

We're Not Buying It 2.0

Program Description- We're Not Buying It 2.0 is a substance abuse prevention program that focuses on developing media literacy skills for students in sixth to eighth grade. WNBI uses researched and evaluated prevention education strategies to reduce early use of alcohol, marijuana, prescription and over-the-counter medications.

Program Requirements-

Time: 6 Sessions, Once a week for 6 weeks. The sessions include a mix of lecture, discussion, and activities and are designed to last 40-45 minutes each.

Grades: 6th – 8th

Participants: All children in the classroom setting, their teacher or leader, the program facilitator(s), and the parent or guardian at home

Goals and Objectives-

The primary focus of We're Not Buying It 2.0 is to raise awareness of substance abuse and bullying behaviors that are included in popular, non-advertisement media such as movies, music, and social media. The following goals will be addressed throughout the duration of We're Not Buying It 2.0.: Raise awareness on how surroundings can affect life decisions, delay the age of first use of alcohol consumption and marijuana, deter abuse of over-the-counter/prescription drugs by clarifying the importance of using medication as directed, identify bullying behaviors and how social media exploits and encourages it, and enable youth to deconstruct traditional media and social media messages.

