

## Inspiring Students to Make Smarter, Safer Choices

In recent decades, high-risk drinking among teens has jeopardized our nation's status as the mecca of quality education and hampered our ability to compete globally as we prepare this generation of students to become tomorrow's leaders.. Alcohol misuse doesn't just put students at risk, it threatens the ability of schools to achieve their educational objectives.

*AlcoholEdu® for High School* takes a public health approach to preventing alcohol abuse, incorporating evidence-based prevention methods to create a highly engaging user experience. AlcoholEdu is included in SAMSHA's National Registry of Evidence-based Programs and Practices and is proven to reduce negative consequences associated with underage drinking.

Through this scalable online program, high schools can reach all students with a consistent message and empower them to make safer and healthier decisions about alcohol.



### OUR APPROACH

- Interactive
- Personalized

### OUR PLATFORMS

- Award-winning
- Web & tablet enabled

### OUR STRENGTH

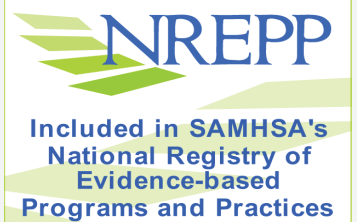
- Proven efficacy
- Measurable results

# 65%

OF DRINKERS HAVE  
PRE-GAMED BEFORE  
COLLEGE ENTRY

ALCOHOL KILLS  
MORE TEENS  
THAN ALL OTHER  
ILLICIT DRUGS  
COMBINED

HEAVY DRINKERS ARE  
**5 TIMES**  
AS LIKELY TO SKIP  
SCHOOL COMPARED  
TO NON-DRINKERS



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# Student Experience

## *Best-of-Breed Content*

Interactive lessons incorporate multiple evidence-based prevention theories (social norms, media literacy, self schema, etc.) in order to achieve specific behavior change.

## *Adaptive Pathways*

AlcoholEdu delivers personalized feedback to students based upon their drinking experience, whether they are abstainers or high-risk drinkers, and helps to establish individual goals.

## *Goal-Setting and Planning Tools*

"Personal Plan" tool allows students to set personal goals based on their drinking choices and provides highly specific strategies and suggestions to help them achieve these goals.

## *Rich Assessment Data and Benchmarking Opportunities*

Pre- and post-surveys yield a robust database on first-year students' alcohol use, including where, when, why, and how students drink. This data can then be compared to national, state or district aggregate results.

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# Empowering Your Institution

## *Engage Students*

- Delivers a personalized experience to every student

## *Mitigate Risk*

- Proven to reduce alcohol-related negative consequences

## *Access Data*

- Identify key trends and incorporate data with your other programming efforts

## *Reach Parents*

- Companion parent program designed to help parents have meaningful conversations with their children about alcohol

## *Promote Prevention Efforts*

- Can be customized to include links to school policies and local resources

## **ALCOHOLEDU FOR HIGH SCHOOL WORKS TO...**

- Motivate behavior change
- Reset unrealistic expectations about the effects of alcohol
- Link choices about drinking to academic and personal success
- Model safe decision-making
- Provide tips for engaging parents

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