

Children and young people
make choices every day.

With your help we'll help them
make safer and healthier choices.

The
Millions of Choices
..... Campaign



Now, more than ever,
children and young people m
safer and healthier c



37%

of 17 year olds had
drank alcohol in the
last 7 days



1/3

of young people aged
12-17 say they drink
alcohol with the intention
of getting drunk



More than
40%
of 17 year olds
have smoked



29%

of 17 year olds have
used drugs like cannabis
and amphetamines



**1 student
in every 4**

in Australian schools
is affected by bullying,
including cyber bullying



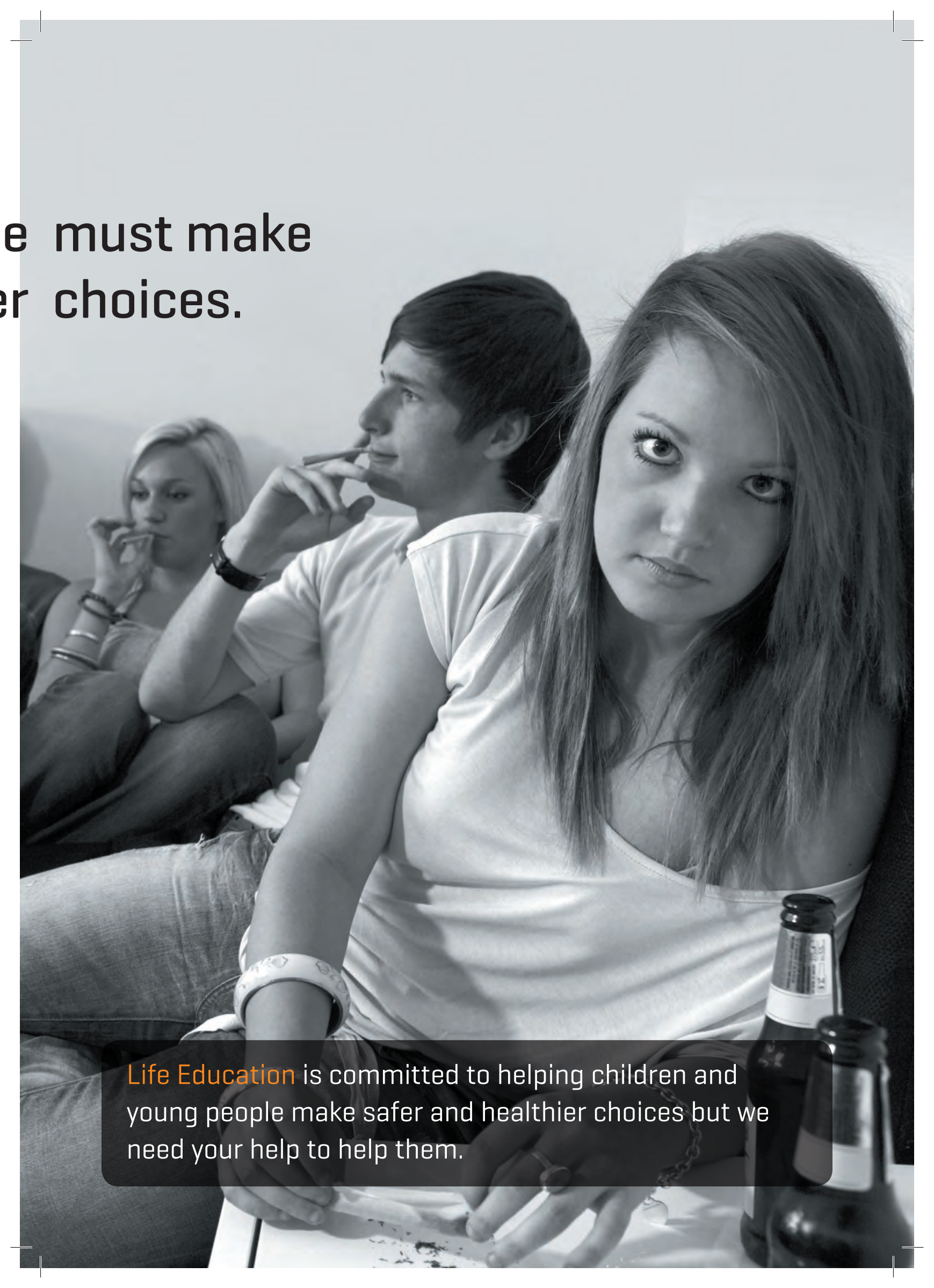
If bullied young
people are up to
9 times
more likely to have
suicidal thoughts



