

GIRLS INC. FRIENDLY PEERSUASION™

WHY THIS PROGRAM?

Girls deserve healthy environments, but they face many pressures that thwart their ability to make smart choices concerning the use of legal and illicit substances. Girls often are drawn to use alcohol, tobacco, and other drugs to become or stay slim, manage stress, appear mature, be popular with peers of both sexes, or escape overwhelming problems. Because many of these pressures are more prevalent for girls than boys, standard prevention programs can be ineffective for girls.

CONSIDER THESE FACTS

- ⌘ More girls than boys are using alcohol, tobacco, and other drugs. Over 35% of girls in the 8th grade report using alcohol at least three times a month (Oregon Healthy Teen Survey, 2004).
- ⌘ Girls become addicted to substances more quickly than boys with greater health risks (Columbia Center for Substance Abuse Research, 2003).
- ⌘ The average substance abuse treatment cost is \$12,000 per girl. The average incarceration cost is \$43,000 per girl. 90% of girls referred to juvenile court were for drug or alcohol related crimes (Oregon Youth Authority, 2003).

ABOUT THE PROGRAM

GIRLS INC. Friendly PEERSuasion is a research based program consisting of sixteen, 90 minute sessions that build communication skills, teach girls to recognize stress, and practice responding to stress in healthy ways—three abilities that form the basis upon which decision-making and resistance skills are built. Girls learn about tobacco, alcohol, prescription and over-the-counter medications, nutritional supplements, and illicit drugs. They analyze media messages that glamorize substance use.

PROGRAM OBJECTIVES

- ⌘ Reduce favorable attitudes towards substance use
- ⌘ Build stress management skills
- ⌘ Build communication and refusal skills
- ⌘ Educate girls about substances and their impact on the body

EDUCATOR * SERVICE PROVIDER * PARENT TRAININGS

Substance abuse goes largely unrecognized among girls until it becomes a life altering problem. To help caring adults identify girls most at risk, GIRLS INC. offers customized trainings to schools, agencies and parents. Early warning signs, profiles of users, and effective prevention and early intervention practices are provided.

WHAT GIRLS SAY ABOUT FRIENDLY PEERSUASION

- ⌘ "I used to think I was the only one who didn't want to smoke weed, now I know I am not alone." MARNEESHA AGE 13
- ⌘ "Kids in my school use drugs because they are bored. GIRLS INC. gives me a place to do fun things and spend time with other girls." KARINA AGE 12
- ⌘ "I am really stressed at home and at school. I really needed to learn how to relax. Thanks GIRLS INC." TALIA AGE 9

TO BRING FRIENDLY PEERSUASION TO YOUR SCHOOL OR COMMUNITY

The Friendly PEERSuasion™ program can be implemented in your school or community by contacting Kamesha Robinson at 503 230 0054.

**girls
inc.®**
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