



Office of the First Lady
Mikey L. Hoeven

August 14, 2006

Dear Principal,

As a leader in your school and community, you see first-hand the effects that alcohol has on our young people. Our intellect and intuition may tell us we need to do something to guide our youth, but we may struggle with what to do with our limited school resources. I appreciate your commitment to our state's young people and want to encourage you to work with your district superintendent and school board to reach them in innovative ways.

I have supported **AlcoholEdu for High School**, developed by Outside The Classroom and Mothers Against Drunk Driving; a curriculum enhancement which provides an interactive experience that changes attitudes, motivates behavior change and supports safer, healthier decisions regarding alcohol. In 2004, AlcoholEdu was piloted in four Bismarck schools, focusing on 9th grade students. Six additional districts purchased and implemented AlcoholEdu. The science-based content found in the course includes alcohol and the teen brain, social affects of alcohol, media literacy, expectancy challenges, with interactive exercises.

An Executive Summary report (available from Department of Public Instruction, School Health) includes self-reported data obtained from 290 North Dakota ninth-graders who participated in 2005-06. Eighty-nine percent (89%) passed the exam, and the rate of passing increased by 35% between the pre-test and the exam. AlcoholEdu improved students' practical knowledge of alcohol and its effects and also promoted students' health and safety by influencing their attitudes, alcohol-related behaviors, and patterns of alcohol consumption. After completing the course, students drank less alcohol, experienced fewer negative consequences of drinking, and were less likely to take risks when they were drinking. Their experience of taking the course was strongly positive, and the effects of the course were still very evident four to six weeks after they completed it.

I am attaching a synopsis of the results from the six school districts that offered AlcoholEdu during the 2005-06 school year.

It is my sincere hope to have AlcoholEdu implemented in as many schools in North Dakota as possible. Districts can purchase AlcoholEdu through ...

- Local district funds
- Title IV Safe & Drug Free Schools funds
- Safe & Drug Free Schools and Communities funds available through local DHS prevention coordinators
- Corporate/community solicited funds

I welcome your enthusiasm and encourage you to contact John Boynton, Outside The Classroom (877.338.5001, x233; boynton@outsidetheclassroom.com, www.outsidetheclassroom.com) to discuss the program further and how we can work together to educate North Dakota's youth to save lives, and to provide for a promising future. I can also be reached at XXX-XXX-XXXX. if you have any questions.

Warmest regards,
Mikey L. Hoeven
First Lady of North Dakota