**WHAT'S UP IN BUTTE COUNTY?**

- Butte County high school youth reported that 80% of athletes on their campus use alcohol and/or drugs.
- Butte County high school youth reported that 64% of athletes use alcohol and/or drugs during their season.
- 43% of Butte County high school youth report that although parents/guardians sign a code of conduct, they are willing to host parties that include alcohol and/or drugs.
- 46% of high school athletes from Chico Unified School District report that it is difficult to find parties where alcohol and/or drugs are not available.
- 79% of Butte County 11th graders report that it is easy to access alcohol.
- 71% of high school athletes from Chico Unified School District report that there are negative effects on team morale when athletes on their team use alcohol and/or drugs.

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**BRAIN ACTIVITY**

**RESTED BRAIN / TIRED BRAIN**

Student athletes who get an average of 8+ hours of sleep per night perform better in strength, speed, agility, endurance, cognitive recall, and short-term memory tests by an average of 15% over students who get 6 or fewer hours of sleep per night.

There is no way to make up for lack of sleep, and sleep deprivation effects can take over one year to recover from.

**TIPS FOR DEEP RESTFUL SLEEP:**

- Don't use your computer right before bed.
- Don't fall asleep in front of television.
- Sleep in a dark, quiet environment.
- Avoid stimulants and energy drinks (caffeine and sugar) for at least 3 hours before bedtime.

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**POSITIVE BRAIN**

Studies show that positive thinking increases blood flow to the skill performing areas of the brain, making you more likely to succeed.

Studies show that negative thinking decreases blood flow to the skill performing areas of the brain, making you more likely to fail.

**BINGING BRAIN ACTIVITY**

This is a normal 15 year old’s brain on the left with no alcohol use. On the right is a heavy teenage alcohol user.

The red and pink areas indicate brain activity.

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**ATHLETE COMMITTED TO STOPPING UNDERAGE DRINKING**

For more information please call (530) 891-2891

Butte Youth Now • Friday Night Live • Club Live • IMPACT Mentoring • Youth Nexus • The Live Spot
Chico Unified School District • Drug Free Communities Grant • Safe and Drug Free Schools & Communities

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**PROVIDING SUPPORT TO PARENTS AND FAMILIES WITH TEENS IN BUTTE COUNTY**

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**ATHLETE COMMITTED TO STOPPING UNDERAGE DRINKING**
ABOUT THIS PROGRAM

The biggest reason athletes do not reach their full athletic potential is because they give up what they want most for what they want at the moment. It is not just that you put on a uniform, or show up every day at practice or the games. You are an athlete all the time, on and off the field. You represent your family, your community, your school, your teammates, your coach and yourself.

• Today, nearly 10.8 million youth, ages 12-20, drink alcohol. 60% of high school athletes use alcohol.
• 54.8% of athletes who drink alcohol suffer from an injury - compared to 23.8% of non-drinkers.

Are you willing to give? What are you willing to give up? All things of value come at a price. Are you willing to pay the price to BE YOUR BEST?

NOTICE BE AWARE OF THE FACTS

Remember...when you are not training...that somewhere someone else is training...and when you meet them...they will beat you.

• Consumption of alcohol directly relates to decreased athletic performance - decreased speed, endurance, agility, strength, and concentration; all key factors in the success of an athlete.

• One night of drinking can erase 2 weeks of athletic training...14 days of lost training effect...train for two weeks just to throw it all away - Don’t waste your time!

• The residual effect of alcohol or a hangover has been shown to reduce performance by an average of 11.4% in elite athlete performance.

• Sleep is a clear predictor of performance! With ten hours of sleep you will perform faster, stronger, and with more accuracy!

• “Post exercise” nutrition is critical to recovery. Immediately after training, athletes need to consume a sweet drink with electrolytes (4-6oz.). Within five minutes, consume a liquid protein (12-16 oz.) and carbohydrates (15g). Within one hour, consume a nutritional meal (dinner).

• The most significant brain development of your entire lifespan occurs during the ages of 12-21. Alcohol in the system will reduce speed, acceleration, agility reaction, explosive power, endurance and increases injuries. Alcohol impairs judgement, decision making, and moral reasoning.

• 40% of children who start drinking before the age of 15 will become alcoholics at some point in their lives.

CHOOSE MAKE THE BEST CHOICE – CHOOSE EXCELLENCE!

If you choose to become an athlete, you should live the life of an athlete. Wake up every day with a purpose of working toward your goal. Train your mind, your body and your spirit, so that when your finest day comes, you can know that you have done all that is possible to prepare and be at your BEST.

Think about what you are doing off the field... That will ruin what you do on the field.

CHOOSE YOUR DESTINY – TAKE OWNERSHIP

• How important is your athletic career? Are you focused? Are you doing anything that prevents you from achieving your goals?

• Choose your destiny - A destiny of excellence. The more you think about it, talk about it and write about it, the more you increase the chance of it happening.

• Dedication really is worth its weight in Gold (Silver and Bronze too).

• Surround yourself with positive people, places and things. Refuse to associate with any person, place or thing that keeps you from your goals. There is more of a chance you will drink or smoke because you are hanging out with people who are drinking and smoking.

BOTTOM LINE: MAKE IT YOUR CHOICE

Do not let other people choose if or when you will drink alcohol. Make that choice for yourself. Choose a life of excellence and a life of peak performance - don’t let alcohol keep you from reaching your full potential. Your team is behind you, your school is behind you and your community is behind you! If athletes and teams do not unite to eliminate underage drinking, the result may be lost dreams, lost futures, lost hope and lost lives. The success of your entire athletic career will depend on it...What have you agreed to?

NOTICE CHOOSE ACT

We respect people and programs for more than the fact that they win games, rather that they do everything in a way that has class and respect - that sets them apart from others. We admire EXCELLENCE!

• Your character is reflected most by whom you choose to be with. Choosing not to drink isn’t enough - make the choice not to be in the presence of youth who are drinking.

• Make those who came before you and those who will come in the future proud of your team.

• Organize post-game events for your team that do not include alcohol.

• In team meetings discuss the team formula for success and what that looks like on and off the field.

• Be a good role model for younger athletes - they watch you and wait for the day to wear your jersey. Teach them how to be an Athlete Committed and a champion.

• Start Monday practice with a check-in. How did the weekend go? Is there anything that we need to discuss.

ACT YOUR TEAM NEEDS TO FOLLOW A PLAN OF ACTION

We put our program in place to promote athletic excellence and reduce underage drinking.

• Your team needs to follow a plan of action - We admire EXCELLENCE!

• Be a good role model for younger athletes - they watch you and wait for the day to wear your jersey.

• In team meetings discuss the team formula for success and what that looks like on and off the field.

• Be a good role model for younger athletes - they watch you and wait for the day to wear your jersey.

• Start Monday practice with a check-in. How did the weekend go? Is there anything that we need to discuss.

THE GOAL OF THIS PROGRAM IS TO

Promote Athletic Excellence

And Reduce Underage Drinking.

ONE NIGHT OF DRINKING CAN ERASE 2 WEEKS OF ATHLETIC TRAINING