

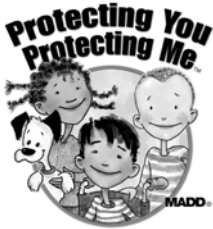
Youth-Led Protecting You/Protecting Me Reducing Underage Alcohol Use

FREE TRAINING



State Farm, MADD and Bliss, Inc are pleased to announce an opportunity to participate in Mothers Against Drunk Driving's (MADD) Youth-Led Model of Protecting You/Protecting Me (PY/PM) curriculum which is sponsored by State Farm. State Farm has become the National Sponsor for PY/PM and their goal is to seed the nation with the latest scientific research on how alcohol affects the adolescent brain differently than the adult brain, to reduce underage alcohol use and improve child passenger safety. PY/PM is a cross-age, science-based service-learning project whose goal is to reduce underage alcohol use. The YOUTH IMPLEMENTATION MODEL involves high school students enrolled in a peer leadership/helping class for credit that delivers the PY/PM curriculum to elementary students in Grades 1-5.

Bliss, Inc is offering several three day training Institutes in 2007-2008 for interested high school peer leadership/helping teachers who wish to implement the Youth-led of PY/PM. During the Institute teachers will receive training and materials to prepare them to train their students on the developing adolescent brain and implementation of the PY/PM curriculum. State Farm underwrites the cost of the training, training materials and PY/PM curriculum to eligible sites.



The training will focus on the latest brain research as well as provide an overview of the curriculum and the rationale behind its development. The project team will present detailed information about the project and how to prepare the high school students to deliver the curriculum. One day will be devoted to planning for the implementation and student training.

Once the teens have been trained to deliver PY/PM they have the knowledge and skills to present the brain information in the community. By using the Community manual, provided at the training, which includes PowerPoint's and videos trained youth can deliver the brain information to groups of teens and adults in many settings?



Ideal project sites are those with a well-established peer leadership/helping programs with a teacher who is willing to accept all the responsibilities involved in implementing the program, a minimum of 22 carefully selected students who are available to attend PY/PM training provided by the teacher and teach the lessons, and strong administrative support.

Protecting You/Protecting Me has the potential for making an impact on and for changing thousands of lives. From 1997 to 2002, 1,588 children were killed while riding with a drinking driver. PY/PM is the only curriculum that teaches children how to protect themselves when riding with an unsafe driver. By teaching PY/PM in one of your elementary schools you could be saving the lives of those children that are placed in this dangerous situation. PY/PM is also the only comprehensive curriculum to incorporate the latest brain research as part of its program.

YOUTH IMPLEMENTATION

Protecting You/Protecting Me (PY/PM), a SAMHSA Model Program and innovative classroom-based prevention curriculum for a universal population of children in Grades 1-5, is the latest effort by MADD, State Farm and Bliss, Inc. to prevent alcohol use by youth. The multi-year, research-based, life skills curriculum in the individual domain is designed to help children in the elementary grades learn the effects of alcohol on their developing brains and help shape their attitudes and opinions about alcohol use. PY/PM teaches life skills, including resistance, decision-making, social and stress management skills, and belief in societal rules. The focus is on the role of the brain in development and the risks to development by underage alcohol use. PY/PM provides a series of 40 classroom-based lessons. There are eight lessons in Grades 1-5 and plus 40 required ownership activities. The lessons are designed to be infused into the regular classroom curriculum. Bliss Inc will provide rigorous training for peer leadership/helping teachers to train their students to implement the PY/PM curriculum with fidelity.

Data from the pilot years indicate that the youth-led implementation model is an effective delivery model for PY/PM. Now that the youth-led model has proven extremely effective and a model for training the high school students is in place, we are moving to training peer leadership/helping teachers from across the country to train their students because it is cost effective, helps with sustainability and builds capacity for the program to expand.

Students delivering the curriculum will sign commitments to remain alcohol and drug free. At each project site, at least three classes in each grade 1-5 will be taught each semester; additional classes may be taught as time permits. The students will teach in pairs and each pair will teach at one grade level throughout the year once or twice per week. The teacher will oversee the implementation and the evaluation of the curriculum.

Things about PY/PM you should know:

- All the tools you need are included. PY/PM curriculum contains all the activity guides, handouts and overhead masters. Each lesson is correlated to educational objectives.
- Research tells us that in order to be effective we must teach prevention in EVERY GRADE. It takes multiple exposures over multiple years for children to internalize information and build and effectively utilize basic skills. So, PY/PM must be taught in all five elementary grades.
- Aside from being a SAMHSA Model Program, PY/PM is endorsed by the American Academy of Pediatrics and the National Association of Elementary School Principals.
- USDE Principles of Effectiveness are incorporated into the curriculum.
- Only individuals who are trained by a PY/PM trainer may provide training to their students.
- Participants must attend the entire training in order to implement the curriculum.

BENEFITS

Peer helpers who teach *PY/PM*:

- Increase perceived harm of having one or two drinks once or twice a month,
- Increase understanding of basic child development and presentation/public speaking skills,
- Increase understanding of adolescent brain development and of the effect of alcohol on brains of people under age 21, and
- Decrease overall alcohol usage, including binge drinking.

Please contact us with any questions you may have about the program or the training. We hope you share our excitement about the opportunity that lies ahead.

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