



Grants High School, Cibola County Sheriff's Office School Resource Officer Program, GHS Anchors, GHS Student Senate & NMDOT

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Grants High School and the Cibola County Sheriff's Office SRO Program Continues Their Commitment to Addressing Underage Drinking with "MYINSTEAD" Day

GRANTS, NM –Grants High School along with the CCSO/SRO Program, the Grants High School Anchors Club and Student Senate and the New Mexico Department of Transportation, will present its first "MYINSTEAD DAY" at the school's new gym (500 Mountain Road, Grants) on April 23 at 8:00 a.m.

The day will begin with an assembly for the entire school that will feature an interactive presentation from a NMDOT representative, prize giveaways and the distribution of an anonymous survey to the student body relating to underage drinking. The day will continue with two MYINSTEAD kiosks being set up during the lunch hours. They will provide more information and fun activities designed to inform students about underage drinking. More prizes will also be handed out.

The NMDOT has provided the MYINSTEAD themed giveaways for participants. The MYINSTEAD day was conceived by the CCSO/SRO Program and organized with the Anchors and Student Senate.



The MYINSTEAD campaign consists of commercials, billboards and an interactive website designed for kids ages 13 through high school (all of which will be available through the use of the kiosks). Its aim is to educate them about the dangers of drinking at such a young age; dangers such as brain damage, traffic crashes, suicide, homicide and high risk sex. The website includes a video that focuses on peer pressure to drink and gives users three options for determining the outcome.

When the website was launched in 2013, Governor Susana Martinez said, “This program is a big step forward in helping prevent kids from drinking. By providing them with an outlet that’s both interactive and educational, this will go a long way in steering them away from alcohol and instead focusing on positive activities.”

“In Cibola County, we are committed to making sure that our youth are nurtured and safe, and a huge part of that is making sure we take every possible opportunity to prevent harm from coming to them, especially from drugs and alcohol,” said Cibola County Sheriff Tony Mace.

“There are problems associated with alcohol use and abuse throughout the community, and it is our responsibility as educators and those affiliated with the educational system, to take the steps to ensure that these problems are minimized within the student body,” said Grants High School Principal Alton Autrey and Cibola County Deputy Sheriff/SRO Philip Holmes.

The public service campaign is provided by the New Mexico Department of Transportation. It is funded by proceeds from the ignition interlock program. You can visit the website at www.myinstead.com.

Additional Facts about underage drinking.

- Alcohol is the number one drug abused by youths in the U.S.
- New Mexico has the highest percentage of young people who have had their first drink before they turned 13 years old.
- The National Highway Traffic Safety Administration (NHTSA) reports motor vehicle crashes are the leading cause of death for those ages 15-20 years old. In the United States, 12.8% of all fatal traffic crashes were alcohol-related and 40% of these involved teens driving while drinking alcohol.
- Underage drinking can cause alteration in the structure and function of the developing brain (which continues to mature into the mid to late twenties) and thus early drinking may have neurological consequences reaching far beyond adolescence.

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