

## Know The Truth



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## Minnesota Teen Challenge's Prevention Program

- Started in 2006
- Working in middle and high schools around the state
- Impacting 33,000 students per year



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## The Reason



- Currently in the state of Minnesota, there are no other drug prevention education programs offering the services of "Know the Truth".
- While drug abuse can begin at any age, recent studies reveal that middle school students are engaging in harmful drug abuse behaviors.

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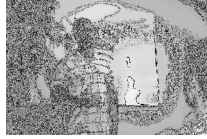
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## The Research

Effective prevention in programming is age appropriate, relevant to the drug issues kids face and best when the intervention comes early.



**Student Quote:**

*"They really convinced me that drugs will seriously destroy your life."*

**Teacher Quote:**

*"Your presentation is based on first hand knowledge and personal experience. Kids relate to that. I can give the information to them but personal experience makes a bigger impact."*

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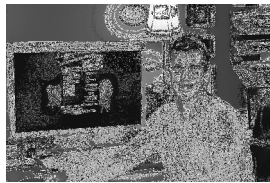
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## Relevant

- Teens say that drugs and alcohol pressures are the number one problem they are facing.
- Know the Truth reaches youth at a time when they are still formulating their decisions towards substance use; for those who have never used or those who have used drugs or alcohol.



**Student Quote:**

*"These are real people, right in front of us sharing what happened to them. Their knowledge and experience with drugs and alcohol really got students talking."*

**Teacher Quote:**

*"Best lesson I've ever seen relating to drugs, alcohol, and chemical dependency."*

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## Repeated Exposure to Prevention Programming

**Student Quote:**

*"Their stories inspired me to change the way I am living."*



- Research shows that experimentation starts earlier than anyone would ever want to predict. KTT returns to the same classrooms repeatedly through-out the year and then in high school years to finish what we started.
- Schools can indicate their main concerns to be addressed and length of programming.

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## The Results



- We administer short-term and long-term surveys to determine results.
- 2008 surveys indicated 78% of teens made a commitment to not use drugs in the future.

**Teacher Quote:**

*"Your willingness to share such personal stories means a lot. Anyone can give stats and info, but your personal experiences make the students sit up and take notice!"*

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