

Project:	NIDA Goes Back to School: Science-Based Drug Abuse Information for Youth Rate this activity. Unrated
Project Website:	http://backtoschool.drugabuse.gov
Project Categories:	Programs, Curriculum Development, Research
Primary Target:	Classroom Teachers Teachers are one of the campaign's primary audiences, and other audiences include people who work with and have influence on youth (e.g., parents, administrators, counselors, health professionals, researchers, program developers, and other community members. The national NIDA Goes Back to School campaign and program model disseminates information in a variety of ways to reach its intended audience. Campaign staff disseminates science-based information on the consequences of drug abuse through speaking engagements at conferences, conventions and workshops in addition to sending information via print and online media.
How to Reach Primary Target:	
Secondary Target:	Youth Workers The NIDA Goes Back to School campaign supports NIDA's overall effort to engage and educate young people about drugs and drug-related issues. NIDA reaches out to its secondary audience through interactive, online technology in addition to science-based public service advertising campaigns, event planning, media outreach, and grassroots efforts.
How to Reach Secondary Target:	
General Demographics:	This campaign is geared toward youth, both male and female, who are in elementary, middle and secondary school. Each level of education has its own programs and resources.
Funders	
Funders:	National Institute on Drug Abuse 6001 Executive Boulevard Bethesda, MD 20892 http://www.nida.nih.gov/
Evaluation Strategy:	NIDA evaluates the success of the NIDA Goes Back to School campaign primarily through analyzing the number and types of Institute publications that are distributed each year. In 2007, 2.8 million copies of NIDA Goes Back to School campaign materials were ordered and distributed.
Project Descriptions	

Summary: The National Institute on Drug Abuse (NIDA), part of the National Institutes of Health in the U.S. Department of Health and Human Services, sponsors the NIDA Goes Back to School campaign. The Institute created this campaign as a part of its initiative to engage youth using NIDA's science-based resources and information and to promote science education among various audiences. The NIDA Goes Back to School campaign provides a variety of free educational materials that can be used by youth and a variety of youth advocates, including teachers, counselors, health professionals, parents, researchers, program service providers, and other community members. This conference session will raise awareness about the NIDA Goes Back to School campaign and provide information about how its free materials can empower individuals by giving them new resources, skills, technologies, and strategies to improve school and community health. The campaign's educational materials—which include publications in English and Spanish, posters, curricula guides, and CD-ROMS—explain the consequences of drug abuse on the brain and the body and are designed to increase scientific literacy and stimulate interest in scientific careers among young people. Materials are based on current prevention science—which has made great progress in recent years as scientists study a broader range of populations and topics, including topics related to effective interventions with younger populations and minority groups. Campaign staff encourages audience members to use these materials in the educational system and in the field further program development and the replication of the campaign's sound and successful curricula. The NIDA Goes Back to School campaign is one of many NIDA initiatives that connects and engages with youth through creative innovation that combines science, technology and education.

Impact: This presentation helps and supports our target audience members by providing them with free, science-based materials that can be used to create better, stronger, and well-rounded classroom curricula and community programs. In addition to our primary target audience of educators, youth benefit from this campaign because they can use its materials to acquire reliable, science-based information about drugs and drug abuse. Youth are connecting with NIDA not only through the NIDA Goes Back to School campaign, but also through the Institute's Web Chat Day (where youth ask NIDA scientists about the consequences of drug use) as well as the NIDA for Teens Web site, which provides access to a variety of interactive and educational games, links, downloads, quizzes, and factual information about the consequences of drug use.

Lessons: This presentation has the following three learning objectives. Staff will help attendees to: • Understand the many ways that NIDA

supports the intersection of science, education and technology by addressing fundamental questions about drug abuse and addiction, including current drug-use trends among youth. • Learn about a successful school health program (available via the NIDA Goes Back to School campaign) through an in-depth case study analysis. • Learn how to access cost-free, interactive, research-based resources that augment existing curricula. Attendees can use these resources to equip youth, schools, and communities with tools to overcome drug use and related risky behaviors.