October Activation Toolkit

EDUCATOR
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WORKING TOGETHER TO CREATE A WORLD WHERE UNDERAGE DRINKING ENDS, AND LIVES DON'T.

WELCOME LETTER

Dear Educator:

Thank you for downloading the Power of You(th)® October Activations Toolkit provided by Mothers Against Drunk Driving® (MADD). This toolkit contains ideas created and approved by teens for teens.

MADD is excited to provide you this toolkit of fun activities for October Activation in order to help prevent underage drinking and the many lives lost as a result. These toolkits are great to use around Red Ribbon Week, Homecoming and other football games, fall festivals, parties and breaks, or Halloween. Included you will find:

- October Activation Fact Sheet (great for classroom discussions)
- Awareness Activity Ideas
- October Activation Information
- Classroom Discussion Ideas
- Sample Social Media Posts

Print or download this toolkit and invite students to help you plan and execute the activities. Contact a local MADD office, who may be able to provide additional resources, such as:

- “The Power to Take a Stand,” a booklet to educate and empower teens to take a stand against drinking underage and to never get in a car with someone who has been drinking
- Red ribbons
- Power of You(th) red wristbands
- Posters and Pledge Cards

MADD offers a twist on pledging to put off alcohol until 21, #ProtectUrSelfie. Encourage your teens to take a selfie with a #ProtectUrSelfie or #ProtectUrFriends card and post it on their favorite social media site with this hashtag. Students all around the nation will take this pledge to commit to be alcohol free until 21. Start the trend by taking and posting your own selfie. Ask a couple of your student leaders to start things off by posting their selfies.

To engage parents as well, visit madd.org or contact your local MADD office for more information about MADD’s Power of Parents® research-based parent handbook to help parents talk with their teens about alcohol.

Let’s work together to kick off a fantastic school year by empowering teens and parents to take a stand against underage drinking! If you have any questions, email programs@madd.org, and we will try to help you in any way we can.
EXECUTIVE SUMMARY

Did You Know?
- Teen alcohol use kills about 4,700 people each year, more than all illegal drugs combined.
- Adolescent drinkers perform worse in school, are more likely to fall behind and have an increased risk of social problems, depression, suicidal thoughts and violence.
- A GfK Roper report showed that 74 percent of kids (ages 8-17) said their parents are the leading influence on their decisions about drinking.

October Activation
October, is a time of year when schools around the country encourage young people to pledge to live a drug-free life just in time for homecoming and the holidays. MADD knows that in order to prevent youth from drinking alcohol—the drug most commonly used by youth—we must not only educate teens on the dangers of underage drinking, but also equip parents to talk about alcohol with their kids. By engaging youth, parents and the community to collectively enforce 21 as the minimum drinking age and zero tolerance for underage drinking, MADD is working to reduce the deaths and injuries that are a result of this teen epidemic.

What Can My School Do?
Schools can partner with MADD during October to influence teen drinking behavior, by providing teens with fun and impactful ways to take a stand against underage drinking and by providing parents with the tools to talk with their teens about alcohol. The following MADD programs and activities are available for schools to utilize or promote during October Activation:

October Activation Toolkits: Join with schools across the country as students collectively use their power to say no to underage drinking by promoting and using the October Activation Toolkits. These toolkits are designed for Educators, Student Leaders, Community Leaders, and School Resource Officers and are available for download at madd.org/powerofyouth.

High School Presentations: Invite a MADD speaker to come into your school to present educational information about the dangers of underage drinking and give helpful tips for teens. This engaging presentation addresses factors that can lead teens to drink underage, the health risks, and tips on how to avoid peer pressure.

Power of You(th): MADD offers “The 411 on Teen Drinking”, a teen booklet that has been reviewed and approved by teens, to provide teens with research-based information on the dangers of underage drinking. This tool is designed to offer teens tools to resist peer pressure, and empower them to take the next step and influence their peers to make the right choices. There is a discussion guide at the end for classroom
discussions. Red ribbons and red Power of You(th) wristbands are also available for Red Ribbon Week. Contact your local MADD office for more information or to request a local presenter.

