



The PRIME for Life (PFL) program is a motivational intervention used in group settings to prevent alcohol and drug problems or provide early intervention. Based on the Lifestyle Risk Reduction Model, the Trans theoretical Model, and persuasion theory, PFL emphasizes changing participants' perceptions of the risks of drug and alcohol use and related attitudes and beliefs. Risk perception is altered through the carefully timed presentation of both logical reasoning and emotional experience. Instructors use empathy and collaboration (methods consistent with motivational interviewing) to increase participants' motivation to change behavior to protect what they value most in life. Participants are guided in self-assessing their level of progression toward or into dependence or addiction. PFL also assists participants in developing a detailed plan for successfully following through with behavior change. Multimedia presentations and extensive guided discussion help motivate participants to reduce their substance use or maintain low-risk choices. Individual and group activities are completed using participant workbooks.

Different versions of the program, ranging from 4.5 to 20 hours in duration, and including optional activities are available to adapt the program for use with various populations. Coulee Council primarily uses the PFL program for individuals who are referred for more supportive interventions relating to two or more Underage Drinking tickets. If a referring agency feels that an individual with one Underage Drinking ticket is showing signs of being at risk for substance abuse these individuals could be referred as well. (Another version of the program can be used for court – referred impaired driving offenders.) Programming is held four times a year and follows the ten hour curriculum model.