



YOUTH CAMPAIGNS

Handbook

August 2021

MENU

A. Prevention Curriculum

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|-------------------------|----------|
| a. Life Skills Training | All year |
| b. Media Power Youth | All year |
| c. Prime for Life | All year |
| d. All Stars | All year |

B. Campaigns

- | | |
|--|---------------------------------|
| a. Red Ribbon Week | 3 rd week of October |
| b. Yellow Tulip Suicide Prevention Project | October |
| c. Talk. They Hear You | All year |
| d. Above the Influence | All year |
| e. National Drug & Alcohol Facts Week | March |

C. Events and Initiatives

- | | |
|----------------------|------------------|
| a. Youth Coalition | All year |
| b. Mock Teen Bedroom | 2-3 times / year |
| c. Monadnock Rising | All year |

CURRICULUM



WHAT IS THE BOTVIN LIFESKILLS TRAINING (LST) PROGRAM?

LifeSkills Training is a substance abuse and violence prevention program used in schools in the US and in 39 countries. It teaches drug refusal skills and fosters the development of personal self-management skills and general social skills for Elementary, Middle, High School and after. LST has been proven to reduce tobacco, alcohol, and illicit drug use by as much as 80%.

PROGRAM COMPONENTS

Three components cover critical domains found to promote drug use. Research shows students who develop skills in these domains are far less likely to engage in high-risk behaviors. T

Drug Resistance Skills - Youth recognize misconceptions about tobacco, alcohol & other drug use. Through coaching and practice, they learn resistance skills to deal with peer & media pressure.

Personal Self-Management Skills - Students learn to examine their self-image and its effects on behavior; set goals and keep track of personal progress; identify how decisions may be influenced by others; analyze problem situations; consider consequences before making decisions; reduce stress and anxiety, and look at personal challenges in a positive light.

General Social Skills Students develop skills to communicate effectively, initiate and hold conversations, handle social requests, use verbal and nonverbal assertiveness to make or refuse requests, and recognize choices other than aggression or passivity in tough situations.

PARTICIPANTS - Elementary, Middle, and High School Students in a classroom setting, implemented in any subject area and taught across multiple subjects. It uses lecture, discussion, coaching, and practice to enhance students' self-esteem, self-confidence, ability to make decisions, and ability to resist peer and media pressure.

WHERE IS IT TAUGHT AND BY WHOM? School classrooms, after-school programs, summer camps, and community- and faith-based organizations. Taught by teachers, school counselors, prevention specialists, community educators, and trained facilitators.

LEARN MORE HERE: <https://www.lifeskillstraining.com/training-schedule/>

REQUEST A SAMPLE LESSON HERE: <https://www.lifeskillstraining.com/sample-request/>



Media Power Youth (MPY) provides young people, parents, educators, and communities with curricula, training and workshops to **build media literacy knowledge and critical-thinking skills** to navigate our media world. Youth examine media's influence on behaviors including violence, bullying, substance use, and nutrition. It is effective for improving knowledge, attitudes, and beliefs about media effects on violence, bullying, alcohol use, smoking, and food choices.

EDUCATIONAL REQUIREMENTS

- Teacher training online or in person is required for fidelity to evaluation
- 5 periods to teach the core lessons to provide grounding in media literacy concepts through the lens of violence prevention
- 13 classroom periods are required to implement the full curriculum

www.mediapoweryouth.org or call 603.222.1200



PREVENTION RESEARCH INSTITUTE: Prime For Life® is a prevention, intervention and pretreatment program for people who might be making high-risk choices including impaired driving offenders, high school and college students, and young people charged with alcohol and/or drug offenses.

Designed to change drinking and drug use behaviors by changing beliefs, attitudes, risk perceptions, motivations, and the knowledge of how to reduce their risk of alcohol- and drug-related problems throughout their lives.

<https://www.primeforlife.org/>



ALL STARS is a continuum of prevention programs, for grades 4-12, designed to delay the onset of risky behaviors with adolescents. With over 30 years of proven results, All Stars is listed on the National Registry of Evidence-based Programs and Practices and shown to have the greatest cost-benefit returns among prevention programs with \$34 in benefits to every \$1 spent.

Designed for both school classroom and community-based settings, All Stars is one of the most adaptable prevention programs available. All Stars also aligns with the National Health Education Standards allowing for easy integration into any health or wellness curriculum. Its highly engaging, student-centered and fun approach, coupled with its highly effective parent/adult component, makes it a highly respected, well-liked and enjoyable program by community-based organizations, schools, parents and, best of all, kids.

LEARN MORE: <https://allstarsprevention.com/programs.html>

CAMPAIGNS



RED RIBBON WEEK

Red Ribbon Week (RRW) is for students and teachers to take a visible stand against using drugs by showing a personal commitment to living drug-free; celebrated the 3rd week of Oct.

