



D.A.R.E. is . . .

- keepin' it REAL (kiR)
- Developed over 20-years by researchers at Penn State and Arizona State with funding provided by the National Institute on Drug Abuse (NIDA). kiR is an innovative, culturally grounded, multicultural curriculum that teaches youth the skills they need to refuse drug offers and avoid other high-risk behaviors.
- The kiR curriculum is proven effective in reducing teen alcohol, marijuana, and tobacco use by:
  - Preparing students to act decisively in refusing offers to use drugs.
  - Helping students recognize risks and avoid drug related situations.
  - Building strong decision-making, communication, planning and assertive refusal skills.
  - Empowering youth to value their own perceptions and feelings and make choices that support drug-free values.
  - One of the key findings was participants reported lower alcohol, marijuana, and cigarette use than students who did not receive the program.
- kiR is designated as a model substance abuse prevention education program. kiR is on the Substance Abuse and Mental Health Services Administration's (SAMHSA) National Registry of Evidence-based Programs and Practices (NREPP).
- An independent, federally-funded cost effectiveness study evaluating prevention programs reported that keepin' it REAL was ranked among the top 3 overall with a cost benefit of \$28 for every \$1 spent.