30%

of young people aged
15-24 years are now
overweight or obese

e must make
er choices.



Life Education is committed to helping children and young people make safer and healthier choices but we need your help to help them.

Every day many children make choices that lead to safer and healthier lives. But too many children and young people are making unsafe and harmful choices with devastating effects on their health and wellbeing.

The risk to children and young people from drugs like Ice, binge drinking and cyberbullying are a cause for serious concern. Now, more than ever, Life Education is needed to provide hundreds of thousands of children across Australia with the opportunity to develop the knowledge, strategies and skills necessary to help them make safer and healthier choices.

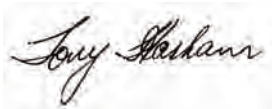
This work is critical. Across our communities we see all too often the shocking consequences that poor choices can have.

Life Education can provide the opportunity for a child and young person to understand the importance of making safer and healthier choices essential to living to their full potential.

Life Education's **Millions of Choices** campaign is seeking to raise \$2 million to fund new Educators, new mobile classrooms and maintain an education program that is fresh and contemporary for children and young people.

The Australian Government has committed \$1 million towards the **Millions of Choices** campaign and challenged Life Education to match this by raising the remaining \$1 million by the end of 2015.

Now we invite you to join us and give generously to ensure Life Education continues to support many more Australian children and young people in making safer and healthier choices.



