

Choices: What will **YOUth** decide?

Recent local data indicates that alarming amounts of youth are engaging in underage drinking. The 2008 Prevention Needs Assessment (PNA) Survey was administered to over 2,500 students in Lenawee County in the 6th, 8th, 10th, and 12th grades. The survey indicated that about 30% of 12th grade students in Lenawee County self-reported heavy use of alcohol in the form of binge drinking (four or more drinks in a row for females and five or more drinks in a row for males.) The survey also revealed that 12% of 6th grade students, 36% of 8th grade students, 59% of 10th grade students, and about 70% of 12th grade students have used alcohol within their lifetime.

In another recent survey conducted in 2009 with youth of Lenawee County, 64% of 17-19 year olds did not believe an underage youth was at a great risk of harm if the youth drank 5 or more drinks 1 or 2 times a weekend.

The LSAPC, in collaboration with a local graphic designer and local youth have developed a social marketing campaign that will help youth understand the risks and consequences associated with underage drinking. This youth-driven campaign titled, "Choices: What Will **YOUth** Decide?" uses bold messages and images to help youth understand the physical, emotional, social, legal, and academic consequences that occur as a result of underage alcohol use. The LSAPC has collaborated with the University Of Michigan School Of Social Work to assist with the evaluation of this campaign.

For this project, the LSAPC has also partnered with local agencies and organizations including Adrian Boys' and Girls' Club, the Lenawee Youth Council, and Morenci High School. Local youth have assisted with the development of this campaign including the selection of the campaign slogan. The campaign will deliver its prevention messages via posters, table tents and t-shirts that will be displayed and distributed throughout the Adrian Community. In addition, Public Service Announcements (PSAs) will be airing at the local movie theater.

The **Choices: What Will YOUth Decide** campaign is a program of LSAPC with funding from the Michigan Department of Community Health and the Mid-South Substance Abuse Commission. For more information, please contact the LSAPC at 517.263.7861 or dbeard@caajlh.org.

