



FOUNDATION FOR
ADVANCING ALCOHOL
RESPONSIBILITY

MODEL

Underage Drinking

PREVENTION PROGRAM



Ask, Listen, Learn: Kids and Alcohol Don't Mix empowers kids to say "YES" to a healthy lifestyle and "NO" to underage drinking.

VISIT

AskListenLearn.org

TABLE OF Contents



WHY WE NEED
**Alcohol
Education**

PAGE 5



PAGE 6

**Developing
Ask, Listen, Learn**



PAGE 9

**Working with
Key Partners**

PAGE 15

**Ask, Listen, Learn
Interactive Game**



PAGE 24

**Making an
Impact**

PAGE 19

**Expanding
Reach**



**Grab the
Goodies**

MOBILE APP

PAGE 22





A Message from Ralph Blackman, CEO and President

A conversation: You can overhear it, join it, you can even start it. At the Foundation for Advancing Alcohol Responsibility (Responsibility.org), we're inspiring a lifetime of conversations around alcohol responsibility by reaching millions of parents, kids and educators through our strategic programs.

One of these programs has been a cornerstone of Responsibility.org as the most widely distributed and long-standing alcohol prevention and education program of its kind: *Ask, Listen, Learn: Kids and Alcohol Don't Mix*.

Our goal? Start the conversation about the dangers of underage drinking with kids early and often so they are knowledgeable and resourceful about the ways to avoid risky behavior. Our result? Since the beginning of *Ask, Listen, Learn*, underage drinking is down and conversations among middle schoolers and their parents about the dangers of underage drinking are up.

Success is largely due to the program's focus on engaging kids with trusted adults and positive role models in order to impact how children perceive alcohol. It's important in not only their decision to drink, or not to drink, alcohol – but also in their ability to combat peer pressure and be confident in their decisions later in life.

We believe in the power of substantive and impactful conversations. Such conversations have the ability to act as a protective factor to prevent underage drinking. Such conversations will empower kids to become smart decision makers and confident young people. Let's start the conversation in your community today.

WHY WE NEED Alcohol Education

Overall Objective

1

Decrease underage drinking by starting conversations about alcohol between children and their families and educators.

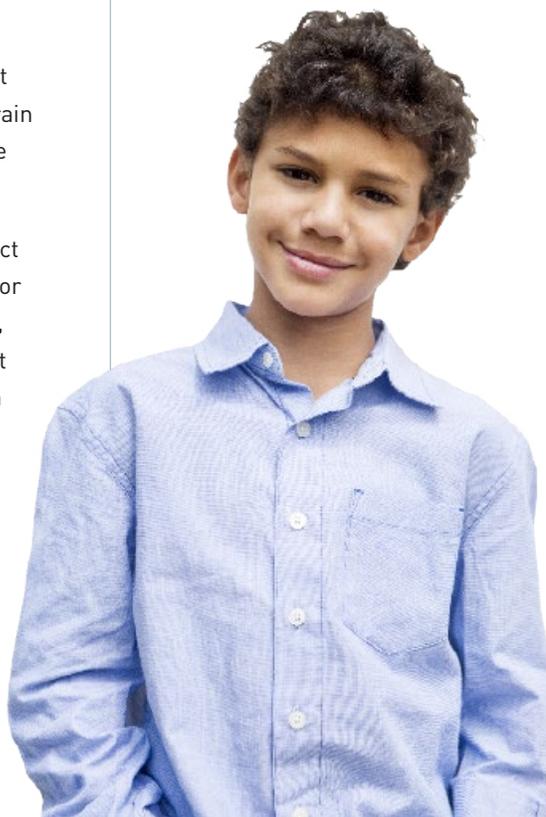
2

Improve the impact of the conversations by providing adults with factual information.

3

Empower children to say "YES" to a healthy lifestyle and "NO" to underage drinking.

- ▶ Although not all countries have the same drinking age, the physical affects of drinking alcohol before a certain age are the same.
- ▶ Must explain to children what happens to the developing brain and body when they consume alcohol.
- ▶ One of the best ways to impact a child's decision making is for parents to have an impactful, substantive conversation that continues into the classroom through educators.



