



CAUSE & EFFECT



PROGRAM



IMPLEMENTATION



COMMITMENT

RESULTS

Protecting You/Protecting Me was created in response to a need for materials to help reach children before they have fully shaped their attitudes and opinions about youth alcohol use. Research shows that the risk for alcohol and other drug use skyrockets when children enter the sixth grade, between the ages of 12 and 14. To be effective in preventing alcohol use by adolescents, we must reach out to and educate children in Grades 1-5.

The curriculum provides a series of 40 classroom-based lessons, eight lessons each in Grades 1-5. Lessons are designed to be infused into a school's core curriculum and taught by trained teachers and/or high school students.

Protecting You/Protecting Me has been designated a Model Program by the U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Center for Substance Abuse Prevention. More information may be found at www.pypm.org.

MADD and State Farm work together to provide opportunities for youth to make a significant contribution in their school and community by providing funding for two projects, **PY/PM** youth- and adult-led programs and Good Decisions Grants. The Youth-led Model of PY/PM is training for high schools with a peer helping or leadership class to implement **PY/PM** to a neighboring elementary school. The Adult-Led Model trains teachers and community volunteers to implement the classroom curriculum. The Good Decisions Grants funded by State Farm offer schools or community-based organizations working in schools the opportunity to apply for funds to conduct a service-learning project on one of three topics: underage alcohol use prevention, vehicle safety and adult impaired driving. Ten grants of \$1,000 are awarded annually.

The execution includes marketing outreach to more than 40,000 elementary and high schools, administrators, teachers, teens and community organizations. The outreach includes trainings, direct mail, e-marketing, telemarketing, trade show marketing, public relations and special events.

State Farm is the National Presenting Sponsor with a multi-year commitment to saving the lives of youth.

The outreach has resulted in more than 5,000 teachers, adults and students trained and an estimated 500,000 students participating throughout the U.S. The year culminated with a program publicity event at Alexander Graham Bell Elementary School in Chicago, Illinois with remarks by Senator John Cullerton and an appearance by 2006 Miss America, Miss Jennifer Berry, teaching a first grade class a **PY/PM** lesson. An estimated reach of more than 42 million earned media impressions were achieved.