# PRIME For Life (PFL)

**TARGET AUDIENCE**

This program is for individuals who are 13 to 20 years old and are at an elevated risk for making unhealthy choices related to alcohol and other drug use.

**SUMMARY**

PRIME For Life® (PFL), a community-based prevention and intervention program, is designed to modify substance use behaviors by altering attitudes, knowledge, beliefs, motivations, and risk perceptions.

**EVIDENCE**

Peer-reviewed evaluations of PFL have yielded mixed findings related to program effectiveness. Simple pretest and posttest data suggest positive short-term effects on self-reported drinking behavior. More sophisticated research designs suggest possible effects on attitudes and intentions. Results from one quasi experimental study found lower 3-year rearrest rates among those who completed PFL compared to those who completed standard care. Results from the best-designed studies indicate very few significant program effects; however, the samples used in these studies may not be fully comparable to typical program participants.

**COMPONENTS**

The PFL curriculum intends to challenge commonly held beliefs and attitudes that can contribute to high-risk alcohol and other drug use and decrease related risk factors through information dissemination. The content is delivered via a combination of interactive presentations and small-group discussions. During sessions, participants are engaged in the following:

- Share thoughts, feelings, and self-reflections;
- Understand how personal choices and outside influences determine outcomes;
- Learn about making low-risk choices;
- Conduct self-assessments to examine current substance use and risk level;
- Explore personal values and how to defend them; and
- Create new beliefs and examine how new beliefs can create positive change.

**PREVIOUS USE**

Since 1983, PFL has been used throughout the United States and Sweden for diverse groups including Army Soldiers, college students, DUI offenders, and high-risk secondary school students.

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TRAINING

Training is mandatory, and 3-day PFL training sessions are implemented throughout the United States by the Prevention Research Institute (PRI). Training costs $895; however, special tuition agreements with PRI can be negotiated. Please visit [https://www.primeforlife.org/Training/PRIME_For_Life](https://www.primeforlife.org/Training/PRIME_For_Life) for more information.

CONSIDERATIONS

Considerations for implementing this program include understanding that training is mandatory and may require funding, recognizing that funding for program implementation could be required, acquiring buy-in from participants, and making time and locating space for program sessions.

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 PFL, the Clearinghouse is interested in helping you! Please call 1-877-382-9185 or email clearinghouse@psu.edu.

| TIME | Program duration ranges from 8 to 20 hours depending on the participants’ needs; although, typical implementation is 16 hours. The curriculum can be delivered in a more concentrated manner (e.g., in 2 days) or spread out in shorter sessions over several weeks. |
| COST | PFL workbooks are required and distributed to program participants. Costs of the workbooks vary depending on each organization’s agreement with PRI. |

EVALUATION PLAN

To move PFL to the Promising category on the Clearinghouse Continuum of Evidence, at least one evaluation should be performed demonstrating positive effects lasting at least one year from the beginning of the program or 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 Prevention Research Institute by mail 841 Corporate Drive, Suite 300, Lexington, KY 40503, phone 1-800-922-9489, fax 1-859-223-5320, email websupport@askpri.org, or visit [https://www.primeforlife.org/Contact/Contact_Info](https://www.primeforlife.org/Contact/Contact_Info).

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