Core Content DEVELOPMENT

with input from:





DEVELOPING

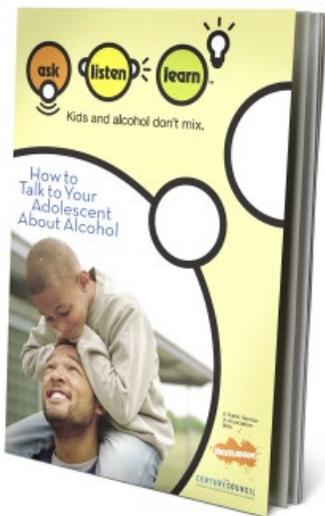
Ask, Listen, Learn

ask listen learn
Kids and alcohol don't mix.





IN 2004, in partnership with **Nickleodeon**, the Foundation for Advancing Alcohol Responsibility (known at the time as The Century Council) launched a new creative multimedia program, *Ask, Listen, Learn: Kids and Alcohol Don't Mix*, designed to provide parents and middle school aged children with **critical information on the negative consequences of underage drinking.**



Communicate Early and Often



This innovative program recognized that the key to stopping underage drinking is communication early and often between parents and children. It was the first program of its kind to provide both kids and parent with information and strategies to help jumpstart the conversation about the dangers of underage drinking, in a format and language designed specifically for them.

The program materials were initially disseminated directly to children and parents in their homes through strategic partnerships.

MESSAGE RECEIVED



2005 Evaluation

TRU evaluated the *Ask, Listen, Learn* brochure through quantitative and qualitative research conducted from March through May 2005:

Methodology

A survey was mailed to 3,000 households with 10-12 year olds and parents with 10-12 year olds. 791 parent and 469 kid responses were collected/analyzed.

Eight mini-group discussions were conducted in Chicago, IL and Sacramento, CA: four among parents and four among kids in 5th & 6th grade.

RESULTS



Parents



70% of parents and half of kids said they discussed alcohol after receiving *Ask, Listen, Learn* survey

92% said the *Ask, Listen, Learn* brochure helped facilitate a conversation about alcohol



said they would consider reading the brochure without the survey



88% said brochure made **them think**



Children



said *Ask, Listen, Learn* booklet helped facilitate a conversation about alcohol

86% said they would consider reading the booklet without the survey

81% said booklet made them think and 78% said it has a lot of important information



92% said mom is their number one source of information about alcohol



WORKING WITH **Key Partners**





Nickelodeon was the #1 entertainment brand for kids.



On the Web

Kid's Website

The kid's website, produced by Nickelodeon, was filled with information on the dangers of underage drinking. It included monthly polls, information, interactive games and videos as well as more information on how to say no to alcohol.

Parent's Website

The parents website, also produced by Nickelodeon, had additional information on how to have the conversation about alcohol and links to additional national and local resources related to underage drinking.

The Washington Post

In a review of the Ask, Listen, Learn website The Washington Post said that:

"There is plenty of potentially valuable information for kids and parents (and they might find some of the articles and resources useful as well."



Parent's Booklet

Parent's booklet detailing how to begin the conversation, sustain the conversation and make an impact on kids. It presented effective questions, data, conversation starters and answers to typical objections kids raise. The booklet was bound into Nick Jr. Family Magazine for distribution nationwide.

Kid's Booklet

The Kid's Booklet with interactive games, trivia cards with questions and answers explained the facts about alcohol (over 7 million trading cards were circulated). The booklet also addressed issues including how to avoid peer pressure, and creative ways to say no. It also included an Action Against Alcohol Agreement that both kids and parents could sign. The booklet was bound into Nickelodeon Magazine for distribution nationwide.

2,500 kids

responded to "Ways to Say No" contest



OVER 23 MILLION
impressions among
9-14 year olds.



Television Advertising

Produced by Nickelodeon

Television advertising produced by Nickelodeon, geared toward kids to raise awareness among youth about the dangers of underage drinking with TEENick reaching over 23 million impressions among 9-14 year olds.

Produced by the Foundation for Advancing Alcohol Responsibility

Television Advertising produced by the Foundation for Advancing Alcohol Responsibility, then The Century Council, for parents to raise awareness about the importance of communicating with their children and the dangers of underage drinking.



RADIO PSAs

Radio PSAs produced by the Foundation for Advancing Alcohol Responsibility, to launch the program nationwide reaching 18 million impressions.

“

“Last night my son, who was reading his Nick magazine, brought me this *Ask, Listen, Learn* insert and asked me to read it to him. Even though he is only 8 he was interested in every section of the brochure.”

