



## MEDIA ADVISORY

**WHAT: Youth Activism Training**

Eau Claire County high school SADD groups (Students Against Destructive Decisions) will participate in a training about the difference they can make in reducing underage drinking – learning about the community factors that influence alcohol use, the power of advertising, impact of alcohol on the teen brain, and the legal implications of underage drinking.

This training is designed to give youth the knowledge and skills to be effective advocates to reduce and prevent underage drinking in Eau Claire County.

**WHY: Over 2000 high school teens in Eau Claire County reported drinking alcohol in the last year.**

**WHO: Youth and adults from our six Eau Claire County high schools, as well as the Alliance for Substance Abuse Prevention, will be involved:**

- Altoona
- Augusta
- Eau Claire Memorial
- Eau Claire North
- Fall Creek
- Regis



**WHEN: Tuesday, October 8, 2013 9:00 am – 2:00 pm**

**WHERE: Trail Lodge, Chippewa Room**  
3340 Mondovi Road, Eau Claire

**CONTACTS:**

Deborah Tackmann, Youth Advocacy Advisor **715-828-1455**  
Francie Peardon, Community Advocacy Director **715-514-9222**