**Power of Parents®**: Dr. Robert Turrisi from Pennsylvania State University developed and evaluated a handbook for parents of college students that successfully reduced underage drinking and the associated behaviors among participating college freshman. MADD has partnered with Dr. Turrisi and adapted his handbook model to reach parents of high school and middle school students to equip them with the tools to have potentially lifesaving conversations with their kids about alcohol. This handbook, along with other research-based information and resources for parents can be requested at madd.org or through your local MADD office, and is also provided to parents during free, 15 and 30 minute parent workshops conducted by a program certified facilitator.

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**About Mothers Against Drunk Driving**

*Founded by a mother whose daughter was killed by a drunk driver, Mothers Against Drunk Driving® (MADD) is the nation’s largest nonprofit working to protect families from drunk driving and underage drinking. MADD also supports drunk and drugged driving victims and survivors at no charge, serving one person every 8.6 minutes through local MADD victim advocates and at 1-877-MADD-HELP. Learn more at www.madd.org or by calling 1-877-ASK-MADD.*
74% of kids (ages 8-17) said their parents are the leading influence on their decisions about drinking.

Teen alcohol use kills 4,700 people each year - that’s more than all illegal drugs combined.
UNDERAGE DRINKING FACT SHEET

- Teen alcohol use kills about 4,700 people each year — that’s more than all other illegal drugs combined.¹

- High school students who use alcohol or other substances are five times more likely to drop out of school or believe good grades aren’t important.²

- Three out of four 12th graders reported NOT binge drinking in the past two weeks.³

- Teens who do NOT drink alcohol until they are 21 are over 80% LESS likely to abuse alcohol or become alcohol dependent later in life than those who drink before age 15.⁴

- The brain is not fully developed until the early 20s, and alcohol can cause long-term damage to a growing brain.⁵

- The 21 minimum drinking age has saved about 800 lives per year.⁶

- Youth who begin drinking before the age of 15 are five times more likely to develop alcohol dependence than those who wait until they are 21.⁷

- Adolescent drinkers perform worse in school, are more likely to fall behind and have an increased risk of social problems, depression, suicidal thoughts and violence.⁸

- Teens who do NOT drink alcohol until they are 21 are 85% less likely to be in a motor vehicle crash because of their drinking later in life than those who drink before age 14.⁹

SAMPLE SOCIAL MEDIA POSTS

General Use

• With homecoming and fall festivals around the corner, MADD [field office] is encouraging you to #ProtectUrFuture and connect with the #PowerOfYouth program. Don’t drink before the age of 21. Learn more at Powerofyouth.com @madd.official @StateFarm [Tag partner’s handle]

• Teens, it’s not just your bodies that are growing. Your brains are too! Don’t drink before 21. Join MADD [field office] and #ProtectUrFuture. Learn more at Powerofyouth.com @madd.official @StateFarm [Tag partner’s handle]

• Lots of drama at teen drinking parties? Makes sense. Teen brain can’t keep emotions in check with alcohol & other drugs onboard. powerofyouth.com #ProtectUrFuture @madd.official [Tag partner’s handle]

• Don’t like high taxes? Stop giving kids alcohol! Underage drinking costs society about $24 billion a year...unpaid medical, property damage, and loss of societal income. #ProtectUrFuture www.powerofyouth.com @madd.official @StateFarm [Tag partner’s handle]

• Drugs are bad...but underage drinking is worse. Alcohol kills more youth every year than all other drugs combined. #ProtectUrFuture. [Tag partner’s handle] @madd.official

• Did you know teen drinking kills 4,300 youth each year? That’s more than all illegal drugs combined! Check out Powerofyouth.com and #ProtectUrFuture @madd.official @StateFarm [Tag partner’s handle]
WORKING TOGETHER TO CREATE A WORLD WHERE UNDERAGE DRINKING ENDS, AND LIVES DON'T.
CLASSROOM DISCUSSION GUIDE

MADD’s teen booklet, “The Power to Take a Stand,” provides information about the dangers of drinking underage. It also includes some great tips for avoiding alcohol. Consider some of these questions for use in hosting a classroom discussion around underage drinking.