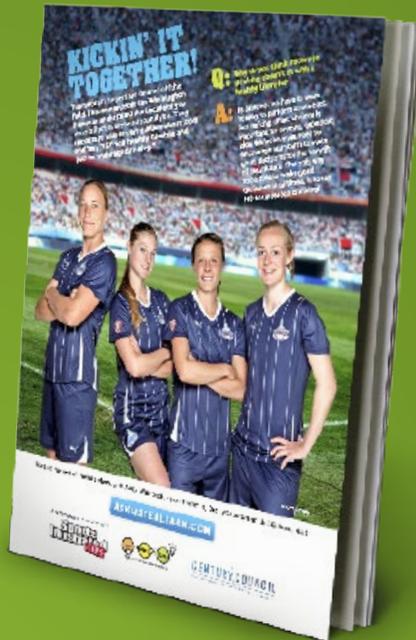
– One parent’s testimonial



70% of parents said they discussed alcohol with their child after receiving the *Ask, Listen, Learn* brochure.

Sports Illustrated KIDS

Through a public service campaign, positive messaging appeared in various print and online advertorials as well as interactive games in 2010.



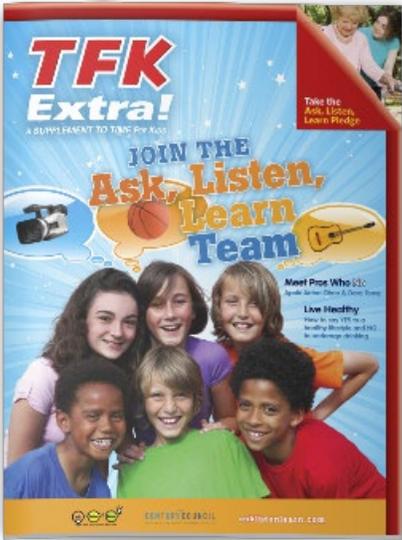
SAY "YES" to a Healthy Lifestyle AND "NO" to Underage DrinkingSM

Initiated our "Say 'YES' to a healthy lifestyle, 'NO' to underage drinking" tagline, since healthy lifestyle messaging resonated more than the "don't do it" message with parents and kids.



- ▶ Garnered more partners with a more positive, less negative message
- ▶ U.S. Olympic and national team athletes have a broader reach and embody *Ask, Listen, Learn* brand values.

TIME FOR KIDS



A supplement in Time For Kids where teachers could find information about the program and how to incorporate it into their lesson plans. Kids could tear out posters, and play educational games to learn about living a healthy lifestyle and saying "NO" to underage drinking.



Ask, Listen, Learn has partnered with Scholastic since 2011 to distribute materials to kids and teachers during Alcohol Awareness Month in April.



Digital Outreach (microsite, website ads, dedicated email blasts to teachers)



In School Components (posters, brochures, teacher guides)



Feature "superstars"

Materials featured "Superstars" to spark students' interest and help them realize the importance of the Ask, Listen, Learn message through the athlete's example.

2014 Evaluation

Scholastic completed a quantitative pre- and post-assessment among students about the *Ask, Listen, Learn* Scholastic classroom materials Reach for Success in 2014. Student surveys were administered by teachers in hardcopy or online, and feedback from teachers was solicited via business reply cards or an online survey.

While participating students demonstrated a strong awareness of the effects of alcohol on judgment and overall health both before and after the *Ask, Listen, Learn* program engagement, the research findings document the program's success in increasing the occurrence and frequency of discussions about alcohol awareness among participating students, both in school and at home, as well as growth in the students' awareness of the facts surrounding underage drinking.

RESULTS

Students who engaged with the program had more discussions about underage drinking, both in school and at home.



84% of students report discussing alcohol in school after engaging in the *Ask, Listen, Learn* program, and 77% report discussing the dangers of underage drinking at home on one or more occasions.



of students were aware that alcohol impacts every organ in the body, not just the liver, kidney or heart; an increase of 24% prior to using the Scholastic *Ask, Listen, Learn* materials.

MORE THAN HALF

(57%) of the students report knowing how long it takes alcohol to reach the brain, and 77% know the specific parts of the brain affected by drinking post engagement.

9 out of 10

Nine out of ten students (92%) believe drinking alcohol underage is not part of a healthy lifestyle after their classroom participation with the *Ask, Listen, Learn* Reach for Success program.



