



CHINO VALLEY UNIFIED SCHOOL DISTRICT  
**BUENA VISTA HIGH SCHOOL**  
13509 Ramona Avenue • Chino, CA 91710  
Phone: (909) 628-9903 • Fax: (909) 548-6027

SUPERINTENDENT: Norm Enfield, Ed. D.  
ADMINISTRATION: Kyle Shuler, Principal | Tisha Clay, Counselor



## FOR IMMEDIATE RELEASE

September 1, 2023

Daura Beard  
daura\_beard@chino.k12.ca.us  
(909) 628-9903

### Local Youth Lead the Charge to Reduce Underage Drinking

San Bernardino County – This year, young people in Buena Vista High School Friday Night Live (FNL) will launch a campaign to tackle underage drinking in County Name. 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 essential issues that matter to them. Due in large part to changes in legislation and prevention efforts, there has been a 34.5% decline in the prevalence of drinking among 12 to 20-year-olds since 2004. Although rates are declining, 23% of high school students consumed alcohol in the last 30 days, and an additional 14% rode with a driver who had been drinking (CDC, 2022). Young people in BVHS 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 *70 % of CVUSD Juniors are not drinking alcohol* within their community. Students will highlight 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 will permeate their campuses, neighborhoods, online platforms, and airwaves with their messages wherever young people congregate. *BVHS's Leadership class has organized several activities to encourage students to find healthy and fun ways to fill their time including school lunch "Fun Fridays," a Casey's Pledge campaign, and a district sponsored fieldtrip for SADD demonstrations.*

With support from the California Friday Night Live Partnership (CFNLP) and a grant from the California Office of Traffic Safety (OTS), students will utilize 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 will receive training on data collection, environmental prevention, the health risks of underage drinking, public speaking, creating public service announcements, and leadership development in a collection of valuable lifelong skills.

*“I can see it’s about harm reduction. It’s good to be reminded that there are lots of things we can do that don’t involve [substance abuse].” Sam H.*

BVHS 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](http://fridaynightlive.org).

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

###