



Kids and alcohol don't mix.

ASKLISTENLEARN.COM



Apolo Anton Ohno at an Ask, Listen, Learn event in California

The results are in and the verdict is overwhelming!

Parents, teachers, and kids are all fans of *Ask, Listen, Learn!* According to independent research conducted by TRU in 2010, teachers and students indicate the *Ask, Listen, Learn: Kids and Alcohol Don't Mix* game is effective in raising awareness and knowledge of the dangers of drinking among middle school students, and is a popular and fun way to learn, too.

The multimedia program includes an interactive game that gets kids up and moving, encouraging them to “Say ‘YES’ to a healthy lifestyle and ‘NO’ to underage drinking.” Developed by The Century Council, the *Ask, Listen, Learn* game allows the player to customize their on-screen character and choose from four, multi-level activities where they are challenged to answer questions about how alcohol affects their body, the basics of good nutrition and the impact of making healthy decisions. More than fifty questions randomly appear as kids race to school, workout in the dance studio, or challenge their friends, while raising their heart rate and increasing their fitness.



Kids play a game that is part of the Ask, Listen, Learn: Kids and Alcohol Don't Mix campaign.

Ask, Listen, Learn was developed alongside a team of educators and psychologists in 2003. The original program consisted of booklets for parents and kids and in an initial evaluation in 2005 proved to reach its primary goal, namely, stimulating conversations between parents and kids about underage drinking by providing useful, data-driven information for both. Since inception, the program has evolved to include an interactive game and a website where kids can play online educational games and download activities to learn more about the importance of making healthy choices. The basis for this interactive game is recent research by Harvard Medical School's Dr. John Ratey, showing that for your brain to function at its peak, your body needs to move. Online, kids can take the pledge to become members of the *Ask, Listen, Learn* team and even read about athletic, academic, and community SuperStars. *To learn more, visit asklistenlearn.com.*



Survey Says...

- More than **eight out of ten middle school students** report the *Ask, Listen, Learn* games make me think about making healthy choices in my life (89%) and stop and think about the dangers of drinking alcohol (84%).
- **Four out of five students** said the interactive *Ask, Listen, Learn* game is a cool way to learn about the dangers of drinking alcohol (85%) and it was fun to learn about this information while exercising (83%).
- Teachers viewed the game format as fun, easy, and highly appropriate with students learning a lot from it, especially since they are a “gaming” generation.
- **Nine out of ten students** (93%) said they learned something about the dangers of drinking alcohol after playing the *Ask, Listen, Learn* game.