Additionally, noted increases in students' knowledge of how alcohol affects the brain demonstrates how effectively program messaging communicated the dangers of underage drinking.

Overall, the gains reported in the evaluation demonstrate that the program is an effective vehicle for educating middle school students about the importance of saying "YES" to a healthy lifestyle and "NO" to underage drinking.

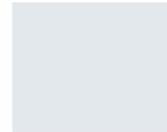


THE *ASK, LISTEN, LEARN*

Interactive Game



GAME Development



Developed by the Foundation for Advancing Alcohol Responsibility and with interactive fitness systems pioneer, SSDLtd., the creator of XaviX, and PE4Life, the *Ask, Listen, Learn* game challenges the player to answer questions about how alcohol affects their body, basics of good nutrition and the impact of making healthy decisions. Over 2,000 games were distributed.



More than fifty questions

randomly appear as kids race to school, workout in the dance studio, or challenge their friends, while raising their heart rate and increasing their fitness.





Game PARTNERS



In 2010, TRU conducted an independent evaluation of the *Ask, Listen, Learn* game among teachers and students. Both quantitative and qualitative methodologies were utilized to gauge students' knowledge and awareness of the dangers of drinking alcohol prior to participating in the gaming activities, measure any increase in knowledge of these dangers after using the *Ask, Listen, Learn* game, and to understand how students and teachers rate this as an educational activity used in schools.

The research shows the game is effective in raising awareness and knowledge of the dangers of drinking alcohol, as well as a fun way to learn the program's no underage drinking message as part of a healthy lifestyle.



For information about the game contact:

asklistenlearn@responsibility.org.



health. moves. minds.

(Formerly National Association of Sport and Physical Education)

GAME

Evaluation

TRU evaluated the *Ask, Listen, Learn* game through quantitative and qualitative research conducted in 2010:

Methodology

Both quantitative and qualitative measures were used to determine if the key concepts and themes presented in program materials achieved the initial objectives of the program — facilitating conversations between parents and their children and providing substantive information for parents and children to discuss underage drinking.

RESULTS

Overwhelmingly, parents and kids responded that the program encouraged them to talk about underage drinking and provided them with information they needed to understand more about the consequences of underage drinking.



84% report the game made them stop and think about the dangers of drinking alcohol.

93%

93% of students said they learned something about the dangers of drinking alcohol.



64% said the game made them think about talking to their parents to learn more about the dangers of drinking alcohol.

85%

85% of students think this is a cool way to learn about the dangers of drinking alcohol.



EXPANDING

Reach



Pregunte. Escuche. Aprenda.



SPANISH Translated Materials

Expert PANEL

ASPIRA ASSOCIATION

LEAGUE OF UNITED LATIN
AMERICAN CITIZENS (LULAC)

NATIONAL HISPANIC MEDICAL
ASSOCIATION

NATIONAL COMMUNITY FOR
LATINO LEADERSHIP

NATIONAL LATINO
CHILDREN'S INSTITUTE

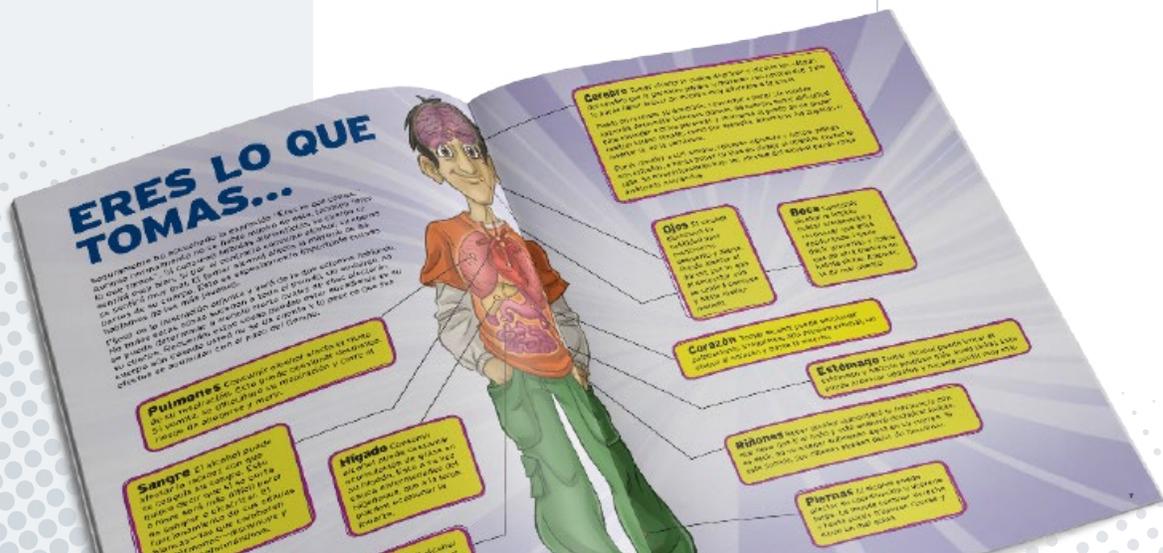
MANA — A NATIONAL LATINA
ORGANIZATION.



