

The cover features a photograph of figure skater Ashley Wagner in a blue and white costume, performing on an ice rink. The background is dark, making the skater stand out. The title 'REACH FOR SUCCESS' is prominently displayed in large white letters across the center. To the left of the skater, there are three article teasers with chevron symbols. To the right, there is a circular callout for 'Meet More Superstars' with a website link. At the bottom right, there are small icons for 'ask', 'listen', and 'learn' with a lightbulb, and the website 'asklistenlearn.com'.

REACH FOR SUCCESS

> **Ashley Wagner,**
Two-Time U.S.
National Figure-
Skating Champion

> Choices That
Lead to Success

> Alcohol and
Your Body

Meet More Superstars
Visit asklistenlearn.com
to meet more
Superstars and play
fun and educational
games.

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ask listen learn
Kids and alcohol don't mix
asklistenlearn.com

Topline Results

- **Over 90% of teachers used and/or plan to use the materials with their students**
- **97% of the teachers distributed and/or plan to distribute the student magazines to their students**
- **9 out of 10 teachers distributed and/or plan to distribute the the family sheets and shared the link to the parent website with their students' families**
- **83% of teachers found their students learned a lot from the materials and activities**
- **88% of teachers feel their students are a lot more aware of the dangers of underage drinking since engaging with *Reach for Success* materials**
- **Over 90% of teachers found that this program has inspired further conversations about underage drinking**
- **76% of teachers said the student magazine was the most effective part of *Reach for Success***
- **77% of teachers said the student magazine was their favorite part of *Reach Success***
- **More than 9 out of 10 of the teachers said the student magazine was their students' favorite part of *Reach for Success***
- **93% of teachers found the *Reach for Success* program to be extremely or very useful – 76% rated it extremely useful and 17% found it very useful**

Methodology

To solicit program feedback from teachers, business reply cards were included in the teacher kits and a digital survey was sent to teachers who opened the program emails. The respondents were incentivized with a winning prize of a \$500 gift card.

Total teacher kits sent with BRC: 25,000
 Total BRC's received: 70
 % received: .28%

Total teacher digital post-surveys: 37,449
 Total respondents: 320
 % received: .85%



Complete
 this survey for
 a chance to win a
\$500
 gift card!

We Need Your Expert Feedback

1. Did you use any of the *Reach for Success* materials (student magazine, lessons and worksheets, classroom poster, website resources) with your students?
 - Yes
 - No, I don't plan to.
 - Not yet, but I plan to.
2. Did you distribute the student magazine to your students?
 - Yes, I distributed it.
 - No, I don't plan to.
 - Not yet, but I plan to.
3. Did you distribute the family activity sheets or share the link to the parent website with your students' families?
 - Yes
 - No, I don't plan to.
 - Not yet, but I plan to.
4. How much do you think your students learned from the *Reach for Success* materials and activities?
 - A lot
 - A little
 - Nothing
5. How much more aware do you think your students are of the dangers of underage drinking since engaging with the *Reach for Success* materials?
 - A lot more aware
 - A little more aware
 - Not any more aware
 - I'm not sure.

Please explain or provide examples.
6. Do you think this program has inspired further conversations about underage drinking?
 - Yes
 - No
7. What do you think was the most effective part of *Reach for Success*?
 - Student magazine
 - Lessons
 - Worksheets
 - Family activity sheets
 - Other (*Please explain.*) _____
8. What was your favorite part of *Reach for Success*?
 - Student magazine
 - Lessons
 - Worksheets
 - Family activity sheets
 - Other (*Please explain.*) _____
9. What was your students' favorite part of *Reach for Success*?
 - Student magazine
 - Lessons
 - Worksheets
 - Family activity sheets
 - Other (*Please explain.*) _____
10. Overall, how would you rate the usefulness of *Reach for Success* in teaching your students about the dangers of underage drinking?
 - Extremely useful
 - Very useful
 - Somewhat useful
 - Not at all useful

(Please explain.) _____

Go to www.scholastic.com/freebecorner for more special offers just for you!

Include your name and full school address below to enter the \$500 drawing.*

| | | |
|---------------|----------------|-----------------|
| First Name | School Name | Grade(s) Taught |
| Last Name | School Address | |
| Email Address | City | State Zip |

NO PURCHASE NECESSARY. The "Reach for Success" Teacher Feedback Sweepstakes is open to legal residents of the 50 United States (including the District of Columbia) who currently teach grades 5-7 and are 18 years of age or older. The deadline to enter is May 9, 2014. Sweepstakes will be conducted by April 30, 2014. To enter, cut & complete forms and mail to: Mail Stop 100, Scholastic Marketing Research, P.O. Box 1187, Hightstown, NJ 08520. Void where prohibited. Additional restrictions apply. For complete rules, go to scholastic.com/feedbackrules.

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SHARE YOUR FEEDBACK FOR A CHANCE TO WIN \$500

TAKE THE SURVEY >



The lessons and activities at www.scholastic.com/asklistenlearn teach students about setting goals and making healthy choices. Now we need your feedback on our materials.

Feedback Survey
 Click [here](#) to let us know if our materials helped strengthen your students' knowledge about setting health goals and avoiding underage drinking.

Give us your feedback by April 30, 2014, and you will be entered in a drawing for a chance to win a \$500 gift card.

Thank you for sharing your expertise!



