign (p. 16)</li> <li>• Mosaic (p. 17)</li> </ul>	<ul style="list-style-type: none"> <li>• Start Talking Before They Start Drinking Media Campaign (p. 16)</li> <li>• Reach Out Now Program (p. 16)</li> <li>• Mosaic (p. 17)</li> <li>• Community Documentary (p. 18)</li> </ul>

	<b>Option 1 (Less Intensive)</b>	<b>Option 2 (More Intensive)</b>
<b>Supporting Activities</b>	<ul style="list-style-type: none"> <li>• Peer-to-Peer Outreach</li> <li>• Start Talking Before They Start Drinking</li> <li>• Media Campaign</li> <li>• Web Chats</li> <li>• Spokesperson Presentation</li> </ul>	<ul style="list-style-type: none"> <li>• Peer-to-Peer Outreach</li> <li>• Start Talking Before They Start Drinking</li> <li>• Media Campaign</li> <li>• Web Chats</li> <li>• Spokesperson Presentation</li> <li>• Peer Leader/Helper Program</li> <li>• Parenting/Family Management Classes</li> <li>• Alcohol-Free Activities</li> <li>• Community Service Activities</li> <li>• Creating a Community Mural</li> </ul>
<b>Supporting Events</b>	<ul style="list-style-type: none"> <li>• Town Hall Meeting</li> <li>• Street Theater</li> <li>• Competitive Event (academic, artistic, sports)</li> </ul>	<ul style="list-style-type: none"> <li>• Town Hall Meeting</li> <li>• Reach Out Now</li> <li>• National Teach-In</li> <li>• Street Theater</li> <li>• Competitive Event (academic, artistic, sports)</li> <li>• School Assembly</li> <li>• Health Fair</li> <li>• Faith Community Assembly</li> </ul>

	<b>Option 1 (Less Intensive)</b>	<b>Option 2 (More Intensive)</b>
<b>Communication Products</b>	<ul style="list-style-type: none"> <li>• Underage Drinking Prevention: National Town Halls 2006 Planning Guide</li> <li>• Start Talking Before They Start Drinking Media Campaign Kit</li> <li>• www.stopalcoholabuse.gov</li> <li>• Billboards</li> <li>• Bumper Stickers</li> <li>• Flyer</li> <li>• Movie Trailers</li> <li>• Web Site</li> <li>• Poster</li> </ul>	<ul style="list-style-type: none"> <li>• Underage Drinking Prevention: National Town Halls 2006 Planning Guide</li> <li>• Reach Out Now National Teach-In Materials</li> <li>• Start Talking Before They Start Drinking Media Campaign Kit</li> <li>• www.stopalcoholabuse.gov</li> <li>• Billboards</li> <li>• Bumper Stickers</li> <li>• Flyer</li> <li>• Movie Trailers</li> <li>• Web Site</li> <li>• Poster</li> <li>• Giveaways (such as keychains, T-shirts, etc.)</li> <li>• Curricula</li> <li>• Comic Books</li> <li>• Transit Cards</li> <li>• Newsletter</li> <li>• Magazine/Newspaper Articles</li> <li>• E-mail</li> </ul>

**Objective 3:** To increase public disapproval of underage alcohol use.

	<b>Option 1 (Less Intensive)</b>	<b>Option 2 (More Intensive)</b>
<b>Audience</b>	<ul style="list-style-type: none"> <li>• Parents/Caregivers</li> <li>• General Public</li> <li>• Youth-Serving Organizations</li> <li>• Faith Community</li> <li>• Medical Community</li> <li>• Prevention Specialists</li> <li>• Teachers/School Administrators</li> <li>• State and Local Politicians</li> </ul>	<ul style="list-style-type: none"> <li>• Parents/Caregivers</li> <li>• General Public</li> <li>• Youth-Serving Organizations</li> <li>• Faith Community</li> <li>• Medical Community</li> <li>• Prevention Specialists</li> <li>• Teachers/School Administrators</li> <li>• State and Local Politicians</li> </ul>
<b>Prevention Strategies</b>	<ul style="list-style-type: none"> <li>• Information Dissemination</li> </ul>	<ul style="list-style-type: none"> <li>• Information Dissemination</li> <li>• Education</li> <li>• Community-based Process</li> <li>• Environmental Strategies</li> </ul>
<b>Tactics</b>	<ul style="list-style-type: none"> <li>• Reach Out Now Program (p. 16)</li> <li>• Start Talking Before They Start Drinking Media Campaign (p. 16)</li> <li>• Mosaic (p. 17)</li> <li>• Community Documentary (p. 18)</li> </ul>	<ul style="list-style-type: none"> <li>• Reach Out Now Program (p. 16)</li> <li>• Start Talking Before They Start Drinking Media Campaign (p. 16)</li> <li>• Mosaic (p. 17)</li> <li>• Community Documentary (p. 18)</li> </ul>

