



Adult & Teen Challenge  
Minnesota

## FOR IMMEDIATE RELEASE

Sept. 20, 2021

### CONTACTS:

Tracee Anderson  
Minnesota Adult and Teen Challenge  
[Tracee.Anderson@mntc.org](mailto:Tracee.Anderson@mntc.org)  
715.441.4971

Cassie Roman  
Pineapple RM  
[cassie@pineapplerm.com](mailto:cassie@pineapplerm.com)  
262.510.5624

### **Know the Truth Creates New Program Tracks for 2021 - 2022 School Year**

*Varied curriculums developed for middle school, high school and alternative learning center students*

MINNEAPOLIS — Know the Truth™, the substance use prevention program of Minnesota Adult and Teen Challenge, continues to grow and expand its offerings to best serve the needs of Minnesota’s young adults. In response to requests from middle and high schools throughout the state, Know the Truth has created three distinct program tracks - one for middle schools, one for high schools, and one for alternative learning centers. The programs are tailored to the unique needs of each group.

“Our traditional Know the Truth program has a great track record,” says Mika Nervick, the prevention program coordinator for Know the Truth. “During a survey of students from the 2020 - 2021 school year, 78 percent stated they will quit using or use less after hearing the presentation. While this number is fantastic, we think we can improve it even further by customizing the program to best suit the needs of each age group.”

The updated program tracks are:

#### *Middle School: Teaches Students Effective Refusal Skills*

The presentation focuses heavily on the presenter’s goals growing up and how their substance use negatively impacted them. Stories also equip students with the tools the presenter learned in recovery to help them to stay healthy and sober. This is aimed at making recovery and wellness look better to students than substance use. Stories are less graphic and avoid information on overdose and death.

#### *High School: Addresses the Realities and Consequences of Overdoses*

Presenters share their personal experiences with substance use, including the painful and graphic realities. Overdose is included in the presentation since it’s important for students to hear that overdoses happen and can have devastating effects. Presenters will even share how many people they know personally who have died from an overdose. This turns the data students read about into a reality they can put a face to.

#### *Alternative Learning Center: Setting Students Up for Success*

Presenters talk specifically about their experience in alternative learning centers, including juvenile detention centers, and share what helped them in their road to recovery. These presentations are more informal and aim to foster an environment of interaction and engagement between the presenter and the people in attendance.

In addition to these specific program tracks, Know the Truth presentations also have three formats - in-person, live virtual, and pre-recorded video of the presentation. All together, the programs will educate more than 60,000 students during 2021 - 22 school year on current youth substance use trends and coping skills.



Adult & Teen Challenge  
Minnesota

In addition to classroom presentations, students and parents are encouraged to seek continued dialogue with the presenters through social media, reaching out to @knowthetruthmn on Twitter, and through the anonymous text hotline at 612-440-3967.

**About Minnesota Adult and Teen Challenge**

*Minnesota Adult & Teen Challenge (MnTC) is a drug and alcohol treatment and recovery program that has been in operation since 1983. With 11 locations throughout the state, MnTC offers a full range of services including long-term recovery and short-term intensive treatment programs as well as extensive prevention services through the organization's program, Know the Truth (KTT). Each year, Know the Truth speaks in more than 160 high schools and middle schools across the state, sharing personal stories of addiction with students to help prevent substance use.*

###