1. Do you think a person’s judgment changes as he or she matures? Why? Do you see ways in which your own judgment has gotten better in the last few years?
2. Have you ever felt pressured to drink? Were you able to resist? If so, how?
3. Have you ever wanted to try drinking out of curiosity? What choices did you make?
4. Would you tell your parents if you had tried alcohol? What do you think they would say?
5. Have you ever talked to your parents about drinking? What did they say, and how did it go?
6. Did any information in the booklet surprise you?
7. What would you do if you were worried about a friend’s drinking? Have you ever had an experience like this?
8. Have you ever known anyone who was hurt or killed as a result of drunk driving? How did it affect the person’s family, community, friends, or the driver?
9. How would your day-to-day life change if you lost your driver’s license?

If you would like to receive booklets for your classroom, contact your local MADD affiliate. If you are not sure where the nearest office is located, visit www.madd.org/local-offices/. Preparation is power. By hosting a classroom discussion and encouraging your students to think now, you prepare them to act later.
AWARENESS ACTIVITIES

Join Mothers Against Drunk Driving® (MADD) and schools across the country as we work together to prevent underage drinking. Below is a list of awareness activities you can do in your classroom or school to help teens understand the importance of waiting until they are 21 to drink alcohol and never getting into the car with someone who has been drinking.

**Rock the Red:** Kick off your Red Ribbon Week activities by encouraging students and staff to wear red and distribute red ribbons and red wristbands. Turn the entire campus red by decorating your classroom, encourage other teachers to decorate also, and decorate hallways and doors in red.

**Mind over Matter:** Encourage students to choose their minds over matter — in this case, the matter being alcohol. Focus on the brain research that led to the 21 Minimum Drinking Age Law. Do brain teasers in your classroom or have students create their own. Give out prizes to the best puzzles or to the person who completes the most puzzles correctly.

**Photo Contest:** Ask students to submit photos that reflect why they choose to be free of alcohol and other drugs. You can do a virtual contest and post the photos on your school’s social media site and ask for votes; do an in-person contest and hang the photos in the hallway and then ask for votes; or get creative and find a different way to showcase and vote. Ask to use morning announcements as an opportunity to remind students to participate and vote.

**Classroom Debate:** Host a classroom discussion around the 21 minimum drinking age. Refer to madd.org for information and links to enhance discussions. Choose two students or split your class into two sides and have each side prepare a defense for one of two points of view: defend the 21 drinking age or advocate for lowering the drinking age to 18. Note: the 21 mandatory drinking age is one of the most researched and debated laws on the books today, so there should be plenty of resources available for students to use to build their arguments.

**What Would You Do:** After a lesson around the dangers of underage drinking, set up role play scenarios. Some suggestions:

- A person who has been drinking offers you a ride, and you really need to get home.
- Someone you are crushing on invites you to a party. You get there and there is alcohol everywhere.
- Your team wins the big game! A group wants to go celebrate and there will be alcohol there. If you get caught doing something like that you are out for the rest of the season.
Resources & Materials
#ProtectUrFuture Pledge Cards

MY FRIENDS AND I PLEDGE TO NEVER RIDE WITH SOMEONE WHO’S BEEN DRINKING!

#ProtectUrFuture

CLUB MEMBER

Take a selfie with your friends holding this card and tag #ProtectUrFuture.

#ProtectUrFuture PLEDGE

THE PLEDGE

• Because it is illegal and dangerous, I pledge not to drink alcohol before age 21 or use other drugs.

• I pledge not to ride with someone who has been drinking alcohol or using drugs.

• If I find myself in a situation where I feel unsafe or uncomfortable, I pledge to call an adult for a safe ride home.

powerofyouth.com

#ProtectUrFuture Posters

MY FRIENDS AND I PLEDGE TO NEVER RIDE WITH SOMEONE WHO’S BEEN DRINKING!

#ProtectUrFuture

TAKE A SELFIE WITH YOUR FRIENDS HOLDING YOUR CARD AND TAG #ProtectUrFuture.