Schools can:

- Wear red ribbons throughout the school week, or have a RR rally with performances
- Hand out red ribbons and info on RRW at sporting events
- Have the parents and students sign a drug-free pledge
- Sponsor an in-service training on drug prevention education for admin, teachers, counselors, nurses, and other instructional support personal.

LEARN MORE HERE: <https://www.redribbon.org>



The Yellow Tulip Project helps eliminate stigma that surrounds mental illness and builds a community where people realize there is help out there.

GOALS

We are mobilizing our message and spreading it to schools all around the country.

We're planting **Hope Gardens** at schools and community organizations in the fall. These events bring people together and provide a space for conversations about mental health.

We're building a network of **YTP Ambassadors** to represent The Yellow Tulip Project in schools. Dedicated youth ambassadors are given leadership positions in our 501(c)(3) nonprofit.

We're taking on stigma with the **I Am More: Facing Stigma** photography exhibit. This exhibit features powerful black and white portraits of people who are either personally dealing with their own mental health challenges, or who have been impacted by a family

member or friend's mental illness.

WHY YELLOW TULIPS?

The yellow tulip represents happiness and hope. They also remind Julia of her two best friends who she lost to suicide. We want to help others realize that even in the darkest places, hope is always there, and suicide should never be an option. We are dedicated to helping people know there is help and that circumstances can and will change.

LEARN MORE: <https://theyellowtulipproject.org/>



The goal is to provide parents and caregivers with the resources they need to address the issues of alcohol and other drugs with children under the age of 21. Messages increase parents' **awareness of the prevalence and risk** of underage drinking and substance use

1. Equip parents with the **knowledge, skills, and confidence** to prevent underage drinking and substance use
2. Increase parents' **actions to prevent underage drinking and substance use**

LEARN MORE: <https://www.samhsa.gov/talk-they-hear-you>



Above the Influence (ATI) is a National Program challenging youth, ages 12-17, to think critically about the adverse effects of drug and alcohol use and negative influences

surrounding them in their social and media environments. It connects teens with their peers, encourages them to understand how their actions can impact others, and help them be their true selves while dealing with the positive and negative influences that surround them.

Samples:

Activity 1 - Group Agreement

Talk about issues of stress and pressure as a new topic, set ground rules. This can help teens feel more comfortable sharing personal stories and can build camaraderie within and ownership of the experience, because boundaries are set and respected.

Activity 2 - What Are Prescription Drugs?

Teen medicine abuse is growing epidemic. This quick icebreaker activity can get the conversation started and can help gauge the level of understanding about medicine abuse.

LEARN MORE : <https://abovetheinfluence.com>



National Drug and Alcohol Facts Week® helps counteract the myths about drugs and alcohol that teens get from the internet, social media, TV, movies, music, or from friends.

Events: Plan and host school and community events focus on providing teens with the scientific facts about drugs & alcohol. Toolkits for kids include games, quizzes, live chats, and media ideas.

LEARN MORE> <https://teens.drugabuse.gov/national-drug-alcohol-facts-week>

EVENTS & INITIATIVES

IN-SCHOOL YOUTH COALITIONS

A youth coalition is usually a group of students from diverse backgrounds invited to join, plan, and implement youth-driven, adult-guided campaigns and activities to raise awareness about preventing drug use and underage alcohol use. Successful coalitions also expand the focus to include promoting healthy life choices, role playing refusal skills and coping behaviors, and community events.

Reality Check provides support to start youth coalitions or support existing groups. We can help implement many of the campaigns listed in this handbook or support students own ideas.

Sample: Underage Drinking & Hosting – May & June

A public awareness program educating communities and parents about the health and safety risks of serving alcohol at teen parties. The program takes place at holidays, prom, graduation and other times when underage drinking parties are prevalent and encourages parents and the ENTIRE community to send a unified message that teen alcohol consumption is unhealthy, unsafe and unacceptable.

TO LEARN MORE EMAIL Sarah@RealityCheckNow.org

MOCK TEEN BEDROOMS: A Parent's Guide to Substance Use

Parents, guardians, and educators learn how to recognize the signs of substance misuse in an interactive workshop which begins with a presentation on substance misuse prevention and resources for support, followed by a walk-through of a mock teen bedroom to test their ability to identify items and paraphernalia related to substance misuse. This program is designed for parents and guardians of teens.

MONADNOCK RISING is a youth-focused substance use prevention program focused on risk factors and protective factors. It provides insight, perspective and resources to young people allowing them to make healthier choices. The goal is to create a fundamental shift in the way we think about prevention and focus on the factors that allow youth to seek solace in

substances. Through this shift, we will be better equipped to help youth make healthier choices and prevent future generations from succumbing to substance use and abuse.

<https://healthymonadnockalliance.org/our-work/protective-risk-factors/>

QUESTIONS? COMMENTS?

Email Sarah@RealityCheckNow.org