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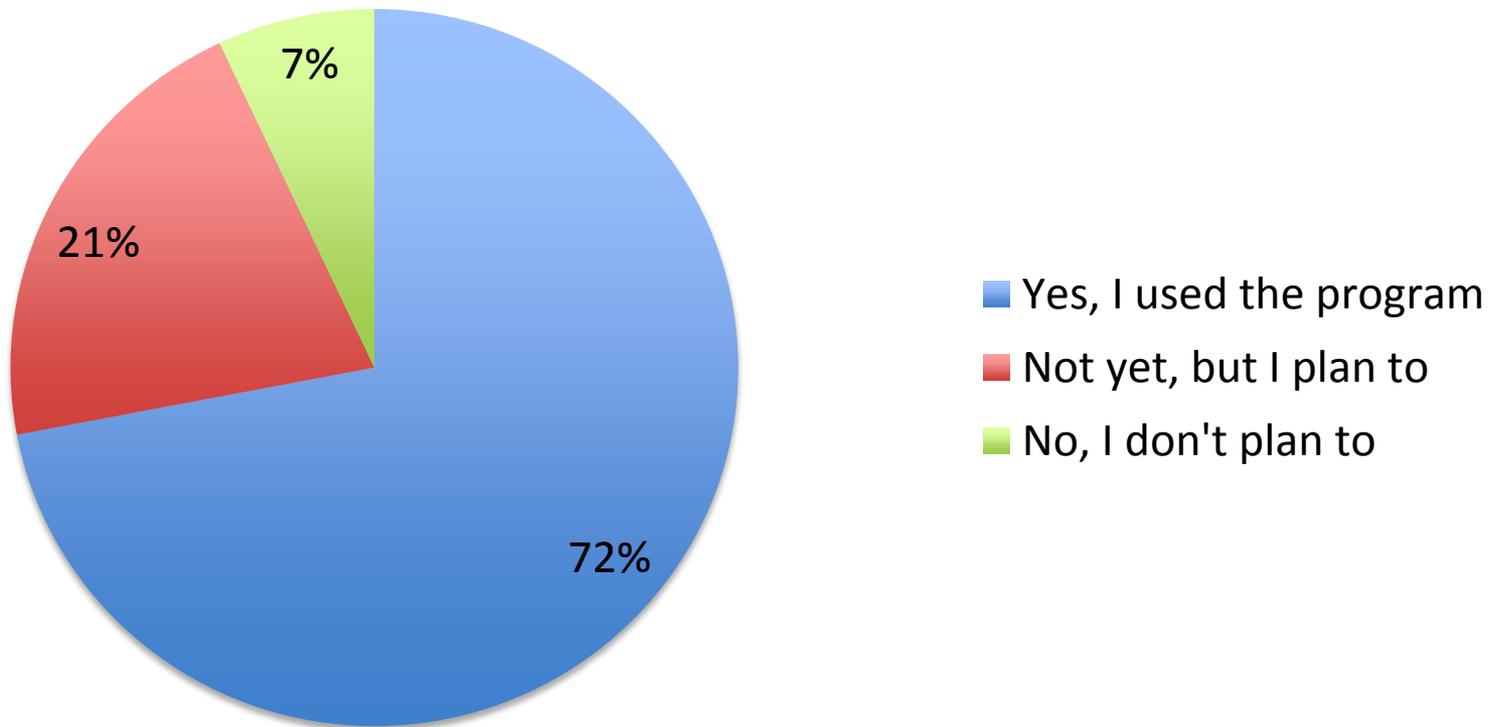
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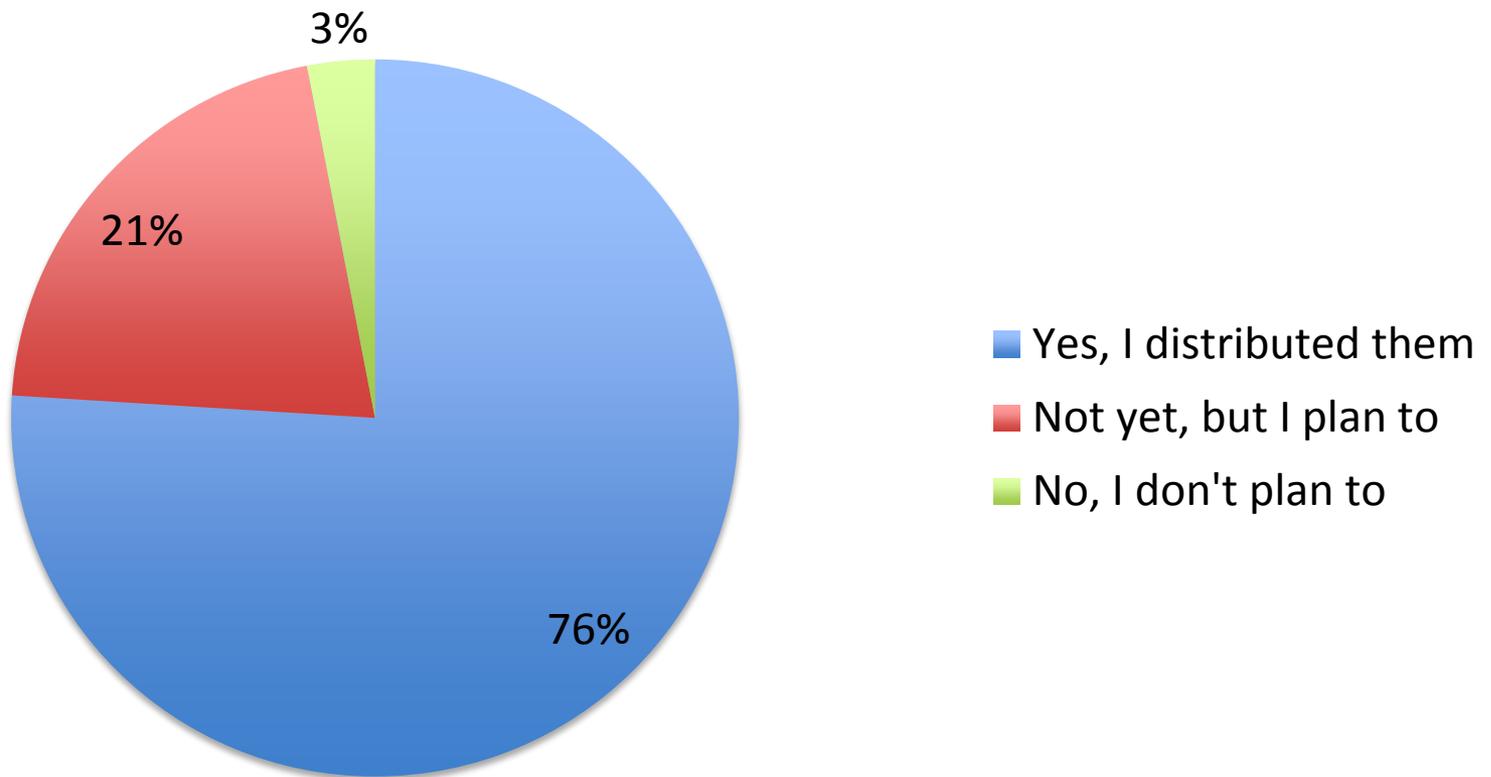
Question 1: Did you use any of the *Reach for Success* materials with your students?

