

OREGON

Oregon Partnership YouthLink Project

▶ AT-A-GLANCE

▶ Project Characteristics

Innovative
Youth and Alcohol

▶ Program Areas

Youth Programs
Alcohol and Other Drugs

▶ Targeted Populations

Teenagers

▶ Type of Jurisdiction

State

▶ Jurisdiction Size

3.4 million

▶ Funding

TSS Funds: \$183,251
OR Partnership: \$319,067

▶ Contact

Max Margolis
YouthLink Director
6443 SW Beaverton –
Hillstate Highway
Suite 200
Portland, OR 97221
(503) 244-5211

Problem Identification

Oregon's statewide statistics showed that one-in-three eighth graders have consumed alcohol in the past 30 days. According to YouthLink, children who begin drinking alcohol before the age of 15 are four times more likely to become addicted to alcohol than their peers who don't drink. Underage drinking is a significant factor in traffic crashes, which can lead to serious injury and even death. The YouthLink Project is a comprehensive program that addresses underage drinking and its impact on traffic safety. By educating youth about the many dangers of alcohol and other drugs, YouthLink hopes to positively influence the decisions made by young people.

Goals and Objectives

The program's goal is to deliver innovative, accurate, and creative prevention services to motivate young Oregonians to think about the realities of alcohol and drugs and to provide opportunities for them to make positive changes in their lives and in their communities.

The program's objectives are to:

- Reduce underage drinking by creating awareness of its dangers and consequences, especially those related to traffic and other safety issues;
- Increase the awareness and use of the YouthLine through marketing and outreach strategies developed by the Youth Advisory Network;
- Provide adequate staffing by teens of the YouthLine; and
- Implement a matching grant program for agencies and organizations that serve youth in local communities.

Strategies and Activities

The YouthLink Project implemented the following strategies and related activities to achieve its goals and objectives:

- Created and distributed alcohol and other drug prevention awareness toolkits to every public high school and middle school in Oregon.
- Created and distributed Red Ribbon toolkits to 500 community leaders.
- Designed a Red Ribbon Week "Scoring Goals" tip card for parents and coaches to help them guide their young athletes in making positive, healthy choices.
- Recruited and trained teens as volunteers to staff the YouthLine.

- Made presentations at schools, fairs, churches, conferences, parent groups, forums, detention centers, and youth summits.
- Aired a 30-second PSA along with an interview.
- Advertised on radio and on 152 movie screens throughout Oregon.
- Created materials in Spanish, including brochures, posters, and magnets which were designed by students.
- Extended program outreach to youth in traditionally underserved rural communities.

Results

The YouthLink Project achieved the following results during the past three years:

- Reached over 16,000 young Oregonians through creative, interactive multi-media alcohol and drug prevention presentations at school assemblies and activities, conferences, workshops, youth organizations, faith community youth groups, athletic events, and in classrooms.
- Outreached to 50,000 Oregon soccer players and coaches.
- Made 170 presentations from October 2000 through September 2001.
- Provided scholarships to 52 Oregon Youth.
- Raised student and educator awareness.
- Generated media coverage.
- Increased calls to the YouthLine.
- Recruited YouthLine volunteers.
- Broadened its presentation topics to include alcohol, marijuana, ecstasy, Ritalin, and Methamphetamines.
- Added additional objectives for the coming year.
- Endorsed by the Confederation of Oregon School Administrators the Oregon Association of Secondary Schools Administrators, the Oregon Medical Association Alliance, and the Oregon Youth Soccer Association.
- Received the Oregon Department of Transportation's Youth Safety Program award for 2001.
- Received an award from Fox49/State Farm in October 2000.