PRO YOUTH & FAMILIES COUNTY REPORT for 2016-2017

Alcohol Prevention Program
Program

The foundation of PRO Youth & Families alcohol prevention programming is the Life Skills Training (LST) curriculum. LST is an evidence-based program that is “proven to reduce the risks of alcohol, tobacco, drug abuse, and violence by targeting the major social and psychological factors that promote the initiation of substance use and other risky behaviors” (http://www.lifeskillstraining.com/overview.php). This program equips our agency with the tools to empower young people with the knowledge and skills to make healthier choices regarding alcohol and to become advocates for the prevention of underage drinking. Once participants complete the LST lessons, they apply their knowledge and skills to campus and community-wide prevention advocacy campaigns.

Evaluation

PRO used two surveys to evaluate program effectiveness. The Life Skills Training (LST) survey is used to assess changes in knowledge, attitudes, and skills among students participating in the program. PRO supplemented the Life Skills Survey with additional alcohol-related survey questions. This year, 145 students submitted LST surveys (an improvement from just 63 last year) and 129 students submitted responses to the supplemental survey (an increase from 67 collected last year).

Photo: Social media message by Encina H.S. students.
Results from these surveys include these data points:

- 76% of respondents reported that they are more educated about underage drinking because of PRO.
- 69% of respondents reported that they are going to educate others about the effects of underage drinking; 71% know they can make a difference in their community.
- 67% said they would definitely (or most likely) refuse alcohol if it were offered to them.
- 88% of respondents said that the Life Skills Training lessons made a significant impact on them.
- 77% of respondents said they were positively impacted by participating in the underage drinking prevention campaigns.

Photo: Transit poster and yard sign graphic based on peer data collected by PRO students.

![Photo](image1)

3 of 4 students on our campuses do NOT drink alcohol.

Photo: A project of students at Encina, Florin, Hiram Johnson, Luther Burbank, and Valley High Schools along with James Rutter and Samuel Jackman Middle School with support from:

![Photo](image2)

93% of students on our campuses said they would NOT make fun of someone who refused to drink at a party.

Photo: A project by students at Encina, Florin, Hiram Johnson, Luther Burbank, and Valley High Schools along with James Rutter and Samuel Jackman Middle School with support from:
Campaigns

During the 2016-17 school year, these campaigns included social media messages, yard signs, transit posters, and campus-wide public service advertisements. Our community-wide campaigns were debuted during alcohol awareness month (April). During this month, our students’ campaign messages were placed on 14 transit posters and 200 yard signs. According to Clear Channel, the transit posters had a weekly reach of approximately 96,149. These transit posters were placed in bus stop marquees in neighborhoods targeted by PRO Youth & Families. These areas included Laguna/Bruceville, Franklin Blvd, Sheldon Rd, Howe Ave, Stockton Blvd, and Arden Arcade.
We live in neighborhoods with a high density of liquor stores, and most people think young people like us drink alcohol. The truth is that most of us don’t drink ... and we deserve a community that supports our positive choices.