93% teachers used and/or plan to use the materials with their students.



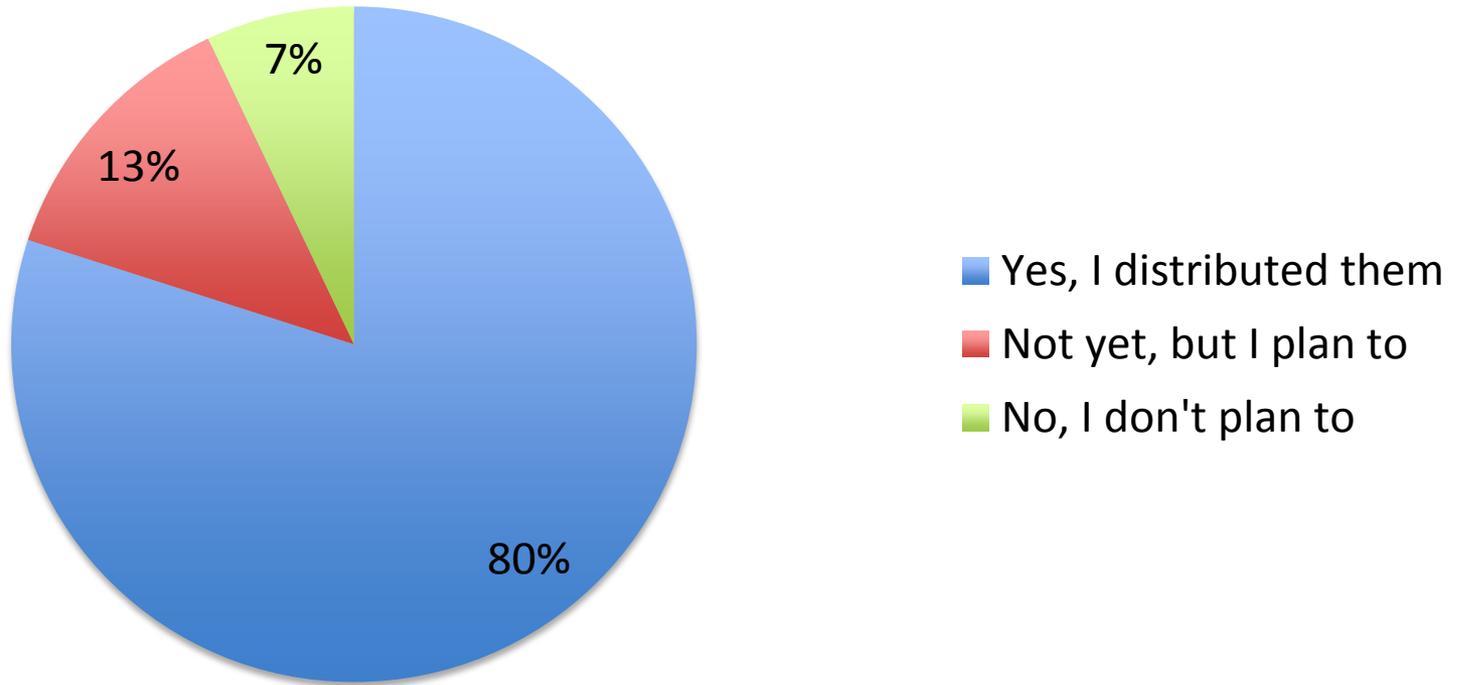
Question 2: Did you distribute the student magazine to your students?

97% of the teachers distributed and/or plan to distribute the student magazine to their students.