	<b>Option 1 (Less Intensive)</b>	<b>Option 2 (More Intensive)</b>
<b>Supporting Activities</b>	<ul style="list-style-type: none"> <li>• Start Talking Before They Start Drinking Media Campaign</li> <li>• TV/Radio Appearances</li> <li>• Direct Mail</li> <li>• Spokesperson Presentations</li> </ul>	<ul style="list-style-type: none"> <li>• Start Talking Before They Start Drinking Media Campaign</li> <li>• TV/Radio Appearances</li> <li>• Direct Mail</li> <li>• Spokesperson Presentations</li> <li>• Peer-to-Peer Outreach</li> <li>• Multi-Agency Coordination and Collaboration</li> </ul>
<b>Supporting Events</b>	<ul style="list-style-type: none"> <li>• Town Hall Meeting</li> <li>• Reach Out Now National Teach-In</li> <li>• Conference Workshop/ Presentations</li> <li>• Conference Exhibit</li> </ul>	<ul style="list-style-type: none"> <li>• Town Hall Meeting</li> <li>• Reach Out Now National Teach-In</li> <li>• Community Forums</li> <li>• Conference Workshop/ Presentations</li> <li>• Conference Exhibit</li> <li>• Press Conference</li> <li>• Web Chats</li> </ul>

	<b>Option 1 (Less Intensive)</b>	<b>Option 2 (More Intensive)</b>
<b>Communication Products</b>	<ul style="list-style-type: none"> <li>• Newsletter</li> <li>• Flyer</li> <li>• Brochure</li> <li>• E-mail</li> <li>• Video News Release</li> <li>• Underage Drinking Prevention: National Town Halls 2006 Planning Guide</li> <li>• Reach Out Now National Teach-In Materials</li> <li>• Start Talking Before They Start Drinking Media Campaign Kit</li> <li>• <a href="http://www.stopalcoholabuse.gov">www.stopalcoholabuse.gov</a></li> <li>• Giveaways</li> <li>• Speech</li> </ul>	<ul style="list-style-type: none"> <li>• Newsletter</li> <li>• Flyer</li> <li>• Brochure</li> <li>• E-mail</li> <li>• Video News Release</li> <li>• Newsletter, Newspaper, Magazine Article</li> <li>• Underage Drinking Prevention: National Town Halls 2006 Planning Guide</li> <li>• Reach Out Now National Teach-In Materials</li> <li>• Start Talking Before They Start Drinking Media Campaign Kit</li> <li>• <a href="http://www.stopalcoholabuse.gov">www.stopalcoholabuse.gov</a></li> <li>• Giveaways</li> <li>• Web Site</li> <li>• Exhibit</li> <li>• Transit Cards</li> </ul>



## Research-Based Prevention Strategies

The following strategies have been identified by Congress (in the Substance Abuse Prevention and Treatment block grant legislation) as strategies that prevention programs can use to increase protective and risk factors and reduce the impact of risks. In the first two strategies, communication is the primary activity; in the other four, communication is a secondary activity.

1. **Information dissemination** is primarily one-way communication that increases awareness and knowledge. The distribution of educational materials by a substance abuse prevention clearinghouse is an example of information dissemination.
2. **Education/skills building** is two-way communication that increases knowledge and develops analytic skills, judgment, and life and social skills. A parenting class is an example of education/skills building.
3. **Alternatives** feature activities designed to exclude and discourage the use of alcohol (as well as tobacco and illicit drugs) by offsetting the attraction to or meeting the needs often filled by alcohol. Alternative activities might include long-term youth programs or youth leadership activities.
4. **Environmental** strategies include activities that establish or change formal or informal community standards, codes, and behaviors affecting the shared environment in which people encounter threats to their health from alcohol. Normative education is an example of this strategy that focuses on correcting the erroneous perceptions about the prevalence and acceptability of alcohol use and on establishing conservative (and truthful) group norms by instilling the belief that most young people do not use alcohol. Another example of this strategy is the creation and maintenance of an alcohol- and drug-free park.

