

PRIME For Life:

Is a 6-20 hour education program for adults and youth that focuses on alcohol and drug prevention and intervention. Thousands of people throughout the country receive the program through their employers, schools, welfare-to-work programs, and places of worship. Many receive the program for continuing education and professional development.

PRIME For Life programs are used statewide in Alaska, Georgia, Hawaii, Indiana, Iowa, Kentucky, Maine, New Hampshire, North Dakota, South Carolina, and Utah. They are also used by

- The U.S. Army
- The Swedish Armed Forces
- National college and Greek organizations
- Parents, businesses and school groups around the country and in Europe.

Content

PRIME For Life content is carefully selected to help people reduce their risk for alcohol and drug problems throughout their life.

Approach

The program's nonjudgmental approach reduces resistance to the life-saving information presented in the program and increases students' openness to change.

Documentation

Information presented is based on documented research findings rather than opinion, exaggerations, or scare tactics.

Training

Initial intensive training and follow-up support services help instructors deliver the material effectively.

Prevention Research Institute (PRI):

Prevention Research Institute, Inc. (PRI) is a private, not-for-profit organization with a mission to reduce the incidence of alcohol- and drug-related problems throughout the world. Beginning in 1983, PRI has developed **PRIME For Life** for a variety of target audiences: military personnel, parents, youth, college students, employees and drinking driver offenders. Ray Daugherty and Terry O'Bryan, co-founders of the Institute and co-authors of **PRIME For Life**, bring years of experience and strong commitment to reducing alcohol- and drug-related problems. The Institute is committed to evaluation of program impact, and its Risk Reduction programs have shown positive behavior change in both internal and independent studies. PRI provides consultation and ongoing support to individuals, businesses, organizations, communities and states and regularly provides workshops in its Lifestyle Risk Reduction programs.

Contact Prevention Research Institute at www.primeforlife.org or 888-ASKPRI or your local **PRIME For Life** provider for information on bringing **PRIME For Life** to your organization.



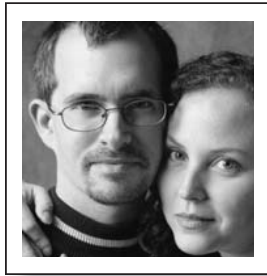
*Lifetime
Risk Reduction
That Workssm*



Effective alcohol
and drug education for
families,
communities, and
employers

Most Americans believe

that ecstasy, methamphetamine, and other “hard” drugs are harmful and do not use them. Alcohol and marijuana are considered safe. And while many people drink alcohol in small amounts without increasing their risk for problems, many unknowingly make high-risk choices.



Consider this:

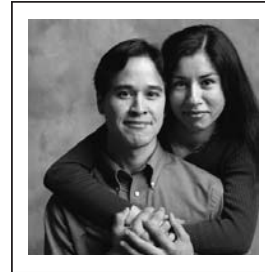
- One in ten drinkers develops alcoholism or other serious alcohol-related problems at some point in their lives.
- 200,000 people seek help each year for marijuana dependence.



- Many people who are dependent on alcohol or drugs started out drinking or using drugs for fun and relaxation. They believed that getting high for fun would not lead to problems. This belief is common but inaccurate, and encourages more use without a sense of risk.



PRIME For Life is a program that helps adults learn how to reduce their risk of alcohol related problems throughout life. Based on research, PRIME For Life provides answers to questions people have about alcohol. For those of us responsible for family members, employees, or organizations, knowing what to say about alcohol—and knowing how to say it—may be crucial.



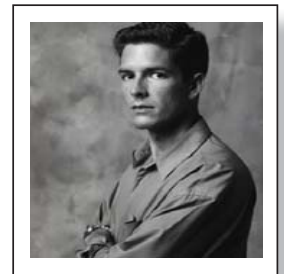
Here’s what program participants learn:

- Does having a family history of alcohol problems increase my risk?
- Does having a high tolerance protect me from problems?
- Why can’t people see it when they have problems with alcohol?
- Are small quantities of alcohol good for my heart?
- How do I know where my “trigger level” is?
- How do I know when I am making high-risk choices?
- What personality traits are more common among people who develop alcoholism?
- How can I specifically reduce my risk for problems?
- Is marijuana addictive? Can it impair driving ability?

A NOTE TO EMPLOYERS:

An important study by the Robert Woods Johnson Foundation* shows that performance problems in the workplace are not only related to alcohol dependence (alcoholism), but also to drinking by nondependent employees in ways that impact their job performance. In fact, the study shows that:

- The majority of alcohol-related work performance problems can be attributed to employees who are not alcohol dependent.
- Employees may not make the connection that their occasional excessive drinking levels have resulted in productivity problems, such as arriving late or leaving work early, being absent or getting into arguments with co-workers.
- Workers report significant productivity costs due to the “secondhand” effects of co-workers’ drinking. Twenty-one percent report being injured or put in danger, having to re-do work, cover for a co-worker or needing to work harder or longer due to others’ drinking.



* New Perspectives for Worksite Alcohol Strategies: Results from a Corporate Drinking Study. December, 1998.