



IF I ONLY KNEW: AN ALCOHOL INTERVENTION PROJECT FOR NATIVE YOUTH

CONDUCTED BY THE NATIONAL INDIAN JUSTICE CENTER

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The goal of this project was to develop, implement, and evaluate an educational curriculum for training tribal youth on the impacts of alcohol consumption. As such, the focus of this evaluation report is on the impact of the current NIJC training session on participants' knowledge and attitudes regarding a number of separate alcohol related areas. More specifically, this report aims to examine the impact of the educational curriculum on participants' understanding of the following aspects of alcohol related impacts:

- General knowledge regarding the impacts of alcohol
- Attitudes toward and knowledge of the impacts of alcohol consumption on the body

Implementation Phases

Phase I. Developing the Model (September 2005-November 2005)

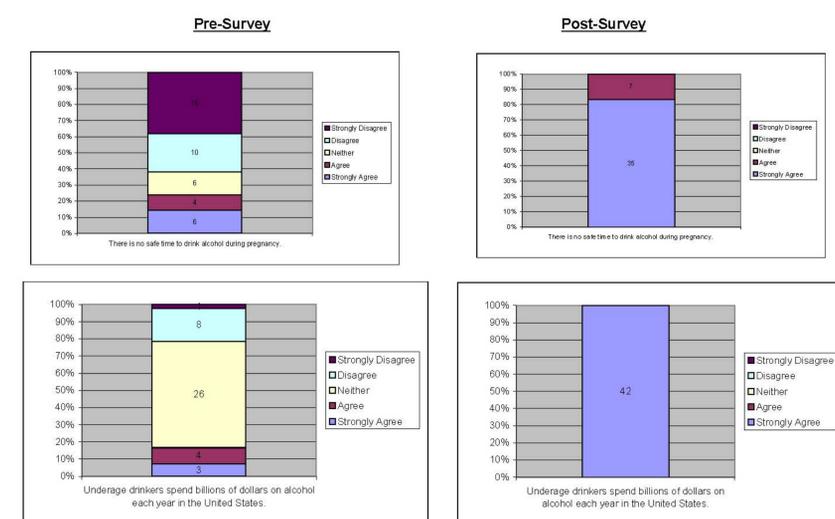
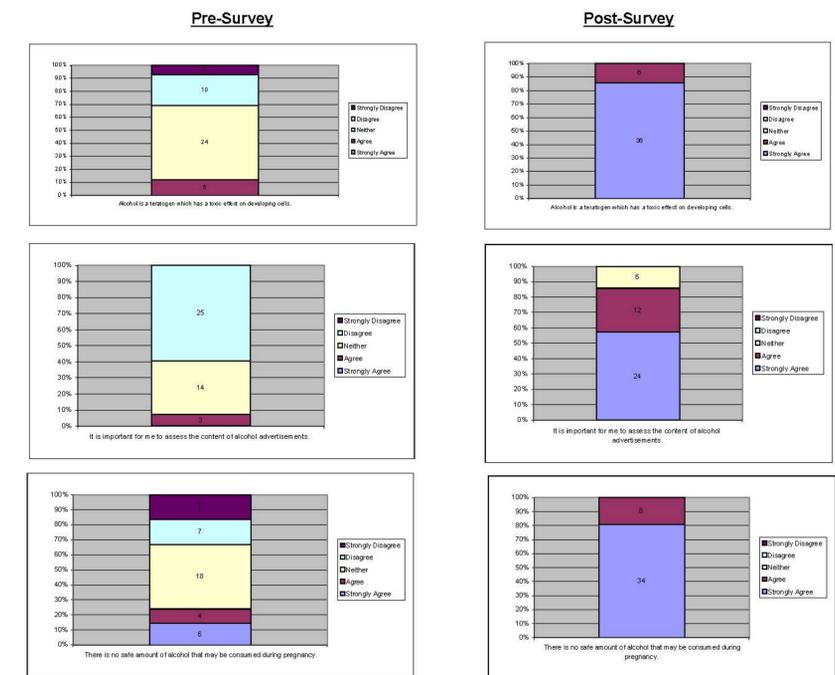
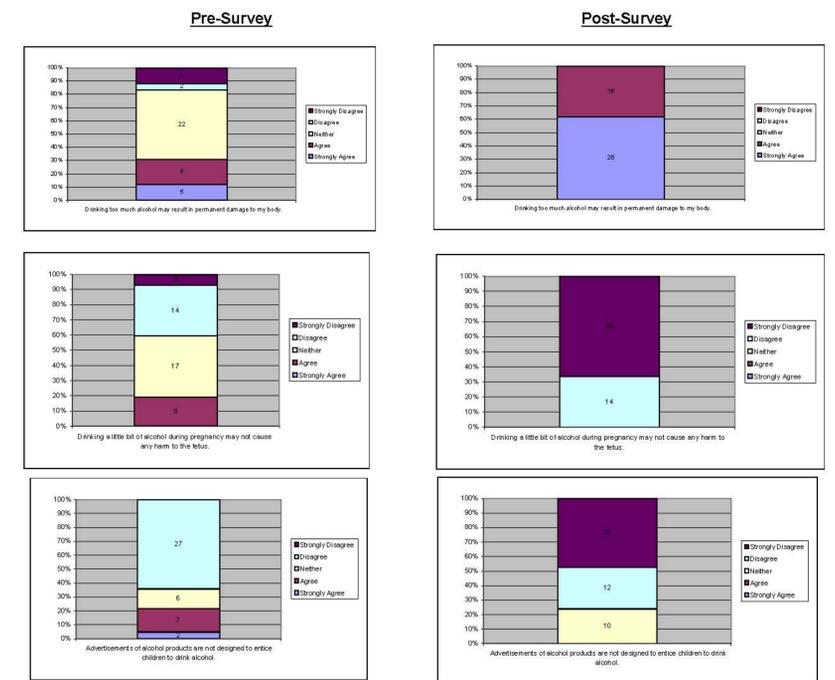
1. Assessment and development of individual critical elements of the model
2. Designing necessary and sufficient operational activities
3. Matching position and organization needs to the implementation plan
4. Initial implementation efforts to field test curriculum and survey instruments
5. Assess feedback and prepare action plan for next phase of implementation

Phase II. Enhancing and Completing the Model (November 2005-July 2006)

6. Complete final development of the curriculum
7. Produce final survey instrument and criteria and guidelines for program delivery
8. Establish model responses for the survey instrument

Phase III. Achieving Full Performance (July 2006-Present)

9. Conduct Training
10. Evaluate project and receive report
11. Review evaluation results and develop plans for the future



Alcohol Industry Advertising	
Measured Activities	Unmeasured Activities
Cost per Year: \$2 Billion	Cost per Year: \$4 Billion
<ul style="list-style-type: none"> • Television • Radio • Print • Bus Shelters • Billboards 	<ul style="list-style-type: none"> • Sponsorships • Sporting Events, Concerts • Logoed Merchandise • Caps, T-Shirts • Movie Placements • Point of Purchase Promotions • Cardboard displays • Internet • Viral marketing

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PREPARING A HEALTHY PATH SERIES

