



<u> Alcohol Literacy</u> <u>Challenge</u>



## What is it?

The Alcohol Literacy Challenge (ALC) is an evidence based program proved to reduce underage binge drinking in a single session.

Based on 40 years of research reported in nearly 1,000 published studies, the Alcohol Literacy Challenge<sup>™</sup> provides prevention lessons students love. Using cutting edge brain science & media literacy education about alcohol marketing and social media, the ALC is the 1st classroom-based alcohol prevention program provide to reduce underage and binge drinking in a single 50-90 minute lesson..

## SCSD 1 & SCSD2

This year the ALC will be taught to 11th grade students in both SCSD1 & SCSD2.



## PHYSICAL VS. MENTAL EFFECTS

**PHYSICAL EFFECTS:** Direct pharmacological or biological effects of a drug





MENTAL EFFECTS: Effects people associate with a drug, whether or not the drug actually causes this effect

"it's the thinking, not the drinking" - 4

