



***Peer Assistance and Leadership (PAL) Program Project for 2011
Clinton, Eaton, and Ingham Counties***

Descriptor of Project: This project is a tri-county media campaign for Clinton, Eaton, and Ingham Counties to show teens and adults that *most teens do not* engage in high-risk behaviors such as alcohol, tobacco, drug use, sexual activity, and violent behavior. The “Most Teens Don’t” committee of Clinton, Eaton, and Ingham Counties invites your PAL team to participate in a winter/spring project for 2011. Learn more at the kick-off!

***Join us for a kick-off and training on:
January 28, 2011
8:30 a.m. – 12:00 noon
Eaton ISD***

Each school project must include the following:

- ❖ A school kick-off event coordinated around the campaign
- ❖ Willingness to assist with pre/post surveying your materials (“Most Teens Don’t” staff will assist)
- ❖ Assist with Alcohol Awareness Month
- ❖ One community event

Suggested project ideas:

- ❖ Design a website for “Most Teens Don’t.”
- ❖ Create public service announcements for TV and/or radio.
- ❖ Create a video-clip dub to inspire healthy choices (<http://www.youtube.com/watch?v=bPcb7IX9Jhg>).
- ❖ Design a tri-county (Clinton, Eaton, and Ingham Counties) logo for “Most Teens Don’t.” *Logo should NOT be school specific.*
- ❖ Reach Out Now/Teach In event (will be explained at the January 28th training).
- ❖ Visit <http://mostteensdont.com/index.php> for other ideas.

- ❖ Optional submissions:
 - Budget with proposed expenses.
 - Apply for a Prevention Network grant for trinkets/expenses (“Most Teens Don’t” staff will assist).
 - Posters, PSAs, video dub/sync.

NOTE: Materials must be applicable tri-county wide and not school specific

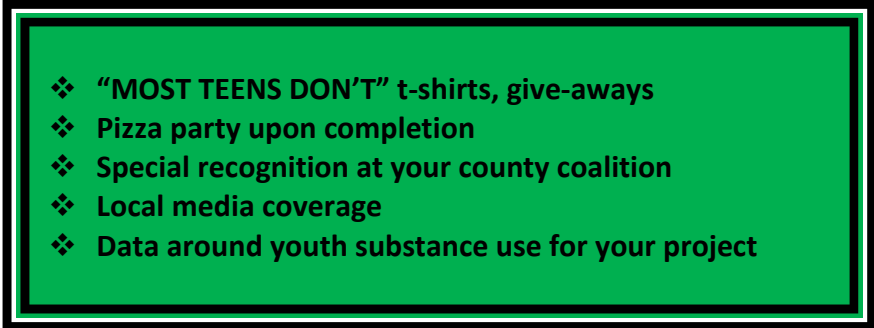
What your PAL group needs to provide:

- ❖ Intent to Participate Form must be submitted electronically by **January 7, 2011** to Harriett Dean at hdean@eatonisd.org or fax to Harriett at 517-543-4870.
- ❖ Signed Parent Consent and Release Form faxed by **January 28, 2011** to Harriett Dean at 517-543-4870.
- ❖ Signed Healthy Choices Pledge from participating students. Pledges must be faxed by **February 10, 2011** to Harriett Dean at 517-543-4870.

What your advisor/school must provide:

- ❖ Signed School Consent and Release Form faxed by **January 28, 2011** to Harriett Dean at 517-543-4870.
- ❖ Staff support and facilities, if applicable.

If your PAL project is selected, your PAL group will receive:

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- ❖ “MOST TEENS DON’T” t-shirts, give-aways
 - ❖ Pizza party upon completion
 - ❖ Special recognition at your county coalition
 - ❖ Local media coverage
 - ❖ Data around youth substance use for your project