



THE SCHOOL DISTRICT OF  
PALM BEACH COUNTY, FLORIDA

STUDENT INTERVENTION SERVICES  
2936 Lone Pine Road  
Palm Beach Gardens, FL 33410

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

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SAFETY, CULTURE, AND LEARNING ENVIRONMENT

JUDITH KLINEK  
CHIEF ACADEMIC OFFICER

October 27, 2011  
Bulletin # P-14056-SCLE/SIS

Contact Person:  
Linda Salzman, PX 76979

**ACTION BY:**  
For Information Only

**TO:** All Principals

**FROM:** Judith Klinek, Chief Academic Officer 

**SUBJECT: SECOND ANNUAL ALCOHOL PREVENTION POSTER CONTEST**

Student Intervention Services in the Department of Safe Schools is working with the District's Transportation Department, Public Affairs, Acreage Loxahatchee Rotary Club, Palm Beach County Substance Awareness Coalition, and Palm Beach County Sheriff's Office to address underage drinking by sponsoring the *Second Annual Alcohol Prevention Poster Contest*. The top six posters (from two elementary, two middle, and two high schools) will be displayed on school buses throughout the district. Semi-finalists will be featured at the 2012 South Florida Fair. Schools can participate by:

- 1) Promoting the contest among their students – entry deadline is December 9, 2011.
- 2) Visiting the semi-finalist entries at the South Florida Fairgrounds from January 13 through January 29, 2012.
- 3) Encouraging students, staff, and parents to vote for the best posters during the online voting from January 10 through January 17, 2012.
- 4) Attending the February 20, 2012 community event to honor the winning artists.


*Alcohol Prevention Poster Contest* rules and an entry form are attached to this bulletin and are also available on the District's home page at [www.palmbeachschools.org](http://www.palmbeachschools.org).

Adolescent alcohol use negatively impacts students' academic performance. The academic consequences of alcohol use (which include absenteeism, lower grades, disruptive behaviors, suspensions and below grade-level test scores) pose a significant and severe problem for the entire school community.

Please help make the *Second Annual Alcohol Prevention Poster Contest* a success at your school and in the District. Direct any questions to the contact person. Thank you for your continued support.

WFM:JK:KO:KC:ls

Attachment

Approved:   
William F. Malone, Superintendent

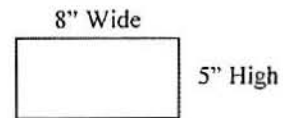
Project SMART, Acreage Loxahatchee Rotary Club,  
Palm Beach County Sheriff's Office and Palm Beach County Substance Awareness Coalition  
Present

## Alcohol Prevention School Bus Poster Contest

**STUDENTS IN GRADES K-12: Submit an alcohol prevention poster  
with a clear message promoting an alcohol-free lifestyle for young people.  
Winning entries will be posted on the inside of 1,000 Palm Beach County school buses.**

Create a poster using either digital art media or freestyle media (markers, ink, pencils, pastels, watercolor, paintings, collage, mixed media, or any combination).

**Size:** Designs must be landscape oriented with the following measurements.



### The Do's:

- Write a positive, short, catchy alcohol prevention message.
- Keep the poster images positive.
- Include one fact about how alcohol affects youth.
- Avoid using pictures of alcohol or bottles in your artwork.
- Avoid beginning your message with "Don't" (see examples).
- Use original or copyright-free artwork.
- Write your message in English, Spanish, Haitian Creole, or Portuguese.

### The Do Not's:

- Do not use scary pictures or messages (i.e. no car crashes, grim reapers, tombstones, etc.).
- Do not use cartoon characters that are copyright protected (i.e., Sponge Bob, Shrek).
- Do not use brand name products on the posters (e.g., Snickers, Doritos, Coca-Cola).

### Winners:

Semi-finalists will be featured at the 2012 South Florida Fair. The top six entries (two elementary, two middle, and two high school) will each win \$100. Winners will be notified by January 18, 2012 and invited to attend the Awards Ceremony on February 20, 2012.

**ENTRY DEADLINE 11:59 p.m., FRIDAY, DECEMBER 9, 2011.**

Submit a completed entry form and your poster to:

Alexa Lee, Project SMART, Student Intervention Services

Old DD Eisenhower Elementary, 2936 Lone Pine Road, Palm Beach Gardens, FL 33410

[Alexa.Lee@palmbeachschools.org](mailto:Alexa.Lee@palmbeachschools.org) 561-366-6971

*All entries become the property of the Project SMART and Acreage Loxahatchee Rotary Club. No entries will be returned.*



[www.pbcProjectSMART.com](http://www.pbcProjectSMART.com)  
Facebook: Why21ProjectSMART

## Alcohol Facts

1. Drinking alcohol before 21 can affect your mood and your thinking ([www.thecoolspot.gov](http://www.thecoolspot.gov)).
2. Alcohol can cause your brain to feel foggy and make you think and see differently (<http://pbskids.org/itsmylife/body/alcohol>).
3. People who drink alcohol cannot control their behavior (they may do silly things or be violent). And their movements are more clumsy and uncoordinated ([www.cyh.com/healthtopicdetailskids.aspx](http://www.cyh.com/healthtopicdetailskids.aspx)).
4. Drinking alcohol can cause learning and memory problems ([www.abovetheinfluence.com](http://www.abovetheinfluence.com)).
5. Most Palm Beach County youth are alcohol-free. (2010 Florida Youth Substance Abuse Survey, Palm Beach County Report)
6. Kids who start drinking by 15 have a 4 times great chance of becoming addicted to alcohol (<http://www.surgeongeneral.gov/>).
7. Alcohol blocks some messages to your brain. This changes your perceptions, emotions, movement, vision, and hearing ([www.abovetheinfluence.com](http://www.abovetheinfluence.com)).
8. Underage drinking affects all areas of an athlete's life including social, physical, mental, academic, and legal (<http://www.americanathleticinstitute.org>).
9. It is illegal for anyone in the United States under the age of 21 to buy or drink alcohol ([pbskids.org/itsmylife/body/alcohol](http://pbskids.org/itsmylife/body/alcohol)).
10. Alcohol is actually a depressant. That means it's a drug that slows down or depresses the brain (<http://kidshealth.org/kid/>).
11. Binge drinking, that is drinking five or more drinks in a row by males or four or more drinks in a row by females, can lead to alcohol poisoning, which can cause death (<http://kidshealth.org/teen/>).
12. Your brain develops until your mid-twenties. Alcohol can affect the parts of the brain that control coordination, impulse control, memory and decision making (<http://www.stopalcoholabuse.gov>).

## Examples of Short, Positive, Alcohol Prevention Messages

- 1 Be wise: be alcohol-free.
- 2 When you start drinking, you stop thinking.
- 3 Alcohol ties you in knots.
- 4 Save your brain, be alcohol-free.
- 5 Alcohol-free keeps you smart.