5. **Community-based process** is characterized by planning, organizing, collaborating, and coalition-building activities aimed at enhancing the community's ability to more effectively provide substance abuse prevention and treatment services. For instance, collaborative multi-agency planning and resource sharing are examples of community-based processes.

6. **Problem identification and referral** is the early identification of those engaging in illegal, age-inappropriate, or potentially risky substance use in order to determine if their behavior can be reversed through education or other preventative strategies. An example of problem identification and referral is an alcohol and drug education class for youth caught with alcohol in their possession.



## Core Tactics<sup>1</sup>

The following two tactics are suggested as major activities that communities can use to support your local efforts in the prevention of underage drinking. These activities were chosen as core tactics because they include the participation of the target audiences in developing messages and materials designed to raise awareness about the dangers of underage drinking.

### Tactic 1: Start Talking Before They Start Drinking Media Campaign

The SAMHSA/Ad Council Underage Drinking Prevention Public Service Campaign has produced two television ads, print ads, and other fulfillment materials that can be used by States and communities. The campaign targets parents of youth aged 11 to 15. The goal is to increase the number of parents talking to their children about alcohol abuse: “**Start Talking Before They Start Drinking.**”

This tactic supports all three of the objectives. It also will offer youth a platform from which to speak to their families and other individuals about underage drinking.

### Tactic 2: Reach Out Now Program

Since 2002, SAMHSA and Scholastic Inc. have collaborated to provide school-based underage alcohol use prevention materials in time for Alcohol Awareness Month in April. The two-part sets of **Reach Out Now** materials are designed for fifth and sixth graders, their families, and their teachers. Reach Out Now materials are sent to every fifth- and sixth-grade class in the United States.

<sup>1</sup> Cutlip, Center, and Broom (1994) define tactics as the “actual events, media, and methods used to implement the strategy.”

SAMHSA encourages prominent national, State, and local leaders to conduct teach-ins for fifth- and/or sixth-grade classrooms nationwide to further alert children, parents, and teachers about the dangers of underage alcohol use and to reinforce the messages in the school-based Reach Out Now materials.

The Reach Out Now program is designed to support the objectives to:

- Increase the number of conversations that families have about the harms of underage alcohol use.
- Increase the number of individuals who see underage alcohol use as harmful.

### Tactic 3: Mosaic Messages

Like mosaic artwork, **mosaic messages** consist of many smaller pieces—in this case, authentic voices of family members, representing various ages, races, and ethnicities—combined to form a single, larger message. To create mosaic messages, communities would interview and record different family members talking about underage drinking, the harms it causes, the positive aspects of youth not using alcohol, and the value of better communication in the family. These interviews would be divided into individual statements, which would then be combined into a collection of voices discussing different aspects of underage alcohol use and prevention. Each mosaic message would end with a call to action to the speakers' peers.

These messages can be used as public service announcements in mass and alternative media channels popular with youth and their parents/caregivers. Although this core tactic features audio messages, mosaic messages need not be limited to sound. They can also be developed using video, print, or multimedia formats and distributed to print, broadcast, or other media outlets.

Mosaic messages are designed to support the objectives to:

- Increase the number of conversations that families have about the harms of underage alcohol use.
- Increase the number of individuals who see underage alcohol use as harmful.

## Tactic 4: Community Documentaries

**Community documentaries** are films that show, from the perspectives of youth, their community's beliefs, attitudes, behaviors, and activities pertaining to underage alcohol use. The documentaries could feature interviews with youth peers of the filmmakers, parents, other family members, community leaders, and other influential adults. To receive an authentic youth perspective, let the youth decide how to approach the project. To make the documentaries, organizations should provide training in media literacy and basic cinematography to the young filmmakers. The organization should also provide the youth with video equipment and pair them with teen or college film students/cinematographers who can guide them through the filming and production processes. (Consider partnering with colleges, high schools, or other organizations that teach cinematography. In addition, consider recruiting sponsors who can provide financial support or donate the equipment and materials needed to produce the documentaries.)

Some of the many uses for a community documentary include raising awareness about the issue of underage alcohol use as it relates to youth, promoting the work being done by a local initiative, and generating dialog at a community forum.

