



Life of An Athlete...

Coming to a community near you
Fall 2009



This Fall, with the assistance of the New York based "American Athletic Institute," the New Mexico Activities Association will implement an alcohol education program to combat underage drinking amongst students in New Mexico. This program will be geared toward student-athletes and will focus on the negative effects alcohol consumption has on athletes' lives and their athletic performance.

The NMAA and the American Athletic Institute will conduct **FREE** one-day training seminars during the first week of August 2009. The NMAA would like to invite your school's athletic director, principal, assistant principals, a male coach and a female coach to the training seminar.

The American Athletic Institute is a sport-consulting firm whose primary focus is the education of athletes regarding the dangers of drugs and alcohol. Their presenters are substance abuse professionals who were also once professional and world-class athletes. It is this combination of experience coupled with their own scientific research that makes them unique in the prevention/education field and the world of sport.

Each attendee will receive valuable materials and a CD Rom with a wealth of information to help develop an effective and beneficial alcohol education program at your school.

Training Seminars:

August 3 (Farmington) Piedra Vista High School

9:00 AM-11:30 AM
11:30 AM-1:00 PM- Lunch on your own
1:00 PM-3:00 PM

August 4 (Roswell) Roswell High School

12:00-2:00 PM
2:00-2:15 PM- Break
2:15-4:30 PM

August 5 (Las Cruces) Las Cruces Schools Board Room

9:00 AM-11:30 AM * *Location Change*
11:30 AM-1:00 PM- Lunch on your own
1:00 PM-3:00 PM

August 6 (Santa Fe) Capital High School

9:00 AM-11:30 AM
11:30 AM-1:00 PM- Lunch on your own
1:00 PM-3:00 PM

August 7 (Albuquerque) Marriott Pyramid

9:00 AM-11:30 AM
11:30 AM-1:00 PM- Lunch on your own
1:00 PM-3:00 PM

Did you know?

Underage drinking costs the citizens of New Mexico \$243 million a year; these costs include medical care and work loss, but not pain and suffering associated with the multiple problems resulting from the use of alcohol by youth.

Drinking to intoxication can negate as much as fourteen days of training effect.

Average age of 1st drink in New Mexico is 12 years old.

Training hormones are diminished for up to 96 hours following alcohol consumption (4 days).

Young people who begin drinking before age 15 are five times as likely to develop alcohol dependence and over twice as likely to become abusers of alcohol as those who begin drinking at age 21.

Excessive alcohol consumption contributes to more than 4,600 deaths among underage youth in the United States each year.

60% of 15-16 year olds report drinking.



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Registration Form

Each Attendee must complete a registration form!

Your school's athletic director, principal, assistant principals, a male coach and a female coach are invited to the training seminar.

Training Seminar: (Please check one)

- August 3** Farmington- Piedra Vista High School (9:00 AM-3:00 PM)
- August 4** Roswell- Roswell High School (12:00 PM-4:30 PM)
- August 5** Las Cruces- Las Cruces Public Schools Board Room (9:00 AM-3:00 PM)
- August 6** Santa Fe- Capital High School (9:00 AM-3:00 PM)
- August 7** Albuquerque- Marriott Pyramid (9:00 AM-3:00 PM)

Registration is FREE!

NAME: _____

POSITION: (Please check one)

SCHOOL: _____

- Principal
- Assistant Principal
- Athletic Director
- Female Head Coach
- Male Head Coach
- Other: _____

PHONE #: _____

Registration forms due- July 27

E-MAIL: _____

HOME ADDRESS: (we will send you a reminder this summer)

Please return to NMAA
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Questions:
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