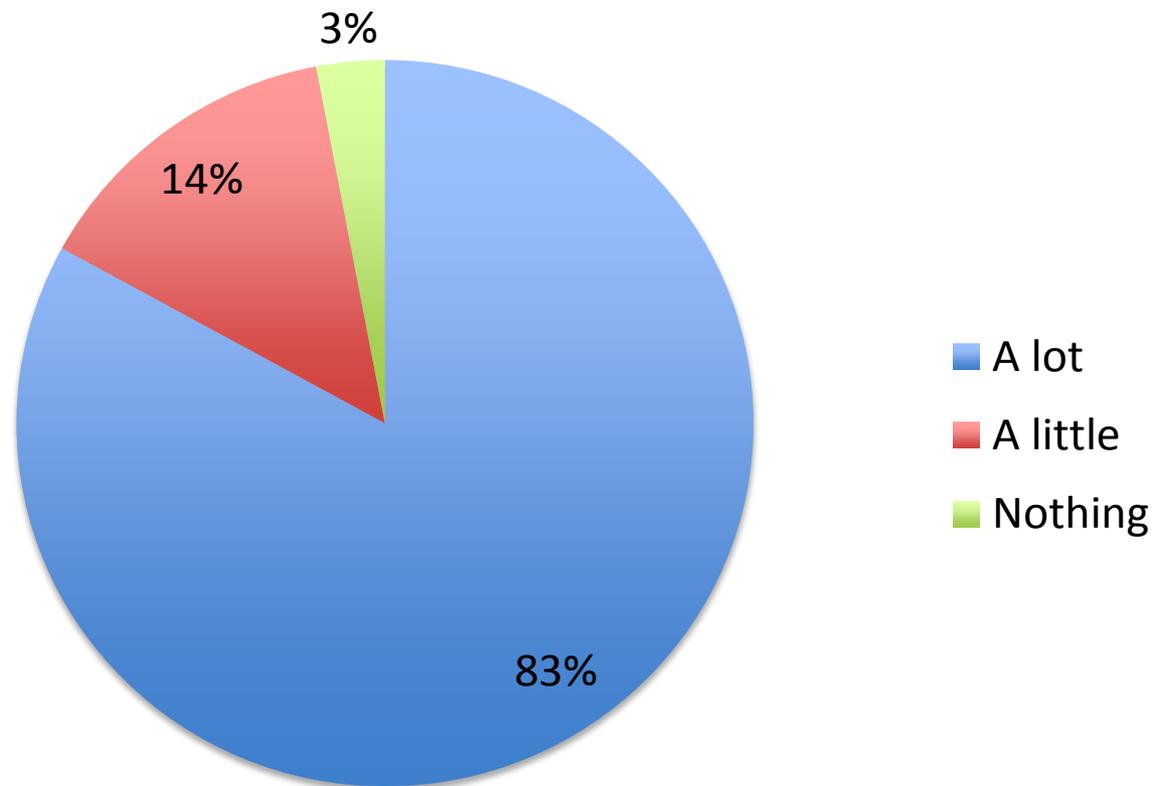
Question 3: Did you distribute the family activity sheets or share the link to the parent website with your students' families?

93% of teachers distributed the family activity sheets and/or plan to distribute them and shared the linked to the parent website with their students' families.



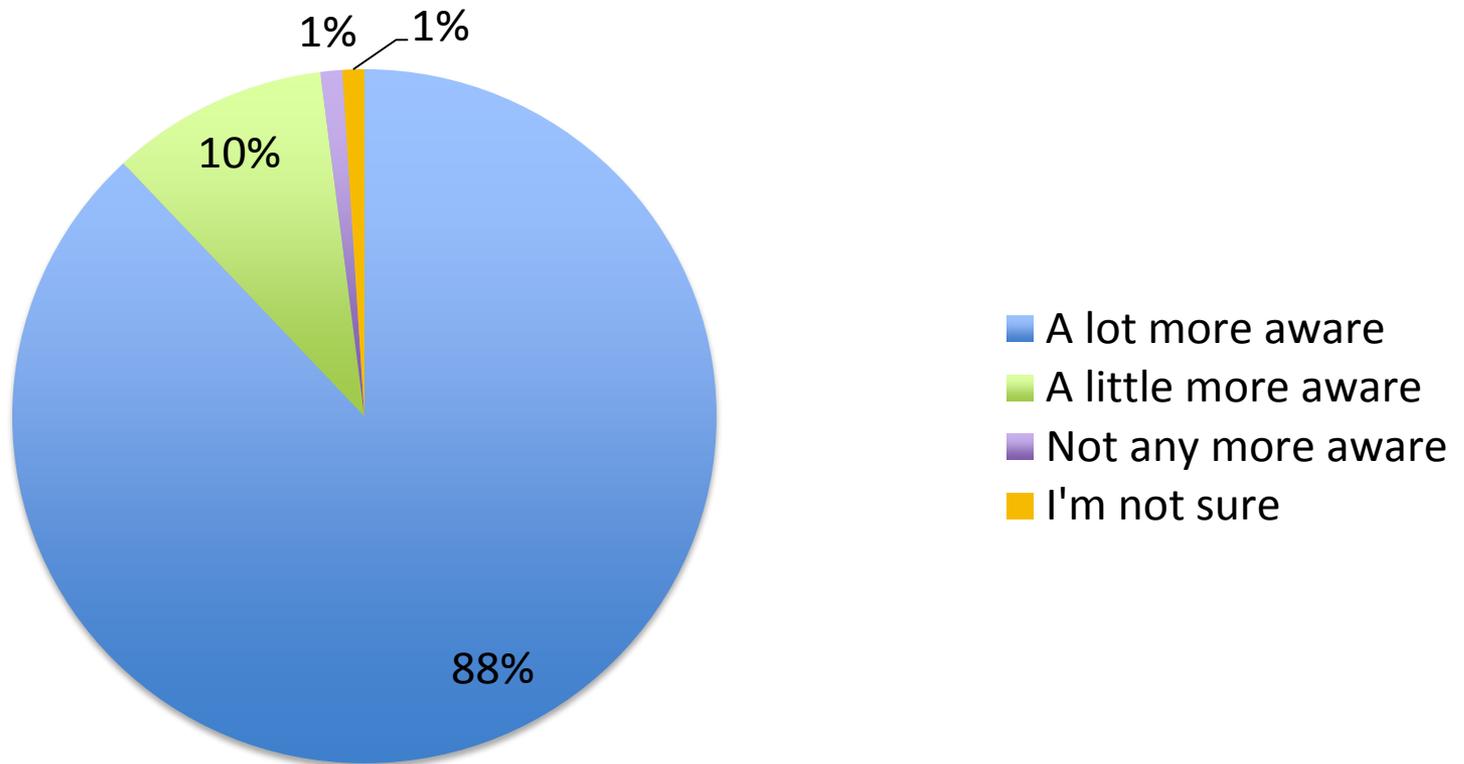
Question 4: How much do you think your students learned from the *Reach for Success* materials and activities?

