

FRIENDLY PEERSUASION PROGRAM

The Friendly PEERsuasion program is a unique response to girls' needs because it approaches drug-abuse prevention as a peer issue, using the positive influence of young people modeling healthy behavior.

Part I:

Girls ages 11 to 14 learn decision-making, assertiveness, and communication skills, and practice how to walk away from situations where they feel pressured to use alcohol or drugs.

Part II:

The newly trained "PEERsuaders" plan substance-abuse prevention activities for groups of children ages 6 through 10. Looked up to as leaders, the older girls' commitment to stay drug- and alcohol-free is reinforced.

Results:

An independent evaluation showed that Friendly PEERsuasion helped to delay girls' use of harmful substances, especially by giving them the skills to leave situations where their peers were using drugs.



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inc.®

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