

Project ALERT is designed to motivate adolescents against drug use and help them acquire the skills they need to resist pro-drug pressures. It does this by helping them achieve the following goals:

- Understand the consequences of using drugs
- Develop reasons not to use drugs
- Establish school-wide norms against drug use
- Understand the benefits of being drug-free
- Recognize that most people don't use drugs
- Identify and counter pro-drug pressures
- Resist advertising appeals
- Resist internal and social pressures to use
- Work together
- Communicate with parents
- Support others in making non-use decisions
- Recognize alternatives to substance use
- Learn how to quit using