This tactic supports all three of the objectives. It also will offer youth a platform from which to speak to their families and other individuals, provide individuals with an opportunity to listen to youth, and allow community members to obtain a snapshot of local underage alcohol use issues.



## Support Materials

The following materials, which are organized by audience, were developed to support your endeavors after the town hall meeting.

### Materials for Professionals

#### **Underage Drinking Prevention: National Town Halls 2006**

**Planning Kit:** This kit is designed to help community-based organizations plan, develop, implement, and promote the prevention of underage drinking. The kit includes a variety of products, such as the Underage Drinking Prevention: National Town Halls 2006 Planning Guide; PowerPoint presentation; and print, radio, and television public service announcements.

#### **Reach Out Now: Talk With Your Fifth Grader About Underage**

**Drinking:** This publication, the result of a joint venture with Scholastic Inc.'s InSchool Solutions Program, addresses the issue of alcohol awareness with 10- and 11-year-old tweens (fifth-grade level). The publication is designed to reinforce no-use behavior; to encourage discussion of underage alcohol use in class and at home; to provide kids with current, accurate information on the harmful effects of alcohol on the body; and to help them practice the critical thinking and self-expression skills needed to make healthy decisions. Through classroom lessons and extensive take-home discussion tools, teachers and parents are provided with the resources to foster productive dialog on the topic of alcohol use by tweens. The language arts, social studies, and health-based program curriculum, delivered via the Teacher Pages and Family Resource Guide components, are customized for use with fifth-grade students nationwide.

**Reach Out Now: Start Talking Before They Start Drinking:** This publication, the result of a joint venture with Scholastic Inc.'s InSchool Solutions Program, addresses the issue of alcohol awareness with 11-

and 12-year-old tweens (sixth-grade level). The publication is designed to reinforce no-use behavior; to encourage discussion of underage alcohol use in class and at home; to provide kids with current, accurate information on the harmful effects of alcohol on the body; and to help them practice the critical thinking and self-expression skills needed to make healthy decisions. Through classroom lessons and extensive take-home discussion tools, teachers and parents are provided with the resources to foster productive dialog on the topic of alcohol use by tweens. The language arts, social studies, and health-based program curriculum, delivered via the Teacher Pages and Family Resource Guide components, are customized for use with sixth-grade students nationwide.

**Reach Out Now Poster and Teaching Guide:** This poster and teaching guide, the result of a joint venture with Scholastic Inc.’s InSchool Solutions Program, addresses the issue of alcohol awareness with 10-, 11-, and 12-year-old tweens (fifth- and sixth-grade levels). The poster side uses the central message of “talk” to emphasize the importance of communication between caring adults and tweens. The back of the poster contains a teaching guide, with additional lesson plan suggestions and activities to continue the dialog on preventing alcohol use among tweens.

## Materials for Youth

**Reach Out Now: Talk With Your Fifth Grader About Underage Drinking:** This publication, the result of a joint venture with Scholastic Inc.’s InSchool Solutions Program, addresses the issue of alcohol awareness with 10- and 11-year-old tweens (fifth-grade level). Through in-school lessons, quizzes, and activities for fifth graders to do with their families at home, the publication reinforces no-use behavior; encourages discussion of underage alcohol use; provides kids with current, accurate information on the harmful effects of alcohol on the body; and helps them practice the critical thinking and self-expression skills needed to make healthy decisions.

**Reach Out Now: Start Talking Before They Start Drinking:** This publication, the result of a joint venture with Scholastic Inc.’s InSchool Solutions Program, addresses the issue of alcohol awareness with 11- and 12-year-old tweens (sixth-grade level). Through in-school lessons,

quizzes, and activities for sixth graders to do with their families at home, the publication reinforces no-use behavior; encourages discussion of underage alcohol use; provides kids with current, accurate information on the harmful effects of alcohol on the body; and helps them practice the critical thinking and self-expression skills needed to make healthy decisions.

**Reach Out Now Poster and Teaching Guide:** This poster and teaching guide, the result of a joint venture with Scholastic Inc.'s InSchool Solutions Program, addresses the issue of alcohol awareness with 10-, 11-, and 12-year-old tweens (fifth- and sixth-grade levels). The poster side uses the central message of “talk” to emphasize the importance of communication between caring adults and tweens. The back of the poster contains a teaching guide, with additional lesson plan suggestions and activities to continue the dialog between tweens, teachers, and parents on preventing underage alcohol use.

