



# Protecting You/Protecting Me<sup>®</sup> (PY/PM) Youth-Led Implementation Model Fact Sheet and Talking Points

A program of



Sponsored by



<b>Basic description</b>	<ul style="list-style-type: none"> <li>• PY/PM is MADD's nationwide school-based curriculum to prevent alcohol use by youth.</li> <li>• <i>Youth-led implementation model of PY/PM</i> involves high school students enrolled in a leadership, mentoring, mediation or service-learning class for credit to deliver the PY/PM lessons to elementary students</li> <li>• Peer helpers delivering the curriculum are alcohol, tobacco and drug free.</li> </ul>
<b>Program information</b>	<ul style="list-style-type: none"> <li>• Classroom-based: lessons designed for the regular classroom</li> <li>• Science-based: based on the latest science</li> <li>• Brain-based: includes latest brain information in fun activities</li> <li>• Targets grades 1-5: integrated lesson plans</li> <li>• 8 lessons per grade for 40 exposures over 5 years</li> <li>• Focuses on reducing injury and death, caused by alcohol, to our nation's youth</li> <li>• Rigorously tested and evaluated: Model Program (SAMHSA)</li> <li>• Program materials have been translated into Spanish and adapted for American Indian communities.</li> </ul>
<b>What students learn</b>	<ul style="list-style-type: none"> <li>• Latest science on the brain</li> <li>• Latest science on the effects of alcohol on children's and adolescents' brains</li> <li>• Media awareness</li> <li>• Vehicle safety/safe riding</li> <li>• Basic social skills and safety skills</li> <li>• Stress management skills</li> <li>• Refusal Skills<sup>®</sup></li> <li>• Parent/family caregiver involvement activities</li> </ul>
<b>Student outcomes – rigorously evaluated</b>	<p>Peer helpers who teach <i>PY/PM</i></p> <ul style="list-style-type: none"> <li>• Increase perceived harm of having one or two drinks once or twice a month,</li> <li>• Increase understanding of basic child development and presentation/public speaking skills,</li> <li>• Increase understanding of adolescent brain development and of the effect of alcohol on brains of people under age 21, and</li> <li>• Decrease overall alcohol usage, including binge drinking.</li> </ul> <p><i>PY/PM</i> is proven to impact elementary students by:</p> <ul style="list-style-type: none"> <li>• Increasing non-use attitudes and decisions regarding underage alcohol use,</li> <li>• Increasing knowledge about the human brain and immediate risks posed by exposure to alcohol during development, and</li> <li>• Increasing refusal and self-protection skills with regard to riding with impaired (unsafe) drivers.</li> </ul>
<b>Meets federal requirements</b>	<p>Both the program and the training meet the requirements of the:</p> <ul style="list-style-type: none"> <li>• U. S. Department of Education (USDOE)</li> <li>• No Child Left Behind Act (NCLB)</li> <li>• Safe and Drug Free Schools and Communities Act (SDFSC)</li> <li>• Office of Juvenile Justice and Delinquency Prevention (OJJDP)</li> </ul>
<b>Meets National Education Standards</b>	<ul style="list-style-type: none"> <li>• PY/PM correlates to the National Educational Standards for science, social studies, language arts and health.</li> </ul>

	<ul style="list-style-type: none"> <li>• All lessons are interactive, culturally and developmentally appropriate for diverse elementary school populations.</li> <li>• Easy to integrate into core curriculum.</li> <li>• Activities are teacher-friendly.</li> </ul>
<b>National endorsements</b>	<ul style="list-style-type: none"> <li>• National Association of Elementary School Principals (NAESP)</li> <li>• American Academy of Pediatrics (AAP)</li> <li>• American Medical Association (AMA)</li> </ul>
<b>Goal and purpose</b>	<ul style="list-style-type: none"> <li>• GOAL: to seed the nation with the latest scientific research on the how alcohol affects the adolescent brain differently than the adult brain.</li> <li>• PURPOSE: to disseminate this essential information to elementary students before they enter middle school.</li> </ul>
<b>Required training</b>	<ul style="list-style-type: none"> <li>• Only sites with training may implement PY/PM.</li> <li>• Bliss, Inc. provides high school peer helping teachers with three days of training and all the materials needed to train their high school peer helpers. Peer helping teachers provide their students with extensive training: brain development, prevention, child development, presentation skills.</li> <li>• Hazelden provides one day of in person or online training for school faculty/staff and staff of community-based programs that serve schools.</li> <li>• Ongoing program implementation technical assistance provided post-training by Bliss, Inc. for the youth-led model and Hazelden for the adult-led model.</li> </ul>

## IMPORTANT MESSAGES

<b>It's never too early to teach kids about the dangers of underage alcohol use</b>	<ul style="list-style-type: none"> <li>• On average kids nationally begin to use alcohol between 13 and 14.5 years of age, so alcohol use prevention at an early age is critical to their safety.</li> <li>• Since alcohol-related expectancies are developed in childhood (prior to actual use during adolescence) and expectancies are a key factor leading to use, prevention is most effective if it begins in the developmental period preceding adolescence - at least five years before age 12.</li> <li>• Curriculum focuses on alcohol's effects on the developing brain during the first 21 years of life.</li> <li>• Children learn alternatives to riding with an unsafe driver (a driver who is not alcohol free) and skills to stay safe during a ride with an unsafe driver if no alternatives exist.</li> </ul>
<b>PY/PM is unique</b>	<ul style="list-style-type: none"> <li>• PY/PM fills a gap for younger children – most other prevention programs target junior and high school students.</li> <li>• Based on the latest research on adolescent brain development and the effects alcohol has on that crucial development.</li> <li>• Participants learn the reasons why it is important to protect their development, and learn specific ways they can protect themselves and one another.</li> <li>• Participants learn alternatives to riding with drivers who are not alcohol-free, as well as tips for staying safe while riding in a vehicle with a driver who is not alcohol free because an alternative does not always exist.; every child deserves a designated driver.</li> <li>• PY/PM focuses on increasing protective factors such as self-esteem, self-discipline, communication skills-especially with adults, decision-making skills, problem-solving skills, assertiveness and resistance skills, vehicle safety skills, goal setting, self-monitoring, and stress management.</li> <li>• PY/PM focuses on decreasing risk factors such as inadequate life skills, lack of peer-refusal skills, favorable attitudes toward alcohol use; lack of self-control and assertiveness, lack of passenger safety skills, and lax, ambiguous, or inconsistent rules regarding alcohol use.</li> </ul>
<b>Recognized program</b>	<ul style="list-style-type: none"> <li>• Center for Substance Abuse Prevention (CSAP) named PY/PM a Model Program – the highest level of endorsement given to an education program by the Department of Health and Human Services (DHHS).</li> </ul>