It’s the thinking, not the drinking!

A new Approach to Alcohol Prevention

By the time young people are in high school, they think they know all about why people drink and the perceived benefits of drinking alcohol.

Why bring the Alcohol Literacy Challenge™ to your school?

• Students redefine personal alcohol expectations
• Teens discover what alcohol advertisers are really selling and whether drinking alcohol actually delivers on those promises
• Evidence-based in Alcohol Expectancy Theory and Media Literacy Education
• Decreases positive attitudes toward alcohol and reduces quantity and frequency of alcohol use

For details, call Lisa at 814.262.0732 ext. 249

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