## Materials for Parents/Caregivers

**Start Talking Before They Start Drinking, A Family Guide:** This guide, produced jointly with the Ad Council, emphasizes the important role that caregivers have in a child's life. The guide aids parents and caregivers in what they need to know, what they need to say to their children, and what they need to do to help keep their children alcohol free. The suggested activities help parents and caregivers open and continue the dialog with young people on preventing underage alcohol use.

**A Family Guide to Keeping Youth Mentally Healthy and Drug Free:** This Web site supports the efforts of parents and other caring adults to promote mental health and prevent the use of alcohol, tobacco, and illegal drugs among 7- to 18-year-olds, [www.family.samhsa.gov](http://www.family.samhsa.gov). This Web site contains research-based articles, video, vignettes, and other communication tools for adults to use with young people, and links to a variety of relevant governmental and non-profit organizations.

**Reach Out Now: Talk With Your Fifth Grader About Underage**

**Drinking:** This publication, the result of a joint venture with Scholastic Inc.'s InSchool Solutions Program, addresses the issue of alcohol awareness with 10- and 11-year-old tweens (fifth-grade level). The publication is designed to reinforce no-use behavior; to encourage discussion of underage alcohol use in class and at home; to provide kids with current, accurate information on the harmful effects of alcohol on the body; and to help them practice the critical thinking and self-expression skills needed to make healthy decisions. Through classroom lessons and extensive take-home discussion tools, teachers and parents are provided with the resources to foster productive dialog on the topic of alcohol use by tweens. The language arts, social studies, and health-based program curriculum, delivered via the Teacher Pages and Family Resource Guide components, are customized for use with fifth-grade students nationwide.

**Reach Out Now: Start Talking Before They Start Drinking:** This publication, the result of a joint venture with Scholastic Inc.'s InSchool Solutions Program, addresses the issue of alcohol awareness with 11- and 12-year-old tweens (sixth-grade level). The publication is designed to reinforce no-use behavior; to encourage discussion of underage alcohol use in class and at home; to provide kids with current, accurate information on the harmful effects of alcohol on the body; and to help them practice the critical thinking and self-expression skills needed to make healthy decisions. Through classroom lessons and extensive take-home discussion tools, teachers and parents are provided with the resources to foster productive dialog on the topic of alcohol use by tweens. The language arts, social studies, and health-based program curriculum, delivered via the Teacher Pages and Family Resource Guide components, are customized for use with sixth-grade students nationwide.

**Reach Out Now Poster and Teaching Guide:** This poster and teaching guide, the result of a joint venture with Scholastic Inc.'s InSchool Solutions Program, addresses the issue of alcohol awareness with 10-, 11-, and 12-year-old tweens (fifth- and sixth-grade levels). The poster side uses the central message of “talk” to emphasize the importance of communication between caring adults and tweens. The back of the poster contains a teaching guide, with additional lesson plan suggestions and activities to continue the dialog on preventing alcohol use among tweens.

**Make a Difference: Talk to Your Child About Alcohol,** a 24-page booklet for parents of children 10 to 14 years old, includes discussion of the risks associated with young teen use of alcohol, insight into the young teen's world, tips for communicating with your teen, suggestions for helping young teens say no, prevention strategies for parents, warning signs of a drinking problem, and resources.

**Keeping Youth Drug Free** covers challenges that parents and caregivers face, offers opportunities for starting a discussion with their children, and suggests what parents and caregivers can do and say to help keep their children drug free. It provides a list of resources and ways for parents and caregivers to get involved in community drug-prevention activities.



## Additional Resources

The materials listed below are available from the Substance Abuse and Mental Health Services Administration's (SAMHSA's) National Clearinghouse for Alcohol and Drug Information (NCADI), the National Institute on Alcohol Abuse and Alcoholism, and the Reach Out Now national partners. These materials and SAMHSA's Model Programs can be used to supplement the materials and strategies already provided.

### SAMHSA's NCADI

For copies of the following publications, contact SAMHSA's NCADI at 1-800-729-6686, [info@ncadi.samhsa.gov](mailto:info@ncadi.samhsa.gov), or at [www.ncadi.samhsa.gov](http://www.ncadi.samhsa.gov).