Tony Hasham
Life Education Chairman

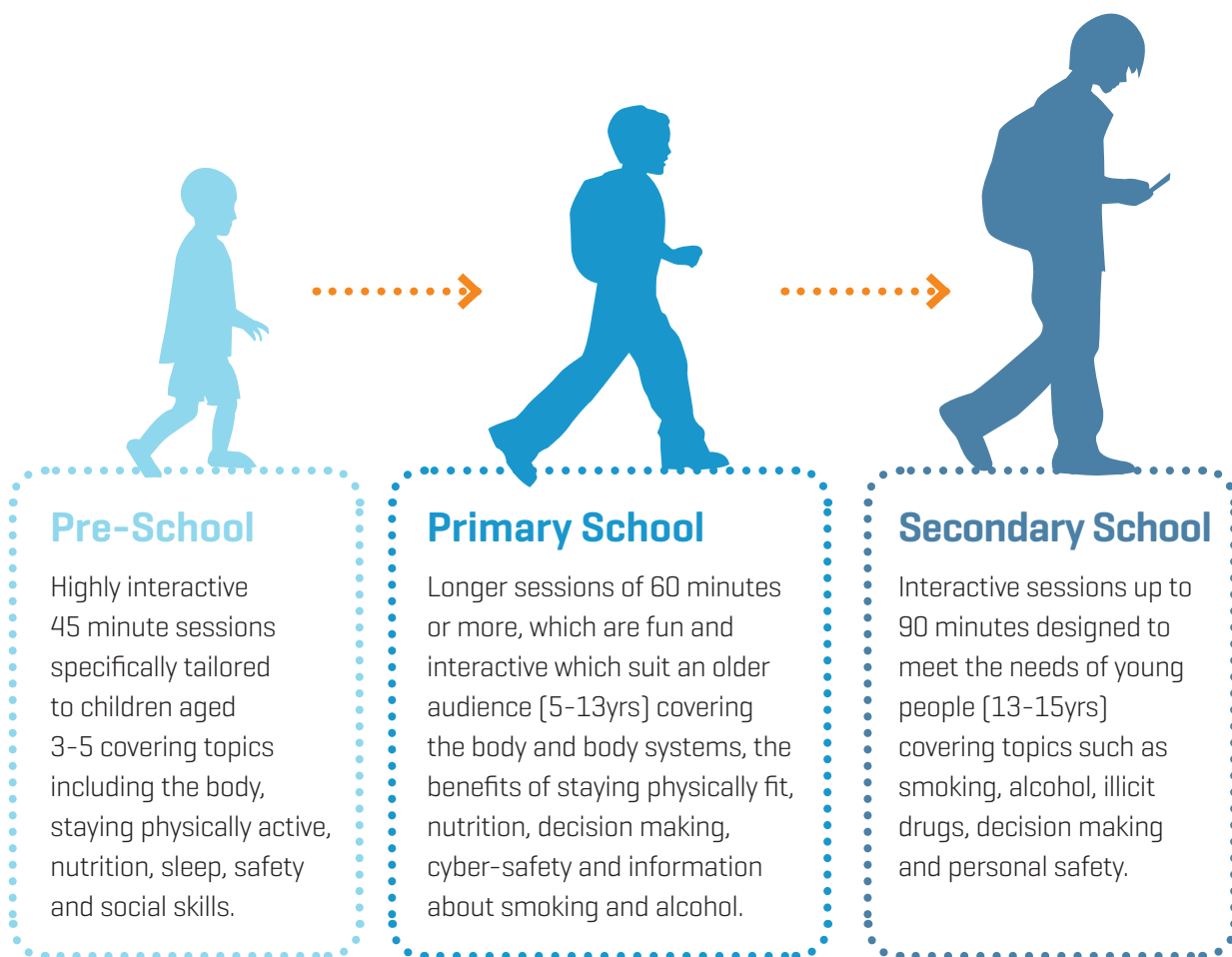


Christopher Mapp
Campaign Chairman



How Life Education works:

