



# ALCOHOL LITERACY CHALLENGE (ALC)

The Alcohol Literacy Challenge is funded by a grant through the Bucks County Drug and Alcohol Commission, Inc.

## WHAT IT'S ALL ABOUT

Alcohol Literacy Challenge (ALC) is an evidence-based intervention that improves knowledge, attitudes, and beliefs about substance use.

## HOW IT WORKS

ALC is a one-time intervention that will be held in a virtual setting and conducted by a trained facilitator. The curriculum is designed to help youth:

- Understand the true, physical effects of consuming alcohol and the placebo-caused social and emotional effects people associate with drinking
- Become media literate to alcohol marketing strategies

## CHECK US OUT



[www.childandfamilyfocus.org](http://www.childandfamilyfocus.org)



## WHO IT'S FOR

ALC is intended for college students and young people between the ages of 18-22.

## PROVEN RESULTS

College students participating in ALC have reported:

- 45% were less likely to consume alcohol and/or display alcohol disorders
- 26% improved knowledge, attitudes, and beliefs about substance use
- The program effectively reduced alcohol use among heavy drinking college students who are members of fraternities
- That alcohol expectancies manipulate drinking behaviors

## FOR MORE INFORMATION

To schedule an ALC session, email Lead Prevention Specialist Karen at [kmontague@childandfamilyfocus.org](mailto:kmontague@childandfamilyfocus.org)  
or  
[prevention@childandfamilyfocus.org](mailto:prevention@childandfamilyfocus.org)