

WHERE IS PRIME FOR LIFE® USED AND WHO ATTENDS?

- Universal, selective, and indicated audiences
- Court-referred impaired driving offenders (e.g., DUI, DWI, OUI)
- College campuses
- Parents who have youth participating in court diversion or juvenile justice programs
- U.S. Army policy violators and referrals
- U.S. Coast Guard policy violators and referrals
- U.S. Marine Corps policy violators and referrals

WHO FACILITES PRIME FOR LIFE® ?

Woodlands BHN conducts monthly classes, facilitated by a certified Prime for Life Instructor. Classes can also be scheduled as needed for schools and employers. More information is available at woodlandsbhn.org or 269-445-2451



Woodlands Behavioral Healthcare Network works in partnership with individuals, families and the community to inspire hope, promote resiliency and achieve recovery by providing effective behavioral health services. Visit Woodlandsbhn.org for more information.



Prevention Research Institute (PRI) is the creator of Prime For Life®. Visit primeforlife.org for more information.



NREPP is a searchable online registry of more than 330 substance abuse and mental health interventions. NREPP was developed to help the public learn more about evidence-based interventions that are available for implementation. Visit nrepp.samhsa.gov for more information.

prime for life® 



a Drug and Alcohol
Program for
Behavior
Change

WHAT IS PRIME FOR LIFE®?

PRIME For Life® is an evidence-based motivational prevention, intervention and pretreatment program specifically designed for people who may be making high-risk choices.

This includes but is not limited to

"Every day I use PRIME, I'm amazed at how well it's designed and what it can accomplish with clients in such a short amount of time. The profound experience clients will have with PRIME is what I have been looking for. The insight PRIME brings to clients is one that I can feel proud of because I know it gives clients the necessary information they need to make choices and changes so as to live a fuller life."

North Carolina
PRIME For Life®
Instructor

impaired driving offenders, college students, and young people charged with alcohol and/or drug offenses. It is designed to change drinking and drug use behaviors by changing beliefs, attitudes, risk perceptions, motivations, and the knowledge of how to reduce their risk of alcohol and drug related problems throughout their lives. Because

PRIME For Life® includes both prevention and intervention content, it is also designed in a way that serves universal, selective, and indicated audiences with program delivery options for each.

HOW IS PRIME FOR LIFE® DIFFERENT?

PRIME For Life® is an evidence-based intervention.

PRIME for Life® is listed on the National Registry of Effective Programs and Practices (NREPP). This prestigious list is reserved for those few programs that have demonstrated effectiveness through independent scientific evaluation. Careful attention to research on how people change, and intensive field testing helped us develop effective protocols for PRIME For Life® delivery. When implemented in accordance with protocols, PRIME For Life® is effective in changing high-risk attitudes, beliefs, risk perceptions and behaviors, and has been shown to reduce recidivism in the DUI population.

PRIME For Life® is nonjudgmental.

Few people change if they feel judged. In PRIME for Life® we pay careful attention to words and experiences that promote inclusion, openness, and a lack of judgment. Instructors are carefully trained to create an atmosphere that makes it safe for people to openly explore, and inwardly examine how their choices are affecting their lives. PRIME for Life® does not moralize or dic-

tate. We believe people have reasons for their beliefs and behaviors and that with new understanding, self-evaluation, and support for change, most people are willing to consider change. No scare tactics...but deep self-evaluation.

Why is the combination of new understanding with the use of a motivational approach important?

An understanding of the potential risks associated with high-risk alcohol and drug choices is an important tool for protecting what we value. When presented in a non-judgmental way, carefully selected information can provoke new thinking and provide individuals with a solid basis for making decisions about their own drinking and drug use.

do, our instructors' observations during their classroom experiences, and through feedback from participants about how PRIME For Life® has changed their lives.