In hopes of reaching Spanish-speaking parents with kids in American schools, Spanish materials were developed in 2005. – Pregunte. Escuche. Aprenda. ¡Los niños y el alcohol no mezclan!



Endorsed by the U.S. Congressional Hispanic Caucus and the U.S. Congressional Hispanic Conference.





Social MEDIA

Outreach in a low-cost and highly engaging way is important to help facilitate conversation among authorities in parenting and education.

Social media is also efficient in reaching student demographic.

Benefits of Social Media

- ▶ Can pose questions and spur thinking.
- ▶ Create a call to action that allows for viewers to feel obligated to do something such as start a conversation with their kid about alcohol.
- ▶ Social media makes facts digestible to the general public with concise wording and straightforward messages.

have tough conversations, like underage drinking go-lyN6

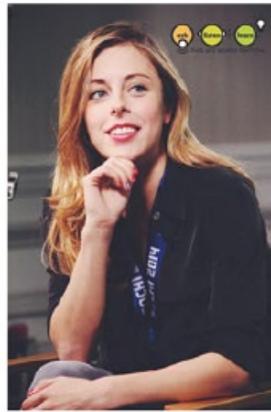


Ask, Listen, Learn @AskListenLearn · Nov 14
Physical activity means more concentration in the #clfaar.org/1uoXwKd

SHAPE America @SHAPE_America · Aug 18
Parents! Have you downloaded @asklistenlearn new app? It's fun & educational and your kids will love it! bit.ly/1wQyxON



Ask, Listen, Learn @AskListenLearn
#TBT of our Superstar @AshWagner2010 from when we filmed our PSA! Thanks for being a great role model, Ashley!



Ask, Listen, Learn @AskListenLearn · 10
#RT if you've had a tough conversation. How did you start it?



Time with Remmi: Back to School Snacks!
Remmi Smith from 'Cook Time with Remmi' has been up to so much lately we caught up with her 14-year-old Remmi Smith's star of 'Cook Time with The Culinary Kid' shows through which she encourages kids to take her 'CHE.F...'

Classroom Champions @ClassroomChamps · Oct 9
We'll be working with @goFAAR to address healthy life bit.ly/1rZnb6D @AskListenLearn

Skating @USFigureSkating · Dec 13
Grand Prix Final medalist @AshWagner2010 #GPF14



Ask, Listen, Learn @AskListenLearn · Sep 20
In honor of #NGD2014 - S/O to our Superstar @Aly_Raisman! Sports like gymnastics help kids say YES to healthy!



BLOGS



Look online and follow experts to cover trends in education and parenting.

- ▶ By writing about trends and what people are talking about, your website and content will be higher in search engines and more relevant to what people are searching for.



Easy, free way to facilitate a conversation.

Blogs help build a sense of community, as the same people come back to you for tips and resources.

Grab The Goodies

Available on the App Store

ANDROID APP ON Google play



Grab the Goodies is an educational app developed by Responsibility.org and the George Mason University Simulation and Games Institute.

The app helps kids (aged 6-9) to learn about the negative consequences of underage drinking and encourages them to make healthy lifestyle decisions.



