

CROSSROADS Products

CROSSROADS Classroom Starter Kit

Everything needed to deliver the CROSSROADS Substance Abuse Prevention Program in one classroom.

CROSSROADS School Starter Kit

Get the full CROSSROADS experience! You'll get the *CROSSROADS Classroom Starter Kit* **PLUS** the *CROSSROADS Drug Information Booth 3-Drug Package* **PLUS** the *CROSSROADS Healthy Majority Social Norms Campaign Kit*!

CROSSROADS Drug Information Booth Packages

Available for 1 to 6 drug displays. Packages include a durable exhibit unit with custom header, a colorful mural for each display and the *CROSSROADS Drug Trivia Game* and game piece.

CROSSROADS Healthy Majority Social Norms Campaign Kit

Everything needed to conduct 2 social norms media campaigns using your own local data—150 *CROSSROADS Clipboard Surveys*, 50 pencils, and fill-able full-color posters in 2 sizes.

And There's Much More...

For a full list of our products, product details, training info & prices, visit us at:

www.crossroadsprevention.com

Rev. 07/2011

Want to Know More?

For information on CROSSROADS and our CROSSROADS Substance Abuse Prevention products, contact us:

Toll-free: 1-866-215-6204

crossroadsprevention@uncw.edu

www.crossroadsprevention.com



CROSSROADS was developed and is distributed by
CROSSROADS Substance Abuse Prevention
& Education Program
University of North Carolina Wilmington
601 S. College Road
Wilmington, NC 28403



CROSSROADS

*Evidence-Based
Peer-Led
Substance Abuse
Prevention Resources*

**Comprehensive Program &
Educational Materials for
Middle and Early High
School-Age Youth**

What is CROSSROADS?

CROSSROADS is:

- A substance abuse prevention program designed for late middle school and early high school-age youth.
- **Evidence-based**—It is built around strategies proven to delay and prevent substance use among adolescents.
- **Comprehensive**—It offers both an in-class curriculum and out-of-class activities to enhance and optimize your message.
- **Interactive**—It uses instructional methods that make learning fun and relevant.
- **Field-tested**—It has been in continuous use in schools for over 12 years! And it has undergone extensive study with 9th graders and most recently with 8th graders.
- **Unique**—It was built on a 2-tier peer education model that partners in-school peer educators with trained CROSSROADS College Mentors at the University of North Carolina Wilmington.
- **Adaptable**—It can be used effectively with early and mid-adolescent audiences in a variety of settings—schools, community organizations, clubs and more.
- **Flexible & Affordable**—Implement the full program or just the components that fit your budget, audience and needs!

*The **CROSSROADS** trial was a 4-year, 4-state study funded by the National Institute on Drug Abuse. (NIDA DA 017994)

CROSSROADS Basics

Target Mediators

CROSSROADS targets 7 key mediators or prevention strategies proven effective in preventing and delaying adolescent substance abuse:

- Positive social norms
- Beliefs about consequences
- Accurate drug-related knowledge
- Resisting pressure
- Good decision-making
- Skills for goal-setting
- Making healthy commitments

Instructional Strategies

- **Peer Education:** **CROSSROADS** uses the power of peer-to-peer relationships to increase knowledge, build skills and create positive role models for healthy decision-making. Every **CROSSROADS** component is designed to be easily and effectively peer-led!
- **Classroom Instruction:** The **CROSSROADS** curriculum covers serious topics in ways that engage students, using games, debates, challenges, and skits.
- **Out-of-Class Learning:** Peer educators carry out structured educational activities designed to reach large numbers of youth with a consistent, clear prevention message delivered by those they trust most.

Program Components

CROSSROADS Curriculum—5 activity-based 45-minute lessons designed for easy implementation by a teacher—peer educator team. BONUS: Special **Intro** and **Closing** lessons included for a more robust **CROSSROADS** experience! Sample titles: *Perceptions of Drug Use, Personal Susceptibility, Opting Out*

CROSSROADS Drug Information Booths—Interactive, colorful displays presenting information most relevant to today's youth. Six displays available: Alcohol, Tobacco, Marijuana, Meth, Inhalants, & Prescription Drug Abuse. Each exhibit includes the **CROSSROADS Drug Trivia Game**.

CROSSROADS Healthy Majority Social Norms Campaigns give peer educators the tools they need to create their own social norms campaigns using real local data.

The CROSSROADS Promise

Every CROSSROADS purchase is backed by a team of practicing prevention professionals and trained College Mentors from the University of North Carolina Wilmington. We promise to provide you with the training, guidance and support you need to make CROSSROADS successful in your setting, no matter where you are!