



FOR IMMEDIATE RELEASE

October 28, 2022

Buena Vista Leadership Class

Daura Beard

Daura_beard@chino.k12.ca.us

(909) 856-5949

Local Youth Lead the Charge to Reduce Underage Drinking

San Bernardino County – This year, young people in Chino Valley Unified School District’s Buena Vista High School Friday Night Live (FNL) launched a campaign to tackle underage drinking in San Bernardino County. Friday Night Live builds partnerships for positive and healthy youth development, engaging youth as active leaders and resources in their communities to create positive changes on important issues that matter to them. Due in large part to changes in legislation and prevention efforts, there has been a 34.5 percent decline in the prevalence of drinking among 12 to 20-year-olds since 2004, yet alcohol remains the most widely used substance amongst youth in the US. Young people in the Buena Vista FNL Chapter are on a mission to ensure that underage drinking rates continue to decline.

There is a common misconception that all young people are participating in underage drinking. Misleading depictions of youth perpetuate this false narrative in film, television, and social media. Due to the saturation of these images and messages, many young people may feel isolated in their decision not to drink. The behaviors that a group, such as teens, believes to be acceptable are called social norms, and social norms have been proven to influence behavior. Youth in Friday Night Live will launch a multi-media initiative to counter negative stereotypes of youth’s relation to alcohol and promote positive social norms by highlighting the stories of their peers choosing healthy behaviors and remaining alcohol-free.

San Bernardino residents should be proud to know that *according to the California Healthy Kids Survey in 2021, 74% of 11th graders in Chino Valley Unified School District reported never having tried alcohol. Additionally, underage drinking and driving has decreased by 50% over the last two decades.* Students have highlighted these positive behaviors by creating posters, digital graphics, and public service announcements to encourage more young people across the county to participate in healthy life decisions. Students permeated their campuses, neighborhoods, online platforms, and airwaves with their messages wherever young people congregate. *In addition to the ongoing media campaign, students initiated a Traffic Safety Field Day in October 2022. The students organized several displays and activities to highlight the importance of driving safely – avoiding distractions and impairment. OT this end, the Leadership class posted posters around the even area with statistics. A staff member allowed us to borrow their car in order to plaster additional facts and statistics about safe driving in a prominent space in the event area. Buena Vista’s School Resource*

Officer arranged to have additional members of the Chino Police Department to be on campus and talk to students and help conduct field sobriety tests with and without DUI Goggles, to show students how different their performance was with even an artificial impairment. A fabricated graveyard with cardboard gravestones displayed additional stats and quotes from the pretend-deceased about regretting the consequences of driving impaired or distracted. Other activities included DUI soccer and basketball, an obstacle course, a Kahoot! Game with student generated questions and participants, and some informal Q&A with CPD officers. The entire school had the opportunity to participate, and all the faculty members participated as well.

With support from the California Friday Night Live Partnership (CFNLP) and a grant from the California Office of Traffic Safety (OTS), students have utilized environmental prevention strategies through youth-led initiatives to educate their peers, neighbors, and local leaders on ways to reduce underage drinking.

Throughout the year-long campaign, youth in FNL received training on data collection, environmental prevention, the health risks of underage drinking, public speaking, how to create public service announcements, and leadership development in a collection of valuable lifelong skills.

“This was amazing – the students really seemed engaged!” -- Staff member

“I always thought more people were drinking, but it’s not that many after all, huh?” A.S., student

Buena Vista Chapter members will join young people in forty-five chapters across California in this collaborative effort to reduce alcohol access for minors and mitigate the damages caused to communities by underage drinking. Funding for this program was provided by a grant from the California Office of Traffic Safety through the National Highway Traffic Safety Administration.

For more information about Friday Night Live, visit fridaynightlive.org.

[2020 Report to Congress on the Prevention and Reduction of Underage Drinking](#)
[SAMSHA's Center for the Application of Prevention Technologies](#)

###