

Benefits of attending Prime for Life (PFL)

Across a variety of settings, program evaluation consistently shows participants benefit from Prime For Life, including,

- ✓ Improvement in risk perception.
- ✓ Increased readiness to change behaviour.
- ✓ Recognition of positive support for change.
- ✓ After Prime For Life, most participants express confidence in planning to reduce their substance use and rate PFL as helpful in developing those skills.

Prime for life works

Independent and internal reviews demonstrate positive impacts:

- ✓ Increases resilience to developing risky behaviours.
- ✓ Decreases high-risk alcohol or drug use.
- ✓ Increases perception of personal risk.
- ✓ Decreases the chances of continual engagement with the judicial service.

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An Evidence-based
way to **MOTIVATE**
drug and alcohol
BEHAVIOUR CHANGE

Aim of Prime For Life programme

- Prime For Life (PFL) is for anyone who would like to learn more about how their alcohol and/or other drug choices may be impacting on the things that are most important to them in their life.
- PFL guides participants through the research relating to how alcohol and drug problems happen, and more importantly, how they can be avoided in the future.
- PFL is non-judgemental and during the programme participants do not need to disclose the nature of the behaviour which has prompted their attendance to the programme.

What is Prime For Life?

- Prime For Life (PFL) is an evidence-based motivational programme specifically designed for people who might be making high-risk alcohol or drug choices. It is designed to promote and change drinking and drug use behaviours by changing beliefs, attitudes, risk perceptions and increasing motivation to change.
- PFL includes interactive content and it is designed to be delivered in a group setting.
- PFL offers an alternative approach to many other alcohol and drug education intervention programmes as it focuses on identifying the values that are important to the participants and how these values may be impacted by their choices relating to alcohol and other drug use.

Where was Prime for Life developed?

Prime For Life was developed by the Prevention Research Institute (PRI) in 1983. Prevention Research Institute (PRI) is a non-profit organisation based in Lexington, Kentucky. PRI pioneered the lifestyle risk reduction approach to alcohol and drug problems in 1983.

PRI has developed and successfully delivered Prime for Life to a variety of target audiences including military personnel, college students, employees, and people charged with drink or drug driving offence and/or persons interested in making a change in their lifestyles.

When and Why was Prime for Life brought to Ireland?

PFL training took place in Ireland in 2018. 10 members of the Western Region Drug & Alcohol Task Force and HSE Community Healthcare West Drug Service have been trained across the Galway, Mayo and Roscommon region.

PFL was brought to Ireland as a prevention tool to be utilised in both prevention and pre-treatment settings. The time duration of the programme determines the content provided in the programme. A 4 hour PFL is useful for people who wish to utilise its prevention techniques while the 10 hour programme benefits people who are already making high risk alcohol or other drug choices and wish to make changes to these behaviours. PFL has undergone extensive attention and modification to ensure its content is relevant in an Irish context.