83% of teachers found their students learned a lot from the *Reach for Success* materials and activities.



Question 5: How much more aware do you think your students are of the dangers of underage drinking since engaging with the *Reach for Success* materials?

88% of teachers feel their students are a lot more aware of the dangers of underage drinking since engaging with the *Reach for Success* materials.

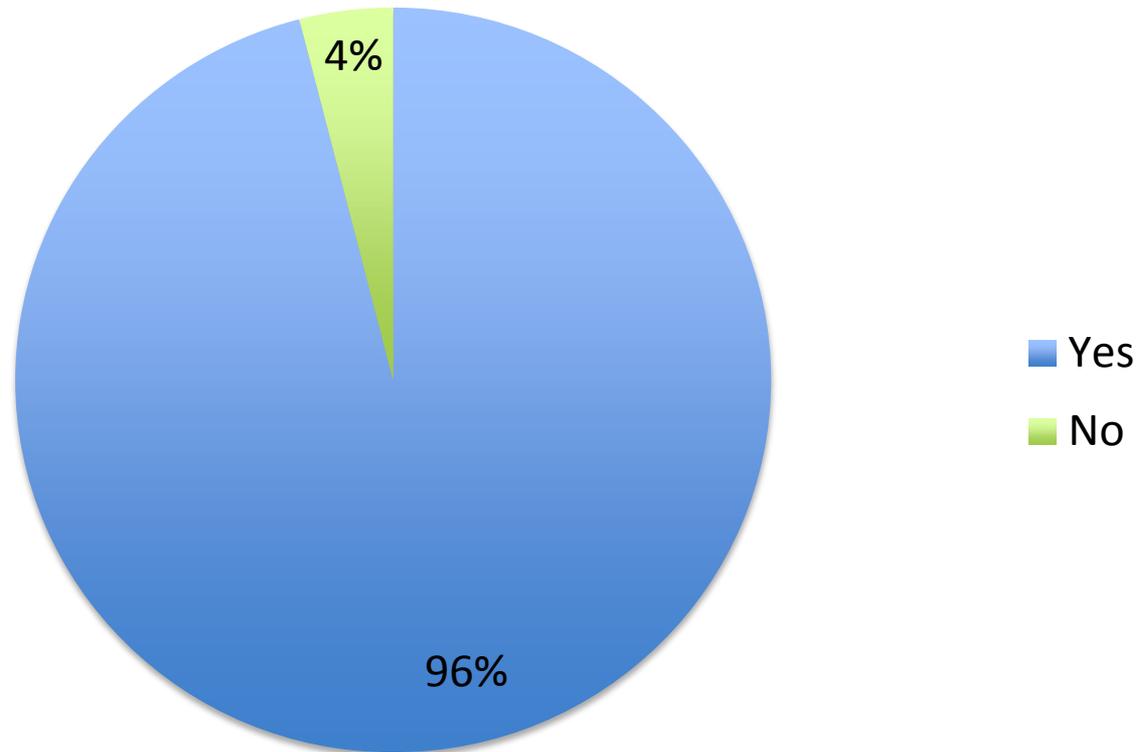


Question 5a: Please explain... (sample verbatims)

- They were coming up with examples and making connections to their own lives.
- It was very inspirational to watch them at work. Students learned new thoughts and processed the information more thoroughly.
- One of the biggest eye openers was how quickly alcohol can reach the brain and the how much is affected.
- Some students were giving examples of their own of the dangers of underage drinking.
- The diagram of the brain helped them realize better what damage alcohol can do to us physically, mentally, and emotionally.
- Students have a better knowledge of risk behaviors and consequences and the damage alcohol has on the developing brain.
- Great refresher for my students that go through the D.A.R.E. program.
- Students mostly knew that drinking makes you act 'funny' prior to the lessons.
- They were surprised to learn how quickly alcohol affects the brain.
- I found that most of the 6th grade level students had never talked with anyone about underage drinking.
- Now they have knowledge of the long term affects of how alcohol affects the body so much.
- This was a great supplemental addition to our Science/Health curriculum.
- Students were able to give great real life examples of why underage drinking is wrong and bad for a youths' health.