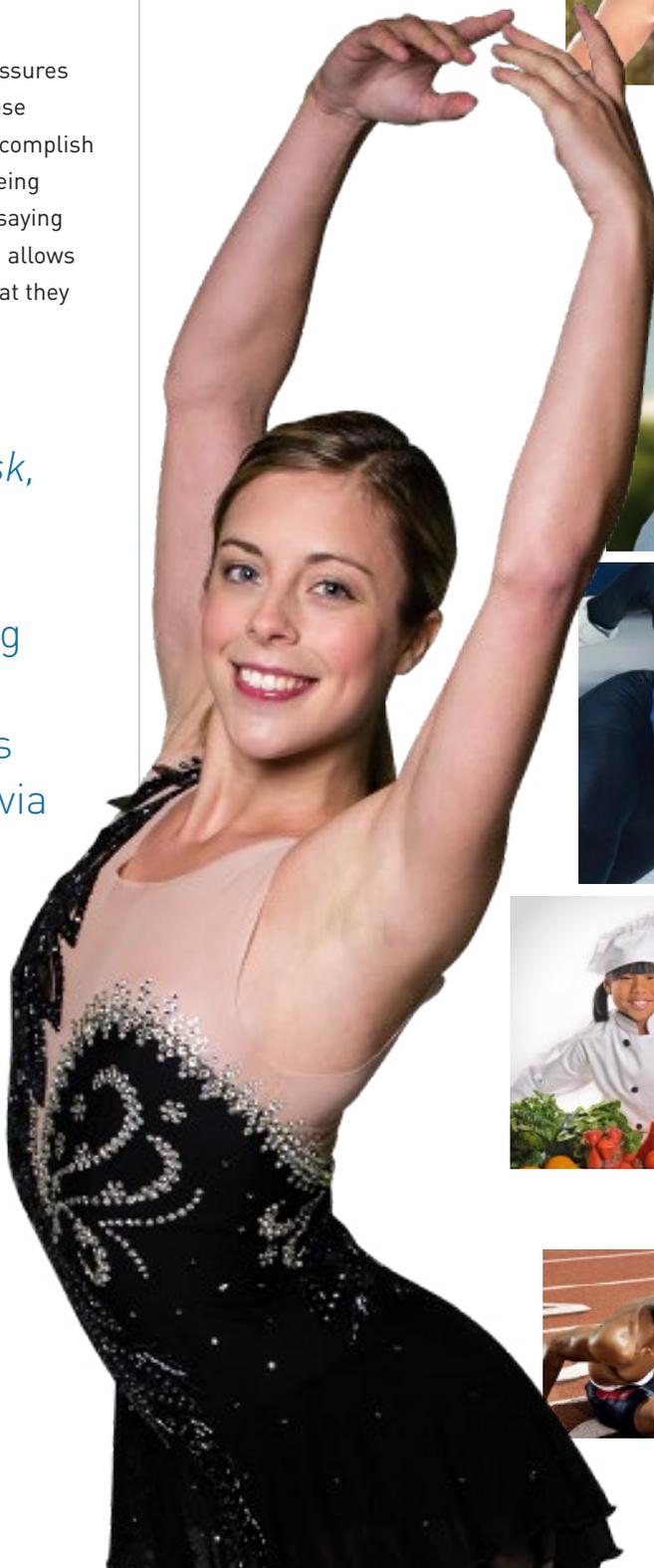
As the players go through the levels, they are prompted to answer questions about how alcohol affects their bodies, the basics of good nutrition and the impact of healthy decisions. The correct answer gives them extra points and allows them to proceed to the next level.

ROLE MODELS Matter

Superstars are important because they show kids examples of positive role models and demonstrates why making smart decisions is important.

By saying “NO” to peer pressures like underage drinking, these Superstars were able to accomplish athletic and other goals. Being confident in decisions like saying “YES” to a healthy lifestyle, allows them to concentrate on what they want to accomplish.

“Superstars” interact with *Ask, Listen, Learn* through social media, speaking engagements or other various endorsements via media.





MAKING AN **Impact**



KEYS TO **Success**



Gather experts to help develop the program



PARTNERS

Partner with like-minded organizations and diverse stakeholders

- ▶ Target mailings (educators, counselors, community based organizations) to help distribute and increase awareness
- ▶ Conferences & special events



Message development and brand consistency



Events

Joining with key influencers

Media events with elected officials increase awareness and generate interest and orders



Publicity

Distribute TV spots as public service announcements (PSAs)

Interactive game

Connect the two themes of the program by enabling middle school kids to learn about the negative consequences of underage drinking and making healthy decisions while they exercise.



Evaluation

Assembling program impact has been vital to expanding reach.