**Underage Drinking Prevention: Action Guide and Planner** presents a theme each month that is accompanied by facts and calls to action. It also includes a section on promoting prevention efforts as well as sample materials such as speeches, press releases, and letters to alcohol sales outlets.

### National Institute on Alcohol Abuse and Alcoholism (NIAAA)

Visit NIAAA's Web site ([www.niaaa.nih.gov](http://www.niaaa.nih.gov)) to access or download information on underage alcohol use.

**Thecoolspot.gov** is NIAAA's Web site for middle school-age children. It includes underage drinking prevention public service announcements, interactive "scenarios," frequently asked questions, and links to other kids' pages.

## National Partners' Materials

Six national prevention groups have partnered with Reach Out Now to ensure that news, materials, successes, and new ideas are communicated nationwide via their affiliates, schools, faith-based centers, the media, and other venues. Many of these partners have independently developed materials that may be used to support the initiative.

### **AMERICAN MEDICAL ASSOCIATION (AMA)**

Visit AMA's Web site ([www.ama-assn.org](http://www.ama-assn.org)) to learn more about its programs.

### **COMMUNITY ANTI-DRUG COALITIONS OF AMERICA (CADCA)**

Visit CADCA's Web site (<http://cadca.org/>) to learn about the variety of publications and other materials available to assist in building and sustaining community coalitions and to support your community's underage alcohol use prevention efforts. CADCA's publications include the following:

**Coalitions** is a biannual newsletter that covers a wide range of topics useful to community-based coalitions. Issues range from 12 to 20 pages in length and often examine a single topic in-depth.

**Promoting a Healthy Environment: Reducing Underage Drinking (Strat-33)** addresses how to create protective environments in which children can learn, grow, and mature.

**Prevention Research in Parenting and Family Intervention (PT1)** provides information on how to (1) choose the most cost-efficient and effective parenting/family intervention program for use at the local level, (2) work with the social institutions in which parents and families are most accessible, and (3) approach policymakers for prevention and treatment support.

## **MOTHERS AGAINST DRUNK DRIVING (MADD)**

Visit MADD's Web site ([www.madd.org](http://www.madd.org)) to learn more about its national programs. The following are descriptions of some of MADD's programs and materials:

**Protecting You, Protecting Me:** See the description under "SAMHSA Model Programs."

**Street Smarts and Fake ID School Assembly Programs** are multimedia assembly programs using the latest DVD technology projected on three giant screens (final setup size is 15' x 45'), producing a sensory experience that will have students talking for days. The audience will be engaged by poignant stories of real young people, celebrity interviews, clips from major motion pictures, and a contemporary soundtrack. These programs are for students in kindergarten through 6th grade and 7th through 12th grade, respectively.

**Brain Smarts** is an activity guide for students in third through fifth grades, designed to raise awareness about the impact of alcohol on the developing brain.

**Fragile: Handle With Care** is an activity guide for sixth- and seventh-grade students that includes fun activities to teach youth about the development of their brains and the effect of alcohol on their brains.

**Underage Drinking Information Parents Need To Know** is a fact sheet containing basic information every parent should know about the realities of underage drinking. It can be downloaded from the MADD Web site.

**Teach Your Children Well** includes tips for parents on how to talk with their children about the effects of drinking alcohol. It can be downloaded from the MADD Web site.

## **NATIONAL ASSOCIATION OF STATE ALCOHOL AND DRUG ABUSE DIRECTORS/NATIONAL PREVENTION NETWORK (NASADAD/NPN)**

Visit NASADAD's Web site ([www.nasadad.org](http://www.nasadad.org)) to find links to your State substance abuse prevention agency.

## **NATIONAL FAMILY PARTNERSHIP (NFP)**

Visit NFP's Web site ([www.nfp.org](http://www.nfp.org)) to download or order the following materials designed for parents and young people who are committed to supporting drug-free youth.

**Alcohol Quiz Card for Kids** is a one-page sheet that parents can use to test their children's knowledge about alcohol. The sheets also can be reproduced for use in alcohol-awareness activities.

**National Family Partnership Parent Kit** includes seven pieces that provide parents with practical strategies for helping their children stay away from drugs. Two of the pieces focus on alcohol—Alcohol: Information for Parents and Alcohol Fact Sheet.

**National Family Partnership Newsletter** allows parents to share ideas, learn effective strategies, and get inspired by stories from across the country.

