EVIDENCE-BASED PREVENTION PROGRAMS MADE EASY

REAL Prevention offers unique programs, each designed with the educator in mind.

REAL PREVENTION
814-833-6362 • www.real-prevention.com
Our Mission

REAL Prevention

For over 30 years, REAL Prevention has been working toward helping schools implement their own prevention programs. We understand that every educator has different needs. We offer several program options tailored to best fit your classroom.

We do prevention programs the right way. Here’s what teachers, counselors, and community workers have to say about us.

“What is awesome about keepin’ it REAL is that it is interactive and not just me lecturing at the kids. The students do role-plays, paired discussions, small group discussions, and practical application of the concepts. Plus, they really enjoyed watching the videos. We can’t wait to make our own!”

“I love that keepin’ it REAL uses real kids’ stories because the situations are one’s that my students can relate to.”

“My students loved creating their own posters and videos. This gives them a chance to reinforce the messages in the program and to have fun doing it.”

“In only 45 minutes a week, I can actually see that the information from keepin’ it REAL is sticking.”

How It Works

Choose a Program

Visit real-prevention.com to learn more about our programs.

Receive Your Materials

We’ll send everything you need to get started, or if you prefer to go paperless we have downloadable editions too!

Receive Your Training

Whether you prefer online or in person, we’ll make sure you’re ready.

Implement Your Prevention Program!

Keepin’ it REAL has been featured in the Surgeon General’s report as one of the country’s most effective evidence-based programs.
OUR PROGRAMS

MIDDLE SCHOOL

keepin’ it REAL
Representing over 30 years of drug prevention research, this program merges cultural norms and values with critical thinking to engage students with a curriculum that is both relevant and impactful. Teachers are trained in our unique “from kids, through kids, to kids” approach that has been proven to reduce the risks of alcohol, tobacco, and drugs!

This program is available in three unique versions:

- Multicultural: our most comprehensive program customization
- International Spanish: perfect for Spanish-speaking students
- Rural: specifically made for students living in rural settings

STARTING AT $300

MIDDLE SCHOOL TRANSITIONING TO HIGH SCHOOL

Youth Message Development
This classroom-based media literacy program focuses on developing resistance strategies to common drug advertising techniques. Through this program, students develop counter-arguing and critical-thinking skills. After completing the program, students are tasked to develop their own anti-drug messages.

$350

REAL media
REAL media is the digital counterpart to Youth Message Development. Through this program, students learn about the advertising techniques used in various alcohol, tobacco, and drug products, develop their creative thinking, and generate their own anti-drug messages.

$5/STUDENT

HIGH SCHOOL

myPlaybook
This program is a digital, evidence-based substance abuse prevention program specifically designed for high school athletes. An add-on module to kiR High School.

$5/STUDENT

kiR High School
This program is a digital, evidence-based substance abuse prevention program for high school students. The e-learning modules are appropriate for a general school population.

Contact us at 814-833-6362 or visit www.real-prevention.com
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<th>Description</th>
<th>Cost</th>
<th>What's Included</th>
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<td><strong>Middle School</strong></td>
<td>keepin’ It REAL is available in three versions, each offering a tailored curriculum: Multicultural, International Spanish, and Rural. Choose between print or digital formats.</td>
<td><strong>Print</strong> $300.00</td>
<td><strong>Teacher Materials</strong> 1 Teacher Manual, Presentation Slides, Videos</td>
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<td><strong>Middle School to High School</strong></td>
<td>Youth Message Development is a digital curriculum designed to improve student knowledge of advertising techniques used to sell alcohol, tobacco, and other drug products.</td>
<td><strong>Print</strong> -</td>
<td><strong>Student Materials</strong> 5 Student Workbooks ($30.00 per additional 5 student workbooks) Student Handouts</td>
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<td><strong>High School</strong></td>
<td>REAL media is a digital learning platform designed to teach students about the advertising techniques used in various alcohol, tobacco, and drug products.</td>
<td><strong>Print</strong> -</td>
<td><strong>Teacher Materials</strong> 1 Teacher Manual, Presentation Slides</td>
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<tr>
<td>myPlaybook</td>
<td>myPlaybook is a digital learning platform that encompasses a self-paced substance abuse prevention program for high school athletes.</td>
<td><strong>Print</strong> All Digital $500.00 for a two-year site license</td>
<td><strong>Student Materials</strong> Access to Online Platform, including interactive games, audio walkthrough, and quizzes</td>
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<td>keepin’ it REAL (kiR) High School</td>
<td>keepin’ it REAL (kiR) for high school students that is web-based, contains real student stories, can be completed in about an hour, and ends with a knowledge check.</td>
<td><strong>Print</strong> All Digital $350</td>
<td><strong>Student Materials</strong> Access to Online Platform, including interactive games, audio walkthrough, and quizzes</td>
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<td><strong>Cost:</strong></td>
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