



For immediate release
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Media Advisory

Cobb County Student’s DVD Release Party: Alcohol Awareness Month Celebration

Cobb School’s Prevention Intervention Center plans celebration for forty middle and high school student actors who helped produce a DVD to be used as part of the Keepin’ it REAL curriculum in participating middle and high schools.

Keepin’ it REAL (Refuse, Explain, Avoid, Leave) is a video based curriculum that provides opportunity for students to practice resistance skills through behavior rehearsal and role plays.

Promising preliminary results of Keepin’ it REAL, a model SAMHSA (Substance Abuse Mental Health Services Administration) program implemented in four East Cobb middle schools since January 2009:

- Increased student willingness to use refusal and avoidance skills
- Decreased student perception of peer alcohol use
- Decreased perception that alcohol is needed to have fun at parties
- Decreased student alcohol use

A great story about what is being done to prevent underage drinking problems, not just another story of the consequences of underage drinking incidences. Cobb Alcohol Taskforce spotlights this partner in celebration of 2009 Alcohol Awareness Month this April!

What:	<i>Keepin’ it REAL - DVD Release Party</i> It’s a wrap celebration...with food, awards, production screening and recognition of early KIR achievements!
When:	Monday, April 20, 2009 from 6:00 – 7:30 p.m. During April 2009 - National Alcohol Awareness Month
Where:	Northeast Cobb YMCA 3010 Johnson Ferry Rd., Marietta, GA 30062
Who:	40 student actors and families, Balanced Video Solutions Production staff, community partners; Lassiter High School, The Avenue at East Cobb, Chimney Springs Subdivision, Northeast Cobb YMCA, and Cobb County School District personnel; Cobb County Substance Abuse Prevention Champion, Jeff Inman and Cobb Prevention Intervention Specialists, Amy Head and Katie Love-Pride and other dignitaries <u>Media</u> – Cobb Alcohol Taskforce representatives (youth and adult) and key community stakeholders will be available for interviews. Press kits, to include copy of new DVD release will also be available.