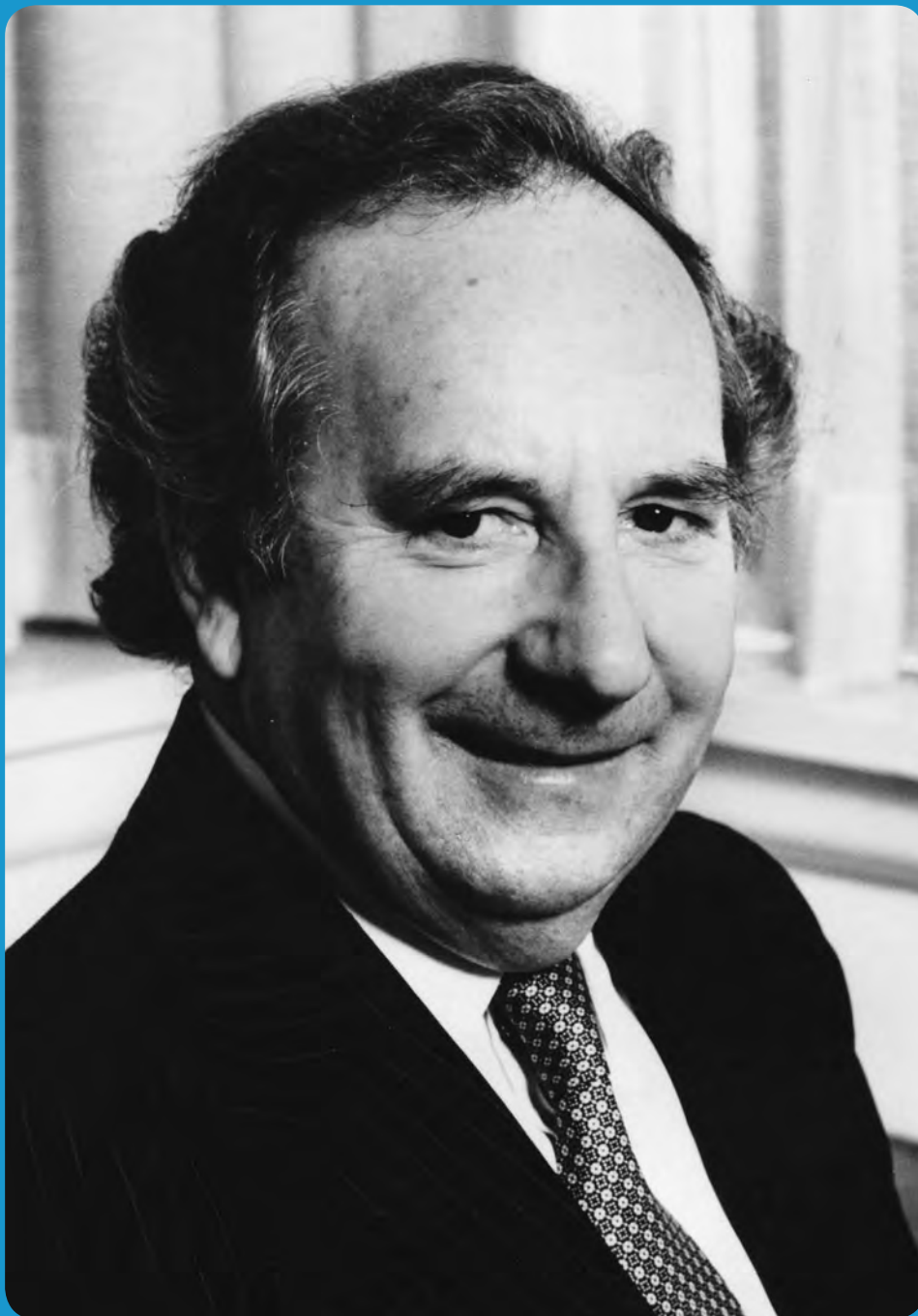
The Life Education program provides pre-school, primary and secondary students with practical information about a range of safety, health and wellbeing topics. Educational sessions are tailored to suit 3 different age groups in:



The Life Education program builds awareness of a topic or issue, encourages reflection on how it effects students, provides students with knowledge and information they need to understand the topic/issue and then develop the strategies and skills needed to apply what they have learnt to make safer and healthier choices every day.

Reverend Ted Noffs opened the first Life Education centre in Sydney's Wayside Chapel in 1979. He had a simple vision:

Provide children and young people with knowledge, confidence and support to help them make safer and healthier choices.





Life Education is Australia's
largest provider
of health and drug education
to school children.



We work in over
3,400
schools and preschools
across Australia



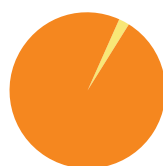
650,000
school children participated
in our program last year



100
specialist
educators



95
mobile
classrooms



98%
of teachers
recommend our program



Everyday
Life Education helps
children make safer
and healthier choices

Over 5 million school children
and **35 years later** and **Life Education** is still helping school
children make safer and healthier choices.

Our Program

Highly interactive and engaging educational sessions are delivered to students by professionally trained, specialist health educators employed by Life Education.

Our Educators consult with the Class Teacher before visiting a school, to understand the needs of the each class and ensure the program is tailored to best meet these needs.

The Class Teacher is provided with an extensive range of curriculum-aligned resources to support the delivery of further educational sessions in the classroom.



Our Effectiveness

Recently over 4,400 teachers from more than 900 primary schools provided us with feedback about Life Education and our work with them.

