TARGET AUDIENCE

This program is for children who are in kindergarten through 4th grade.

SUMMARY

An Apple A Day© is a school- or community-based literacy program that is designed to help children increase self-confidence, develop healthy lifestyle choices, and recognize and understand the risks associated with alcohol and substance use and abuse while developing literacy skills.

EVIDENCE

No peer-reviewed evaluations of this program were identified.

COMPONENTS

An Apple A Day focuses on substance-abuse prevention by attempting to build resilience in young children before substance-use behaviors are typically established. The program engages children through the use of children's books, writing exercises, hands-on activities, role-play, brainstorming, and music, which encourage participants to do the following:

- Build self-esteem, self-respect, and self-efficacy;
- Develop healthy habits;
- Form positive friendships;
- Make healthy choices;
- Create a personal sense of safety and find a safe place if needed; and
- Become aware of the dangers of alcohol, tobacco, and other drugs.

In addition, this program targets several literacy skills, such as reading, writing, critical thinking, and problem-solving. Children receive three free books during the school year or two free books during the summer. Incentives such as stickers, pencils, and stamps are distributed to reinforce program lessons.

PREVIOUS USE

This program, initiated in 1994, has been implemented by more than 20 school districts and community organizations in Florida, Minnesota, Montana, New York, and Texas. Annually, about 4,500 children have participated in An Apple A Day.
# An Apple A Day

## TRAINING

This program is facilitated by a teacher, and a 4-hour optional workshop is offered for $25 per person or for $250 per group of 12 to 30 participants plus travel expenses for trainer(s) or trainee(s). Online training is also available, and it is free.

## CONSIDERATIONS

Considerations for implementing this program include acquiring buy-in and commitment from school or agency administrators, teachers, and staff; understanding some costs are associated with this program and facilitators could need to purchase incentive items; and allocating time for lessons during the school day or agency schedule.

The Clearinghouse can help address these considerations. Please call 1-877-382-9185 or email Clearinghouse@psu.edu

## IMPLEMENTATION

If you are interested in implementing An Apple A Day, the Clearinghouse is interested in helping you! Please call 1-877-382-9185 or email Clearinghouse@psu.edu

## TIME

Children participate in weekly lessons for 8 weeks each year from kindergarten through 4th grade. Sessions are 30 minutes for kindergarten and 1st grade students and 45 minutes for 2nd, 3rd, and 4th grade students.

## COST

The curriculum costs $350 and includes lesson plans, instructional videos, evaluation tools, student journal pages, letters to parents, drug fact sheets, a resource guide, book lists and summaries, and phone and email technical assistance. The children's books cost $2 to $4 each, and optional incentives vary in price.

## EVALUATION PLAN

To move An Apple A Day to the Promising category on the Clearinghouse Continuum of Evidence, at least one evaluation should be performed demonstrating positive effects lasting at least six months from program completion.

The Clearinghouse can help you develop an evaluation plan to ensure the program components are meeting your goals. Please call 1-877-382-9185 or email Clearinghouse@psu.edu

## CONTACT

Contact the Clearinghouse with any questions regarding this program.

Phone: 1-877-382-9185 Email: Clearinghouse@psu.edu

You may also contact Jennifer Vitkus, Director of Community Education, by mail 90 McCarty Ave, Albany, NY 12202, phone 1-518-465-5829, fax 1-518-449-4876, email jvitkus@theacca.net, or visit www.theacca.net/programs-and-services/prevention-education/an-apple-a-day

## SOURCE