Project Northland I
Cheryl Perry et al.

Multi-level, multi-year community-wide alcohol prevention program in Minnesota

1991 (sixth graders)-1998 (graduate)

Multi-level
1. Curricula x 3 years
2. Peer leadership
3. Parental education
4. Task forces

Sixth Grade: Slick Tracy Home Team Program
• Slick Tracy/Breath test Mahoney activity story books completed with parents
• Northland Notes for Parents
• Family Fun Night
• Community-wide task forces
  • Pass 5 ordinances
  • “Gold Card” program

Seventh Grade Amazing Alternatives! Program
• Evening party with parents
• 8 week teacher/peer-led class curriculum
• Peer leadership program to create alcohol-free social activities
• Amazing Alternatives booklets
• 3 issues of Northland Notes for Parents
• Task forces (cont’d)
**Eighth Grade Powerlines**
- 8 session Powerlines curriculum (interview “key informants”, e.g. liquor merchants, gov’t officials)
- “It’s My Party” theatre production
- New issues of Northland Notes for Parents
- Peer leadership groups (cont’d)
- TEENSpeak newsletter by/for 8th graders
- Task forces (cont’d)

**Outcomes**
- Perceive fewer peers that drink
- Endorse not drinking
- Greater self-efficacy to resist @ parties
- Greater perceived costs/sanction for drinking & driving
- More communication with parents about drinking
- After 3 years, intervention group lower levels of onset & prevalence of alcohol use than controls

**Project Northland II**

**Life Skills Training**
- 3 years, starting in 6th
- Focus on “gateway” drugs (cigs, alcohol, mj)
- Variety of settings (schools, CBOs, PAL)
- 50-75% lower use vs. controls & sustained over time
- Technology (computers, biofeedback)
- Content areas:
  - Drug resistance skills
  - Self-management skills
  - Social competence
Drug Resistance Skills:
• Increased awareness of social influence
• Decreased estimation of prevalence
• Resistance skills (e.g. “fogging”)

Self-management skills:
• Problem solving/decision making (scripts)
• Stress reduction (e.g. belly breathing)

Social Skills:
• How to begin a conversation
• How to keep a conversation going
• How to ask for help
• How to express appreciation
• How to give negative feedback