98% rated the delivery of the program by our Educators as good to excellent

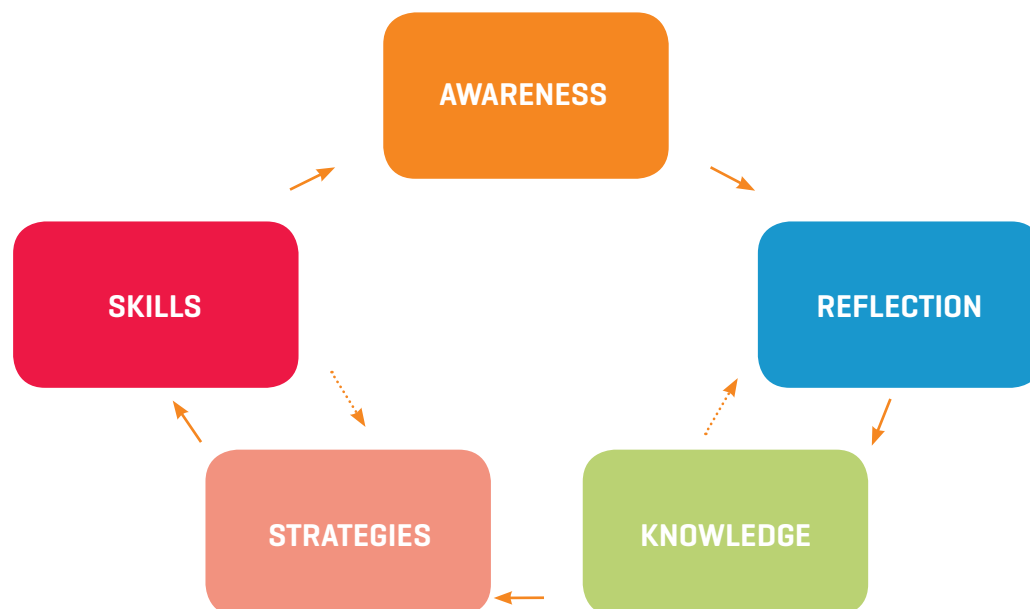
94% agreed or strongly agreed that our program met the needs of their students

93% would recommend that their school re-book Life Education

Independent evaluation has demonstrated our program's effectiveness in building in primary school students the knowledge and attitudes as well as the strategies and skills they need to make safer and healthier choices – which is precisely what the program sets out to do.



What students acquire from Life Education



- Build **AWARENESS** of the issue being covered
- Encourage **REFLECTION** on how the issue affects the student
- Provide students with the information and **KNOWLEDGE** that they need to understand and respond to that issue
- Help students to identify and develop **STRATEGIES** to respond to that issue and
- Help students to start to develop the **SKILLS** and confidence that they need to apply those strategies.



Why support Life Education?

Everyday children make choices – at home, at school, in the playground or around the community.

It's so important they make safe and healthy choices.

We build their capacity to do so by empowering them with the awareness, knowledge, attitudes, motivation, strategies and skills they need to make these choices.



Your support will enable [Life Education](#) to continue to support school children make safer and healthier choices.

CASE STUDY 1

Think Twice



TARGET GROUP

Primary School
Children in Years 5 & 6
(10-12 years)



