

**What Is
Project BRAIN?**



Project Brain is a Social Norms campaign.

This program is successfully facilitated in numerous Broward County public schools.

Project BRAIN is a health campaign empowers youth to prevent or reduce alcohol consumption.

Through the use of the research based Social Norms approach, a *change in perception* toward alcohol is created resulting in a *change in behavior*.



FUN FACT-

Your BRAIN is NOT fully developed until 25 years of age.