

Content: **PRIME For Life** content is carefully selected to help people reduce their risk for alcohol and drug problems throughout their life.

Approach: The program's nonjudgmental approach reduces resistance to the life-saving information presented in the program and increases students' openness to change.

Documentation: Information presented is based on documented research findings rather than opinion, exaggerations, or scare tactics.

Training: Initial intensive training and follow-up support services help instructors deliver the material effectively.

Child and Family Charities proudly provides the **PRIME For Life** program, working within local school districts to help youth overcome their struggles with risky behavior and finding a better path for their lives.

Through a multi-faceted, inclusive approach that motivates youth of varying backgrounds and levels of high-risk choices to change substance use attitudes and behaviors.

During the course, participants learn to evaluate behaviors as "high-risk" or "low-risk", to understand how problems develop and how to prevent problems. The program is based on evidence-based, low-risk guidelines.

The self-assessment experience helps people become more aware of what they value and are risking and how to protect the things that matter most.



About **PRIME For Life**:

Is a 6 – 20 hour education program for adults and youth that focuses on alcohol and drug prevention and intervention.

Thousands of people throughout the country receive the program through their employers, schools, welfare-to-work programs, and places of worship. Many receive the program for continuing education and professional development.

PRIME For Life programs are used statewide in Alaska, Georgia, Hawaii, Indiana, Iowa, Kentucky, Maine, New Hampshire, North Dakota, South Carolina, and Utah. The program is used by many organizations such as the U.S. Army, The Swedish Armed Forces, National college and Greek organizations. The program is also used for Parents, Businesses, and School Groups around the country and Europe.

Now, Child and Family Charities is offering it here in Lansing!

About Prevention Research Institute (PRI):

Prevention Research Institute, Inc. (PRI) is a private, nonprofit organization with a mission to reduce the incidence of alcohol and drug related problems throughout the world. Beginning in 1983, PRI has developed **PRIME For Life** for a variety of target audiences: military personnel, parents, youth, college students, employees and drinking driver offenders.

Co-founders of the Institute and Co-authors of **PRIME For Life**, bring years of experience and strong commitment to reducing alcohol and drug related problems.

The Institute is committed to evaluation of program impact and its Risk Reduction programs have shown positive behavior change in both internal and independent studies. PRI provides consultation and ongoing support to individuals, businesses, organizations, communities and states. The program also provides workshops in its Lifestyle Risk Reduction programs.



Effective alcohol and drug education for families, communities and schools.



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Many Americans believe that ecstasy, methamphetamine and other “hard” drugs are harmful and do not use them. Alcohol and marijuana are considered safe. And while many people drink alcohol in small amounts without increasing their risk for problems, many unknowingly make high-risk choices.

Consider this:

- One in ten drinkers develops alcoholism or other serious alcohol-related problems at some point in their lives.
- 200,000 people seek help each year for marijuana dependence.

Many students who are using alcohol or drugs for fun and to “fit in” with their friends, believe that getting high for fun will not lead to problems.

This belief is common but inaccurate and encourages more use without a sense of responsibility or risk.



Child and Family Charities hopes you will join us for PRIME For Life is a program that helps young people learn how to reduce their risk of alcohol related problems throughout their lives.

Some of the program goals are to help young people will learn:

- Does having a family history of alcohol problems increase my risk?
- Does having a high tolerance protect me from problems?
- Why can't people see it when they have problems with alcohol?
- Are small quantities of alcohol good for my health?
- How do I know where my “trigger level” is?
- How do I know when I am making high-risk choices?
- What personality traits are more common among people who develop alcoholism?
- How can I specifically reduce my risk for problems?
- Is marijuana addictive? Can it impair driving ability and judgment?



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