CURRENT PARTICIPATION LEVEL

63,000 kids in every
state and territory

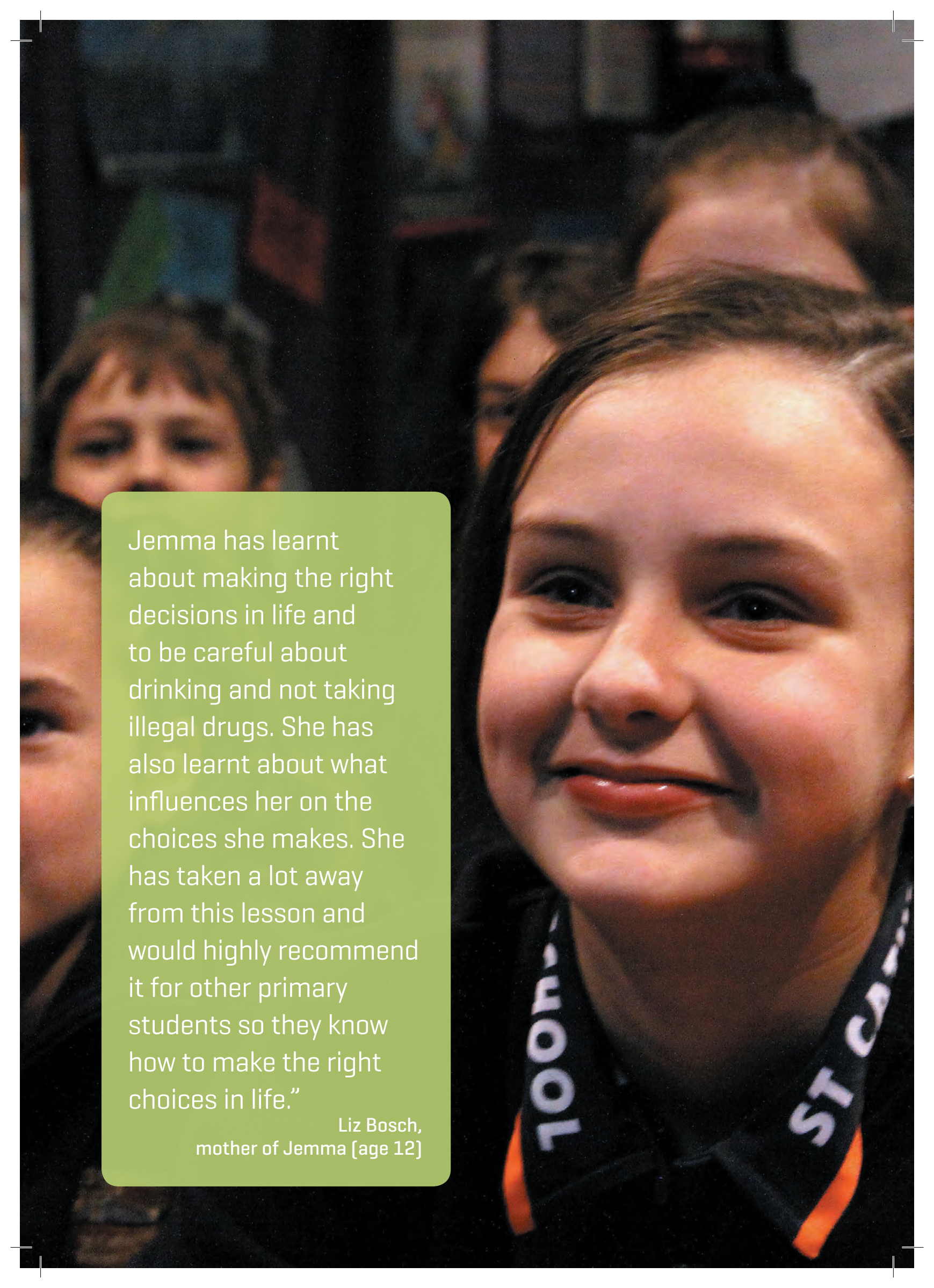


What is Think Twice?

About 15 years old is when young people start experimenting with alcohol. Think Twice targets upper primary school children with alcohol education before experimenting occurs to delay or discourage use. Evidence suggests alcohol consumption can have negative effects on brain development in young people. So the longer the delay in trying alcohol the more chance the brain has to finish its development. Think Twice looks at the topic of alcohol over a 90 minute session in a way that is appropriate for this age group. We focus student attention on:

- The effect alcohol has on body systems.
- Myths vs Facts about alcohol
- Physical, social and legal consequences about drinking alcohol
- Staying safe around alcohol
- Skills and strategies to help deal with peer pressure about drinking alcohol
- Reasons why people make personal choice not to drink





Jemma has learnt about making the right decisions in life and to be careful about drinking and not taking illegal drugs. She has also learnt about what influences her on the choices she makes. She has taken a lot away from this lesson and would highly recommend it for other primary students so they know how to make the right choices in life.”

