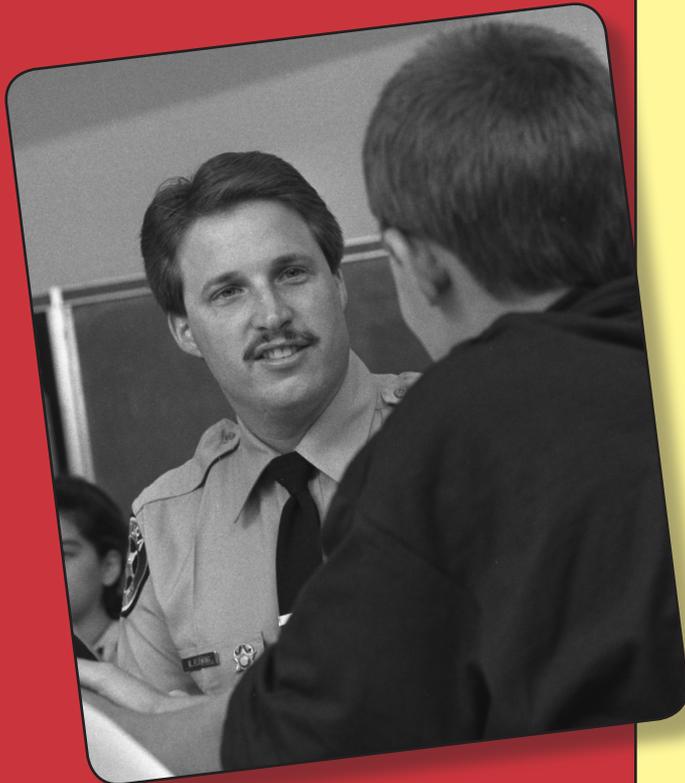


D.A.R.E. Because it works.

The new D.A.R.E. curricula integrates the latest in science and research-based strategies into the world's largest and most effective educational delivery network... D.A.R.E. New D.A.R.E. is highly interactive, using small group discussions and role-playing of real-life situations kids face constantly – the temptation and peer pressure to use tobacco, alcohol and drugs.

Rigorous scientific evaluation has documented that kids who complete the New D.A.R.E. program

- Have improved decision-making skills,
- View drug use as unacceptable, and
- Possess a significantly decreased likelihood of ever using drugs.



Because it works.



For more information visit our web site at
www.dare.com or contact us at:

D.A.R.E. America
P.O. Box 512090
Los Angeles, CA 90051-0090
800.223.DARE



The New D.A.R.E. Program

D.A.R.E. **Because we care.**

Kids today grow up in a complex and confusing world. Through television, movies, music, and, most of all, peers, our kids are exposed to drugs at a very early age.

They're our kids...our future. And we want their futures to be bright, secure, healthy and safe.

That's why we care. That's why there is D.A.R.E.

D.A.R.E. **To believe in themselves.**

D.A.R.E. teaches our children—from kindergarten through high school—not to just refuse drugs, but how to do it.

The solution is education. D.A.R.E. gives our children the tools they need to resist drugs and make the right choices. D.A.R.E. sends a highly-trained police officer into classrooms to teach students how to refuse drugs and alcohol.

By getting the message from a street-wise law enforcement officer—one who's been out there and knows how drugs and alcohol can destroy lives—kids take the message seriously.

"D.A.R.E. teaches self-confidence and pride. I am 17 years old and D.A.R.E. is still a major part of my life."

Jasmine Jorgenson, D.A.R.E. Graduate

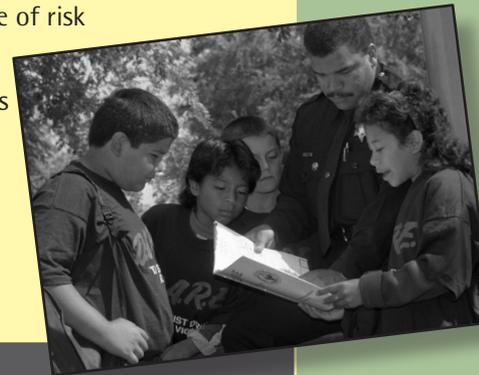
D.A.R.E. **The New D.A.R.E. Difference**

An Investment in Your Community's Future

The new D.A.R.E. curricula incorporate innovative prevention science and research-based strategies designed to improve student skills and outcomes.

D.A.R.E. offers interventions during critical years of a student's education: K-2nd, 3rd-4th, 5th, 7th, and 9th grades. Only New D.A.R.E....

- Offers a science-based education based on principles of prevention
- Utilizes active learning
- Targets communication and refusal skills
- Teaches decision-making skills throughout lessons
- Promotes accurate normative beliefs
- Supports positive peer influence
- Promotes high self-efficacy
- Creates a working knowledge of risk
- Develops healthy attitudes
- Uses specially trained officers
- Is a community-based program
- Meets National Health Education Standards



"D.A.R.E.'s leadership is critical to children across the country."

Karen Tandy, D.E.A. Administrator

D.A.R.E. **Because you care.**

Prevention research has continually shown that no one is more important in a child's life than his or her parents.

Unfortunately, many parents either do not understand or simply lack the skills and knowledge to protect their children from destructive behavior. Consequently, parents, as well as their children, need a solid education regarding how to help their children make positive, healthy choices.

"D.A.R.E. gives kids the opportunity to develop confidence through challenge and example; it develops an unshakable belief in oneself."

Laurie Hayden, Parent of a D.A.R.E. student

The D.A.R.E. Parent Program is designed to stimulate interest in the community and motivate families to take a more active role in the prevention of substance abuse. The content of the sessions provides parents the opportunity to become more involved and gives them access to community resources. This pooling of resources can assist participants in making a more positive impact on the future of their children.

Having a D.A.R.E. officer teaching in the classroom is an investment that pays dividends everyday—in healthy kids....healthy communities....and a healthy world. Under the D.A.R.E. School Resources Officer Program, trained peace officers work with educators to support safe schools and healthy students.