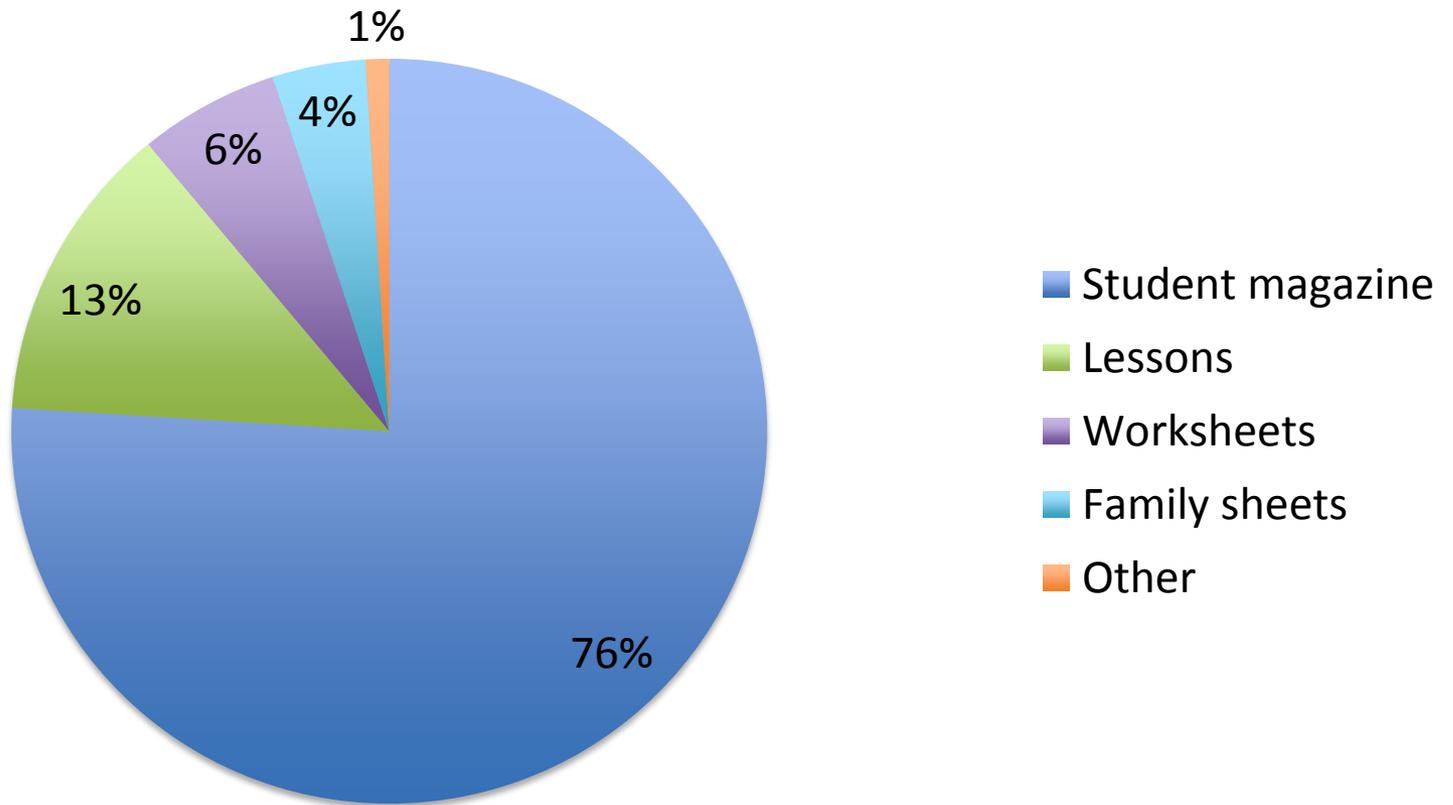
Question 6: Do you think this program has inspired further conversations about underage drinking?

96% of teachers found that this program has inspired further conversations about underage drinking.



Question 7: What do you think was the most effective part of *Reach for Success*?

76% of teachers said the student magazine was the most effective part of *Reach for Success*.

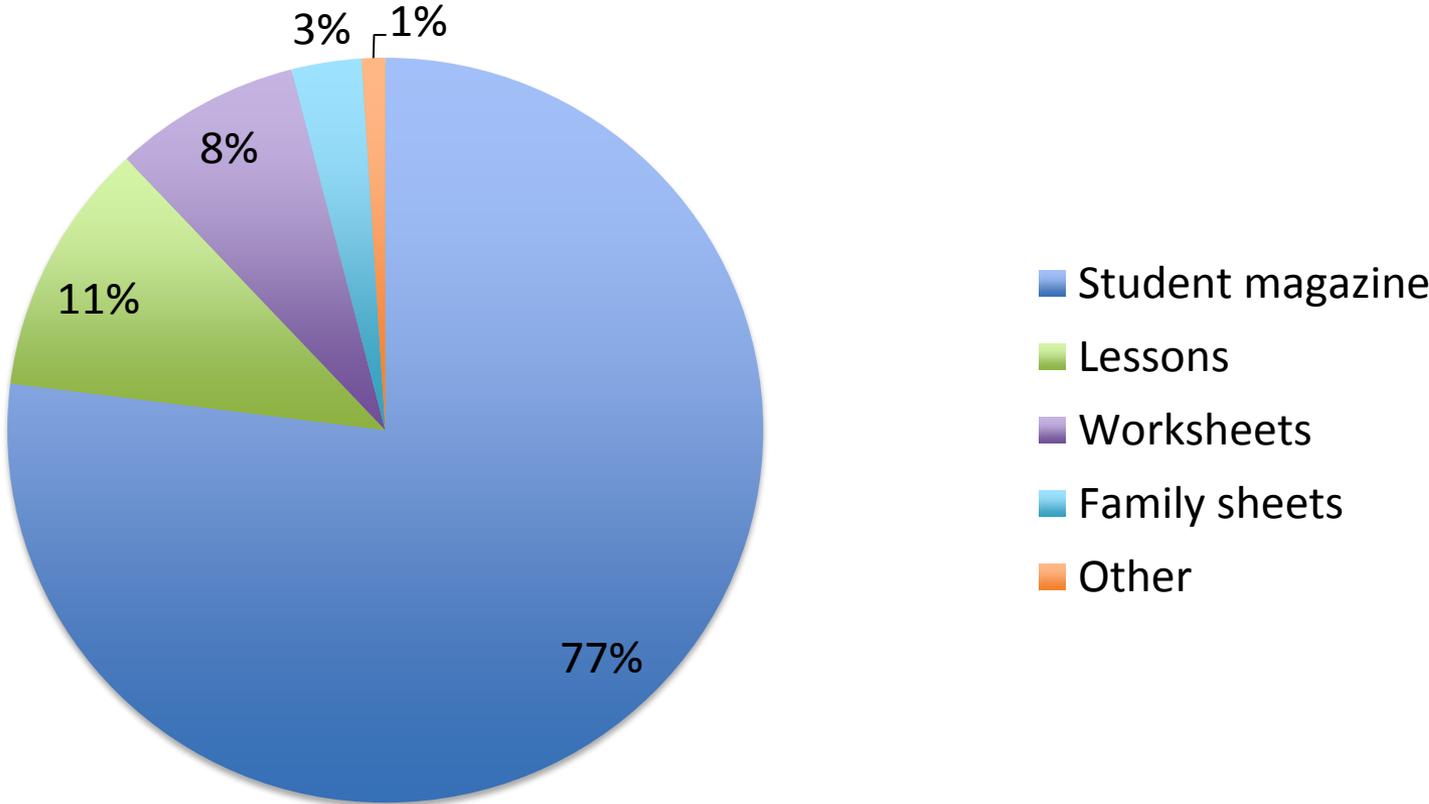


Question 7a: Please explain... (sample verbatims)

