October Activation Toolkit

SCHOOL RESOURCE OFFICER
WHAT’S IN YOUR KIT

Welcome Letter..........................................................................................................................................................3

Executive Summary....................................................................................................................................................4

Fact Sheet.................................................................................................................................................................7

Sample Social Media Posts....................................................................................................................................8

Talking About Alcohol.........................................................................................................................................10

Teen Discussion Guide.......................................................................................................................................11

Working with MADD..........................................................................................................................................12

Resources............................................................................................................................................................14
Dear School Resource Officer:

Thank you for downloading the Power of You(th)® October Activation 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 Activations Fact Sheet (great for morning announcements)
- October Activations Information
- Discussion Guide
- Talking Points
- Sample Social Media Posts
- How to Work With MADD

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](http://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

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⁸ American Medical Association (AMA) (2002). Fact Sheet from an AMA Report on Alcohol’s Adverse Effects on the Brains of Children, Adolescents and College Students. - See more at: http://www.madd.org/underage-drinking/why21/brains.html#sthash.X9mXKM5v.dpuf
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.
MADD encourages all persons who serve in an influential position in a student’s life to take advantage of opportunities to have critical conversations about alcohol. As a School Resource Officer, you can be a powerful influence in students’ behavior on and off campus.

Consider the following talking points or facts when talking with youth about underage drinking.

- The brain is not fully developed the early 20s, and alcohol can cause long-term damage to a growing brain.
- There has been extensive research conducted on the 21 minimum drinking age law: when the law was raised to 21, alcohol-related deaths for young people decreased; when the drinking age was lowered, deaths increased.
- The 21 Minimum Drinking Age Law saves lives.
- Car crashes are the leading cause of death for teens, and about a quarter of fatally injured teen drivers had been drinking.
- 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.
- Teen alcohol use kills about 4,700 people each year — more than all illegal drugs combined.
- One in six teens binge drinks, which means that five out of six do not.
- Teens who start drinking before age 15 are 5 times more likely to become addicted to alcohol.
- There are lots of ways to have fun without alcohol that are safer and won’t land you with a fine or in jail.
- Never ride with a drinking driver. It is hard to know just how impaired someone may be until their skills are put to the test.
TEEN DISCUSSION GUIDE

MADD’s teen booklet, "The Power to Take a Stand," provides information about the dangers of drinking underage. Consider some of these questions for use when having conversations about underage drinking with students.

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 office, 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 encouraging students to think now, you prepare them to act later.
WORKING TOGETHER TO CREATE A WORLD WHERE UNDERAGE DRINKING ENDS, AND LIVES DON’T.

WORKING WITH MADD

Many schools activate around underage prevention during October in conjunction with Red Ribbon Week, Homecoming, or back to school activities. MADD provides you with resources to help you educate teens and create impactful awareness in school(s) or the community about underage drinking.

For Students

- *Power of You(th) Presentations*
  
  ◊ Invite a MADD staff member to deliver an interactive presentation and colorful resources about some of the dangers of underage drinking and the positives of choosing to remain alcohol free under 21.

- "*Power to Take a Stand*” Teen Booklet
  
  ◊ MADD staff can provide you and your school this printed resource to use anytime you have a student who is having issues related to alcohol, or to use when a student comes to you for information.

- Red Ribbons
  
  ◊ MADD staff in some areas can provide ribbons to support your Red Ribbon Week activities.

For Parents

- MADD offers a 15- or 30-minute workshop for any size group of parents to introduce MADD’s research based parent program, Power of Parents®. Within this program, parents will learn strategies for having critical conversations with their teens and why those conversations are so important in preventing underage drinking.

No MADD Office Near You?

You can find your local MADD office by visiting madd.org/local-offices/. If there’s not a local MADD office, MADD can still help with online resources. Both the teen booklet and the parent handbook for teens and middle schoolers can be downloaded.
WORKING TOGETHER TO CREATE A WORLD WHERE UNDERAGE DRINKING ENDS, AND LIVES DON’T.

- Consider incorporating a link to the teen booklet and/or parent handbook(s) in an email distribution list of parents or students in conjunction with your activities.

- #ProtectUrSelfie: Encourage students to protect themselves from dangers of underage drinking by making a commitment to remain alcohol free until 21. They can snap a selfie and post online using the hashtag and join a community of teens across the nation making healthy choices.

- Work with teachers and student groups within your school to implement the other elements of MADD’s October Activation Toolkit series: Student Leader and Educator.
Resources & Materials
MADD Power of You(th): Activation Toolkit  SCHOOL RESOURCE OFFICER

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

#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 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.

#ProtectUrFuture Posters

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

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

#ProtectUrFuture 5.5’ x 3’ Banner

VISIT MADD'S TEEN SITE POWEROFYOUTH.COM!

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.

#ProtectUrFuture Pledge Cards

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

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

#ProtectUrFuture

CLUB MEMBER

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

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

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

#ProtectUrFriends

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 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

JOIN POWER OF YOU(TH) AND TAKE A SELFIE TODAY!

#ProtectUrFriends

#ProtectUrFriends Pledge Sheet

#ProtectUrFriends

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

madd.org/powerofyouth
877.ASK.MADD

#ProtectUrSelfie Posters

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

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!

madd.org/powerofyouth
877.ASK.MADD

#ProtectUrSelfie Digital Web Ads

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

POWER of YOU(TH)
madd.org/powerofyouth

#ProtectUrSelfie Posters

TAKE A SELFIE WITH YOUR PLEDGE CARD AND TAG #ProtectUrSelfie TO SHOW YOUR COMMITMENT!
If you or your organization are interested in ordering any of these resources contact your local MADD office by visiting madd.org/local-offices/.