History in **NUMBERS**



Distribution in all 50 States via community-based organizations:

- ▶ Interactive Game
- ▶ 12,639,776 Printed materials
- ▶ Over 100 live events

25

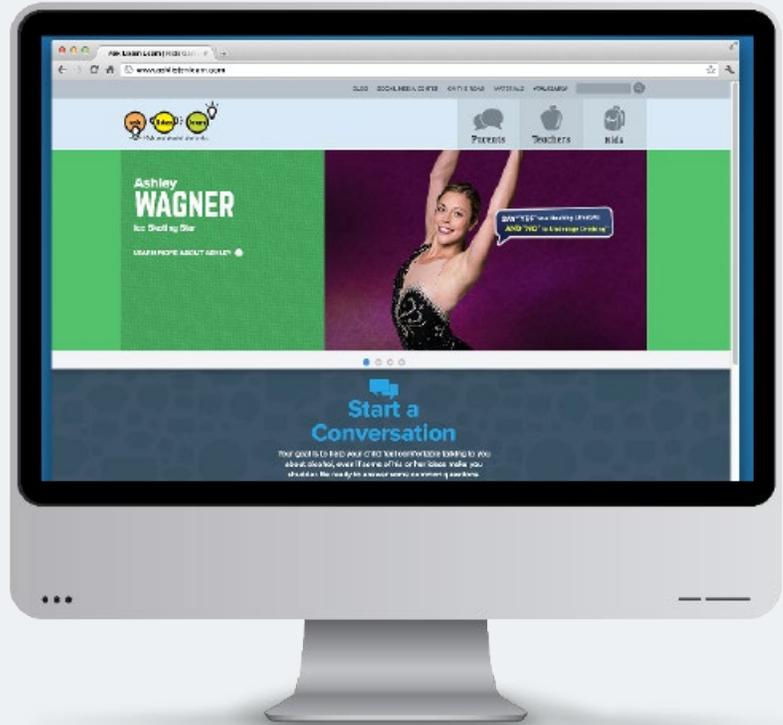
SUPERSTARS

25 Superstars, nearly half of those being professional or Olympic athletes



Interaction with elected officials from almost every state

ASK, LISTEN, LEARN **Keys to reaching Kids & Parents**



Reach Kids Where They Are

Website

- ▶ Filled with easily downloadable resources and materials for both parents and educators.
- ▶ Activities for kids with positive messaging.
- ▶ Tools and resources for educators to help facilitate conversations about the dangers of underage drinking in the classroom.
- ▶ Brochures about why talking to kids early and often about the dangers of underage drinking is important.
- ▶ Blog posts about kids, parents, educators and programs making a difference in their communities and nuances of underage drinking around the country.

ONLINE 
Games

Interactive Game

Used at live events or sent to schools to help create a conversation with their students.



Partners & Superstars

Paired up with organizations that help amplify the *Ask, Listen, Learn* voice.

Helped reach parents, educators and kids.



Press and Media Relations

Outreach to media allows for the program to build credibility and get into the homes of the local community.



Grab the Goodies app

The app helps kids (aged 6-9) learn about the negative consequences of underage drinking and encourages them to make healthy lifestyle decisions.



Successes TO DATE

Most widely distributed educational program of its kind



over **20 million** parents, kids and teachers reached

There have been

12.6 million materials distributed



Reached all 50 states & the District of Columbia

2 million unique website visitors since the program was created in 2004



YouTube

Annual Public Service Announcement (PSA) reaches millions of parents & educators each year through YouTube

OVERALL impact

The *Ask, Listen, Learn* program has increased and enriched conversations about healthy lifestyles and combating underage drinking among middle school students and their parents nationwide.

2005 evaluation of the brochure

Parents and kids agreed it is important to have a consistent and open dialogue early about drinking alcohol and kids look to their parents to educate them

2010 evaluation of the game

Most students said they learned from the game and that it made them think about the dangers of underage drinking

2014 Scholastic evaluation of Reach for Success classroom materials

Students report an increase in awareness of dangers of underage drinking and frequency of conversations

DOWN
40%

Alcohol consumption has declined 40% among 8th graders since 2004.



FOUNDATION FOR
**ADVANCING ALCOHOL
RESPONSIBILITY**

**Help us guide
a lifetime of
conversations**

Join the Conversation at
responsibility.org and
on social media using
#responsibility



Want to know **MORE?**

VISIT

AskListenLearn.org

to get tips and resources for both parents and educators. There are also games and activities for kids so that while they play, you can have an impactful and substantive conversation about peer pressure, goal setting and saying NO to underage drinking.