- I really think it all came together nicely. Every aspect of this program offered something to the lessons. It was very well written.
- I think everything working together is what made it effective, but learning the actual facts/info from the lessons was key.
- The students enjoyed and put effort into the posters they made. They used the magazine and the Worksheet B (Protect Your Body) as resources to make the posters 'Affects of Under-aged Drinking'.
- Students were able to put their main goals on paper and think about all the different things they may have to give up to accomplish them. It was an eye opener for most.
- The goal worksheet really made students think about their future life goals and how healthy habits now will help them reach those goals.
- Students asked lots of questions about the article which leads to them looking up information online and making a report on information which was not in lesson plan.
- It was at the student's choice to read it. They chose to read it which empowered their learning!
- Students got to read about a modern day athlete and the sacrifices she had to make to get where she is today.
- Students were able to hear from their parent on the topic and set successful goals together which did not include the use of alcohol.

Question 8: What was your favorite part of *Reach for Success*?

77% of teachers said the student magazine was their favorite part of Reach for Success

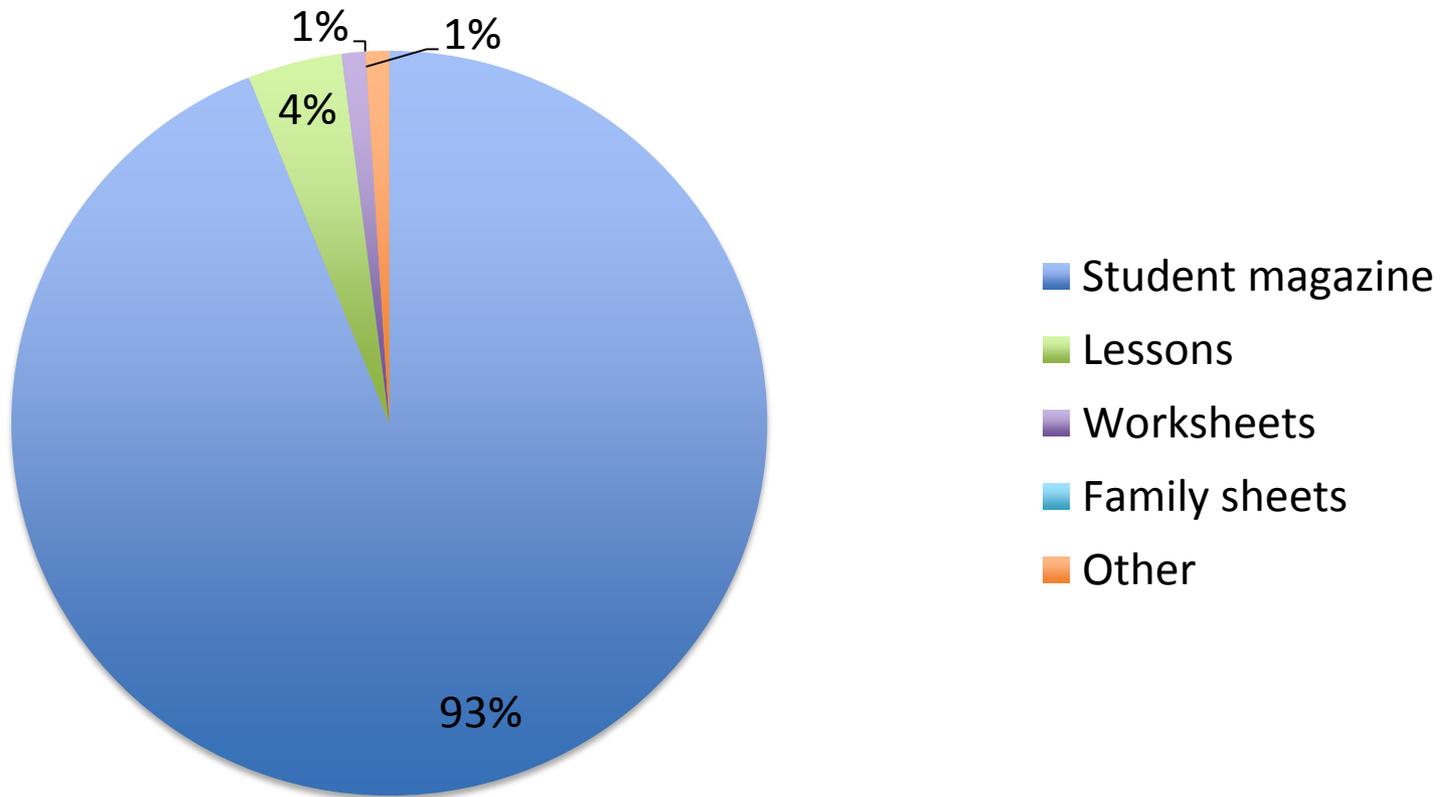


Question 8a: Please explain... (sample verbatims)

- I really liked every aspect of the program/lessons. I think I needed everything that you offered for it to be so successful.
- I liked the visuals the worksheets provided, and I liked how the lessons had the students use them (creating their own graphic, etc.).
- I especially liked the 'Brain Drain' at the back of the magazine. I like to give the students the facts to help them make safe decisions.
- Having the students go home and bring up a tough subject, and having them return and express how much easier it was to talk about it to their parents was amazing.
- Being able to have good reading material to go over with the students went great.
- I really liked the Reaching Your Goals worksheet because kids now days have a hard time setting goals.
- It was nice having a step by step plan on covering the topic.
- Overall, just doing some activities that didn't involve a traditional textbook tend to draw more interest from students.
- I liked the ability to send things home for families in hopes of spurring conversation.

