
The Truth About Alcohol

ALCOHOL LITERACY CHALLENGE

MISSION

The Alcohol Literacy Challenge (ALC) is an underage and binge drinking prevention program. It was created to lower the beliefs people have about the effect of alcohol or “alcohol expectancies”. The ALC program was developed to provide a classroom format for challenging alcohol expectancies for under aged students.

ALC meets National Health Education Standards



**Request the
Alcohol Literacy
Challenge
presentation for
FREE**

**Arizona Attorney General's Office
Community Outreach and Education Division**

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**It's the THINKING, not the
DRINKING!**
