

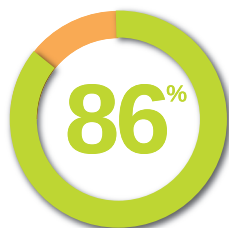
Alcohol and Your Developing Brain: EVALUATION HIGHLIGHTS

Ask, Listen, Learn: Kids and Alcohol Don't Mix is Responsibility.org's underage drinking prevention program, which targets kids ages 9-12 and their parents and educators. In 2016, *Ask, Listen, Learn* launched science-based digital resources – including seven animated videos and lesson plans – that take kids on a journey through the developing brain, teaching them what the brain does, what alcohol does to it, and what that does to you.

Keeping with its tradition of researching and evaluating their programs, Responsibility.org commissioned an independent, external study on the efficacy of the new content. Researchers analyzed pre- and post- surveys from over 1,700 students in 70 schools across the country.

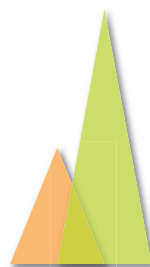
Here's what we learned:

1 *Ask, Listen, Learn* empowers kids to make smart decisions in the future.



of students agreed that this class has given me enough information to help me make good decisions in high school about drinking alcohol.

2 *Ask, Listen, Learn* increases conversations between kids and adults.

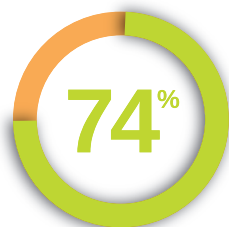


Students reported an increased dialogue between themselves and teachers –

44% → 95%

Results show a strong and consistent increase in communications between students and adult family members as a result of the curriculum.

3 Students gain critical knowledge on how alcohol affects the developing brain through *Ask, Listen, Learn* lessons.



of students believe they could effectively explain to a friend how drinking alcohol affects the brain.

Knowledge of the function of neurotransmitters increased from
21% pre - test → 77% post-test



* *Ask, Listen, Learn* is aligned to Common Core, Next Generation Science, and National Health Education Standards.