**Informed Families' Parent Pilot Kit** is a working binder that contains a proactive training program to educate and involve parents of preteens and teenagers in substance abuse prevention. The kit contains information about communication, driving laws, drug charts, tobacco control information, parental self-evaluations, and instructions for starting parent peer groups. It also includes Safe Homes/Safe Parties pledges, charts for managing rules and chores, and a family calendar.

## **PRIDE YOUTH PROGRAMS**

Visit PRIDE online ([www.prideyouthprograms.org](http://www.prideyouthprograms.org)) to learn about its teams, memberships, products, and annual world drug prevention conference.

## SAMHSA Model Programs

SAMHSA Model Programs are science-based and consistently produce positive results. The developers of these programs have agreed to participate in SAMHSA's Center for Substance Abuse Prevention's dissemination efforts and to provide training and technical assistance to interested practitioners. The programs that follow have been included in the menu because they were developed for parents/caregivers and their 9- to 13-year-old children.

### Model Programs for Families

**Keep a Clear Mind (KACM)**—for 8- to 12-year-olds and their parents. This substantial, take-home drug education program consists of four weekly activity sets to be completed by parents and their children together. The program also includes parent newsletters and incentives.

**Project Northland**—for 10- to 14-year-olds and their parents. Evidence shows that this multi-level, multi-year program effectively delays the onset of drinking, reduces alcohol use in current drinkers, and limits the number of alcohol-related problems in young people. Project Northland addresses changes in both individual behavior and the environment. It also strives to change the ways in which parents communicate with their children, peers influence one another, and communities respond to young adolescent alcohol use.

**Protecting You, Protecting Me**—for 6- to 10-year-olds. This innovative, universal classroom intervention is meant to be integrated into a school's core curriculum and taught by trained teachers, counselors, and others. The intervention is designed to reduce substance abuse by teaching students about the development of the human brain and the immediate risks posed by alcohol exposure during development. It is also intended to foster nonuse attitudes and decisions and to strengthen refusal and self-protection skills with regard to riding with impaired drivers. Protecting You, Protecting

Me employs strategies to increase parent involvement and improve family management practices by teaching parents about children's development and how to protect them from the risks associated with alcohol exposure. This program was originally funded and developed by MADD.

**Start Taking Alcohol Risks Seriously (STARS) for Families**—for at-risk 11- to 14-year-olds. This health promotion and alcohol use prevention program encourages youth to postpone alcohol use until adulthood. STARS for Families tailors media-related, interpersonal, and environmental prevention strategies to each child's specific stage of alcohol initiation, readiness for change, and risk and protective factors. Evidence shows this program results in avoidance of or reductions in alcohol use among participants.

**The Strengthening Families Program (SFP)**—for 6- to 12-year-olds and their families. SFP uses family skills training sessions based on family systems and cognitive-behavioral approaches to increase resilience and reduce risk factors for behavioral, emotional, academic, and social problems. SFP focuses on three factors:

- Improving family relationships.
- Improving parenting skills.
- Increasing youths' social and life skills.

**Too Good for Drugs (TGFD)**—for 5- to 18-year-olds. This school-based program is designed to reduce risk factors and enhance protective factors relating to alcohol, tobacco, and drug use. Developed by the Mendez Foundation, TGFD has separate, developmentally appropriate curricula for each grade between 1 and 12, focusing on developing the following areas as related to alcohol, tobacco, and illicit drug use:

- Personal and interpersonal skills.
- Appropriate attitudes.
- Knowledge of negative consequences of alcohol, tobacco, and other drug use as well as benefits of a drug-free lifestyle.
- Positive peer norms.

## Model Programs for Parents/Caregivers

**Parenting Wisely (PW)**—for parents of delinquent and at-risk adolescents. PW uses demonstrations, quizzes, repetition, recognition, and rehearsal to improve family relationships and to teach parents adaptive and effective parenting skills, including communication, positive reinforcement, contingency management, and problem solving skills.

**Preparing for the Drug-Free Years (PDFY)**—for parents of 8- to 13-year-olds. This multimedia program provides parents with the knowledge and skills they need to guide their children through early adolescence. PDFY is based on 20 years of research showing that positive parental involvement is an important protective factor that increases school success and buffers children against later problems such as substance abuse, violence, and risky sexual behavior. The program has three goals:

- To strengthen and clarify family expectations for behavior.
- To enhance conditions promoting family bonding.
- To teach children skills to meet the family's expectations that they resist drug use.