

Our Story...Our Transformation

ISD #317



S.T.E.P. COALITION
STANDING TOGETHER EMBRACING PREVENTION

2012

2013

2014

2015

Actual Alcohol Use

% of 6-12 grade students who report drinking monthly or more often:

28%

18%

16%

13%

Perceived Alcohol Use

% of 6-12 grade students who think most other students in their school drink monthly or more often.

80%

61%

53%

50%

Campaign Awareness

% of 6-12 grade students who report seeing "The Movement" messages a few times a month or more:

22%

77%

84%

85%

Community Stories

Parents of a 6th grade student was talking about the Slick Tracy Curriculum. They stated that they never would have had the conversations with their child without the help of the program. They would have just told him not to drink. They were grateful for it.

Everywhere I go, I am asked, "How can we do what they are doing in Deer River?". People are excited to make things happen, there is a noticeable positive atmosphere that makes a person want to be involved, to be a part of making the school and community even better for your youth, families and citizens overall.

"I think the articles in the local newspapers are a good indication that the coalition is having an impact within the community. The article quote, "The numbers say it all. Deer River students are taking a stand against alcohol use," is pretty powerful. Great work everyone! I'm proud to be from a community that cares about this!

Improv theater has given students a voice in a whole new way. Thank you to the S.T.E.P. Coalition for funding the training for some DRHS students. The impact on these kids' lives and the conversations they have started in our community is amazing!

One of the youth group members indicated that she has gained more confidence in herself. She thinks others view her different and by attending trainings she is more confident in saying no to alcohol and drugs.

"I can honestly say that if the Movement was not here I would be drinking. Because I know that most kids don't drink, I can say to others, you know what? Most aren't, so either am I."

A bus driver told us that every time he drives by our billboard about parenting he is reminded to talk to his kids about alcohol use.

In 2015, 94% of 6-12 grade students reported that their parents **DO NOT allow them to drink alcohol at home.**

Deer River students who report their parents allow them to drink alcohol at home are **22 times MORE LIKELY to drink alcohol monthly.**

The positive exists and is worth growing!

~Dr. Jeff Linkenbach

