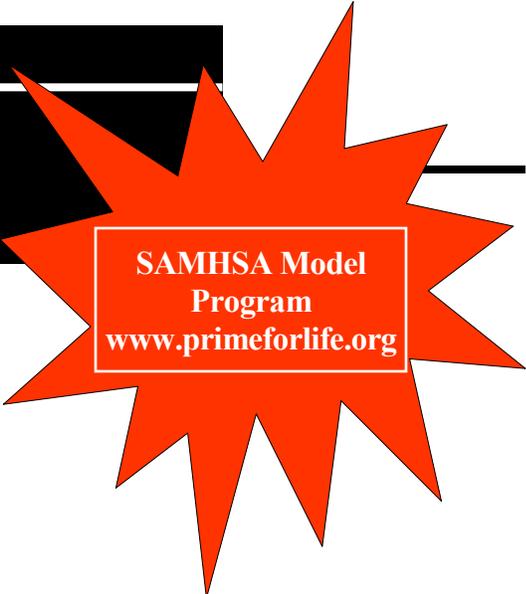


PRIME for Life



**SAMHSA Model
Program**
www.primeforlife.org

PRIME for Life, developed by Prevention Research Institute (PRI), is designed to influence behaviors using a research-based persuasion protocol. There are no scare tactics, no exaggerations, no war stories, and no personal judgment. PRIME for Life emphasizes not only what is said but how it is said.

3 Units – Preventing, Reflecting, Protecting (Coulee Council uses the 8 Hour curriculum):

Unit 1: Preventing

What Do I Value?
Health and Impairment Problems
Biological Risk Factors
Choices
Psychological and Social Influences
Alcoholism and Drug Addiction
Body, Brain, Biology

Unit 2: Reflecting

Self Assessment
Phases of use
Phase 1 – Low-Risk Choices
Phase 2 – High-Risk Choices
Phase 3 – Psychological Dependence
Phase 4 - Addiction

Unit 3: Protecting

Protecting What I Value
Thinking about My Future
Choices and Outcomes
Psychological Support
Planning

Program Participants will learn:

- ◆ Does having a family history of alcohol problems increase my risk?
- ◆ Why can't people see it when they have problems with alcohol?
- ◆ How do I know when I am making high-risk choices?
- ◆ Is marijuana addictive? Can it impair driving ability?
- ◆ How can I specifically reduce my risk for problems?

PRIME for Life is often used for youth ages 13-20 who already engage in high risk drinking or drug use or who are in a group likely to begin making choices that increase risk for problems. Thousands of young people throughout the country are taught the curriculum through juvenile justice systems, underage DUI programs, court diversion, school student assistance, and similar programs. Some schools teach the curriculum in the middle and high school setting.

Who uses PFL? Other states such as Georgia, Hawaii, Indiana, Iowa, Maine, Kentucky, North Carolina, North Dakota, Rhode Island, South Carolina, and Utah use the program statewide for people convicted of driving under the influence (DUI) of alcohol and other drugs. It is also taught statewide in Alaska, Kentucky, and South Dakota.

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