Question 9: What was your students' favorite part of *Reach for Success*

93% of teachers said the student magazine was their students' favorite part of *Reach for Success*.

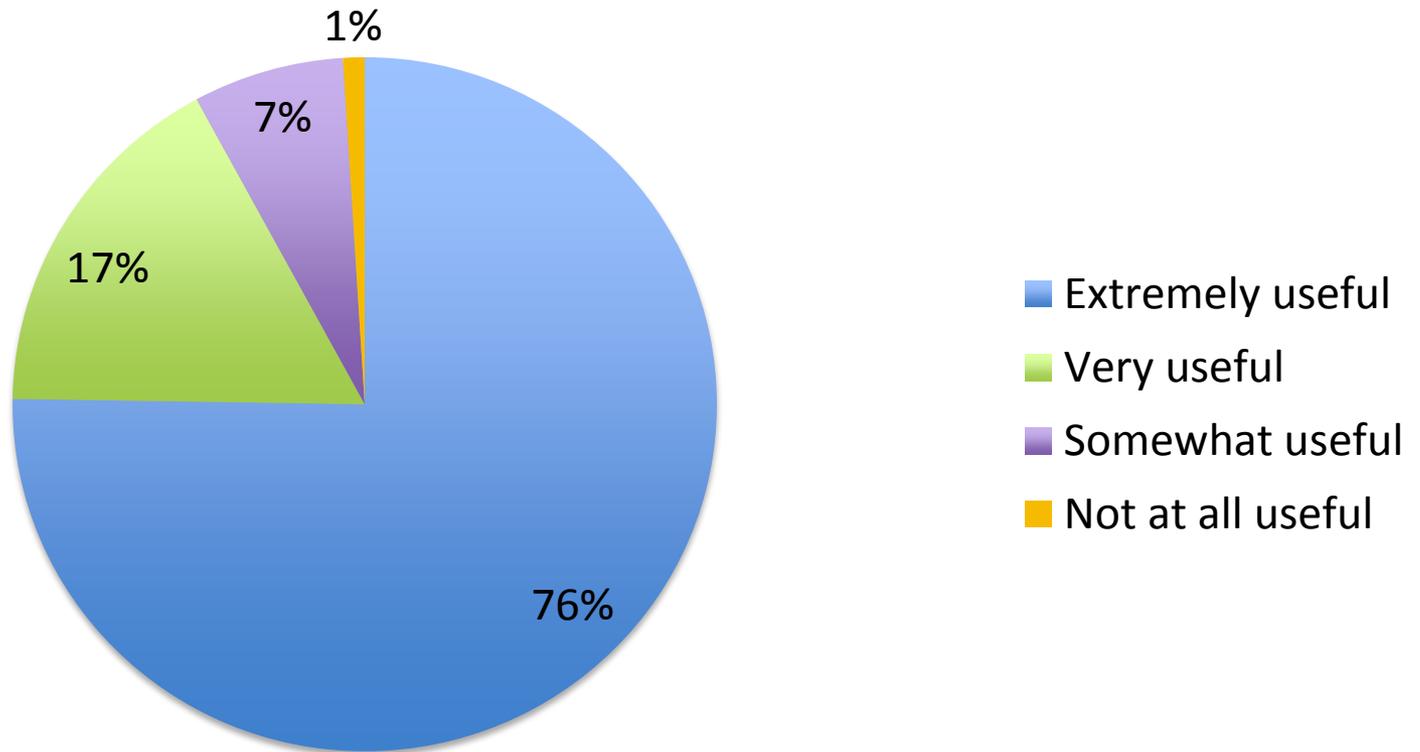


Question 9a: Please explain... (sample verbatims)

- Their favorite part was working in groups to make the graphic of the short/long term effects. I was surprised w/how seriously they took the work.
- Posters!
- They expressed that they wanted to learn about more athletes like her, we even went to the Olympic website and found others and discussed the things they had to do to get to where they were.
- My students love reading true stories. Many of the girls enjoyed reading about Ashley Wagner.
- We had an 'advertising campaign' competition in which students had to create a slogan, a poster, and a short informational speech about why underage drinking is dangerous and unwise. Students really enjoyed that aspect of the teaching.
- When comparing the goals of the ice skater to themselves, they seriously considered their own goals.
- The article was a good place to start in discussing goals and what it takes to achieve them –the sacrifices and the benefit of writing them down.

Question10: Overall, how would you rate the usefulness of *Reach for Success* in teaching your students about the dangers of underage drinking?

93% of teachers found the program to be extremely useful/very useful in teaching their students about the dangers of underage drinking.



Question 10a: Please explain... (sample verbatims)

- I am excited to get started!!!
- I would use this again, but I didn't expect that I would have spent the amount of time that I did on each one.
- I used them in reading class, which is where I'd probably continue using them.
- I think program does a fantastic job of opening communication about several important topics that are very beneficial to the fifth grade students that I work with. Thank you again for the resources!
- It is a benchmark expectation in our standards.
- This program provided students with the information and the tools that they needed to take the talk home and get more answers.
- More than anything, the magazine and lesson got the students talking about it and they had an outlet for their curiosity.
- I liked the lessons and the magazine gave students a visual aid and story of success. It also provided opportunities for student discussions.
- I think our 8th graders are very well versed when it comes to alcohol, but the material help clear up some things for them.
- I would like to have MORE resources that includes; songs, books, and videos. Maybe more real-life stories that students could relate to.