TAKE THE PLEDGE!
YOU HAVE THE POWER TO #ProtectUrFuture.

THE PLEDGE

• Because it is illegal and dangerous, I pledge not to drink alcohol before age 21 or use other drugs.

• I pledge not to ride with someone who has been drinking alcohol or using drugs.

• If I find myself in a situation where I feel unsafe or uncomfortable, I pledge to call an adult for a safe ride home.

powerofyouth.com

#ProtectUrFuture 5.5’ x 3’ Banner

VISIT MADD’S TEEN SITE POWEROFYOUTH.COM!
#ProtectUrFriends Pledge Cards

**My Friends and I Pledge to Never Ride With Someone Who’s Been Drinking!**

**#ProtectUrFriends**

**#ProtectUrFriends CLUB MEMBER**

Take a selfie with your friends holding this card and tag #ProtectUrFriends.

#ProtectUrFriends PLEDGE

**The Pledge**

- Because it is illegal and dangerous, I pledge not to drink alcohol before age 21 or use other drugs.
- I pledge not to ride with someone who has been drinking alcohol.
- If I find myself in a situation where I feel unsafe or uncomfortable, I pledge to call an adult for a safe ride home.

madd.org/powerofyouth
877.ASK.MADD

#ProtectUrFriends Posters

**My Friends and I Pledge to Never Ride With Someone Who’s Been Drinking!**

**#ProtectUrFriends**

Take a selfie with your friends holding your card and tag #ProtectUrFriends.

**Take a Selfie With Your Friends Holding Your Card and Tag #ProtectUrFriends.**

**Take the Pledge!**

You have the power to #ProtectUrFriends.

**The Pledge**

- Because it is illegal and dangerous, I pledge not to drink alcohol before age 21 or use other drugs.
- I pledge not to ride with someone who has been drinking alcohol.
- If I find myself in a situation where I feel unsafe or uncomfortable, I pledge to call an adult for a safe ride home.

madd.org/powerofyouth
877.ASK.MADD

#ProtectUrFriends 5.5’ x 3’ Banner

**My Friends and I Pledge to Never Ride With Someone Who’s Been Drinking!**

**#ProtectUrFriends**

Join Power of You(th)® and take a selfie today!

#ProtectUrFriends Pledge Sheet

- First and Last Name
- Date

madd.org/powerofyouth
877.ASK.MADD
#ProtectUrSelfie Pledge Cards

I’LL PASS ON ALCOHOL UNTIL 21!

THE PLEDGE
Because it is illegal and dangerous, I pledge not to drink alcohol before age 21 or use other drugs.

I pledge not to ride with someone who has been drinking alcohol.

If I find myself in a situation where I feel unsafe or uncomfortable, I pledge to call an adult for a safe ride home.

#ProtectUrSelfie PLEDGE
madd.org/powerofyouth
877.ASK.MADD

#ProtectUrSelfie Posters

#ProtectUrSelfie Digital Web Ads

TAKE A SELFIE WITH YOUR PLEDGE CARD AND TAG #ProtectUrSelfie TO SHOW YOUR COMMITMENT!

YOU HAVE THE POWER TO #ProtectUrSelfie BY PLEDGING NOT TO DRINK ALCOHOL BEFORE AGE 21. JOIN POWER OF YOU(TH)® AND TAKE THE PLEDGE TODAY!

THE PLEDGE
- Because it is illegal and dangerous, I pledge not to drink alcohol before age 21 or use other drugs.
- I pledge not to ride with someone who has been drinking alcohol.
- If I find myself in a situation where I feel unsafe or uncomfortable, I pledge to call an adult for a safe ride home.
WORKING TOGETHER TO CREATE A WORLD WHERE UNDERAGE DRINKING ENDS, AND LIVES DON’T.

Power of You(th) Red Ribbons

Power of You(th) Teen Handbook

Power of You(th) Wristbands

If you or your organization are interested in ordering any of these resources contact your local MADD office by visiting madd.org/local-offices/.