Liz Bosch,
mother of Jemma [age 12]

CASE STUDY 2

Harold's Mystery Tour



TARGET GROUP

Primary School
Children in Year 2
[6-7 years]



CURRENT PARTICIPATION LEVEL

73,000 kids in every
state and territory



What is Harold's Mystery Tour?

Healthy Harold is Life Education's mascot. He's 35 years old but still on the road across Australia delivering Life Education to tens of thousands of school students every year. Harold's Mystery Tour is a fun and interactive session lasting about 45 minutes where a child joins Harold to learn about:

- The function of some important parts of the body, such as the heart, lungs and brain
- Strategies to manage feelings and emotions
- How nutrition and physical exercise is good for your health and well being
- Staying safe outdoors and around medicines.

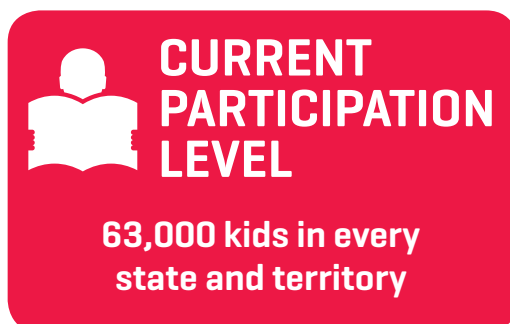


A photograph of two young boys in school uniforms. The boy on the left is wearing a light blue polo shirt with blue and white striped sleeves and blue shorts. The boy on the right is wearing a blue jacket with white stripes on the sleeves and blue trousers. They are both smiling and holding a small, orange and white spotted giraffe plush toy. The background shows a classroom setting with a green chalkboard, a calendar, and various educational posters.

So relevant! The kids were totally engaged. You are getting them at just the right time. Excellent!

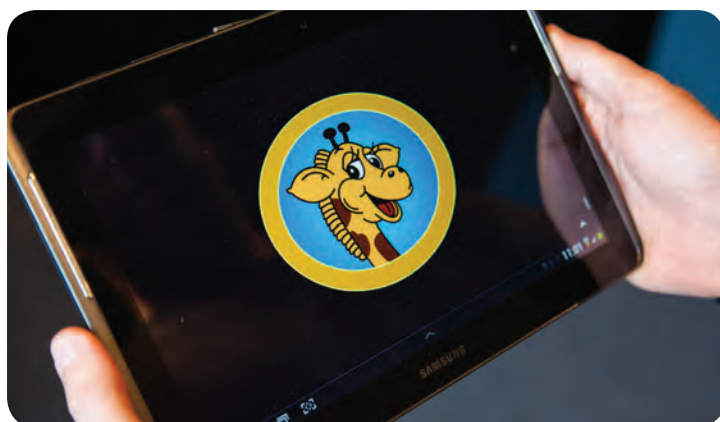
Teacher, St Joseph's School, North Ipswich

bCyberwise



The incredible rise of the internet, mobile communications and social media presents students with challenges past generations of students never faced. When Life Education began in 1979, the internet didn't even exist. But like ever evolving technology Life Education has evolved too. bCyberwise is a fun and interactive session lasting 90 minutes where a student learns about cybersafety, cyber ethics and building positive relationships with friends online and offline. We focus student attention on:

- Responsible and respectful behaviour when using communication technology such as tablets and smartphones
- Keep personal information safe online
- Strategies to dealing with bullying and cyber-bulling
- Deleting or blocking unwanted messages
- Skills to help build positive relationships online





The content is excellent and targeted students perfectly. It was direct, accurate and purposeful. I love how the link between subjects is seamless: smoking -> alcohol -> texting -> cyber safety.

Teacher, St Peter's Catholic Primary School, Rockhampton





Life Education delivers its program in schools from our mobile classrooms. A unique experiential learning space helps children retain what they learn.

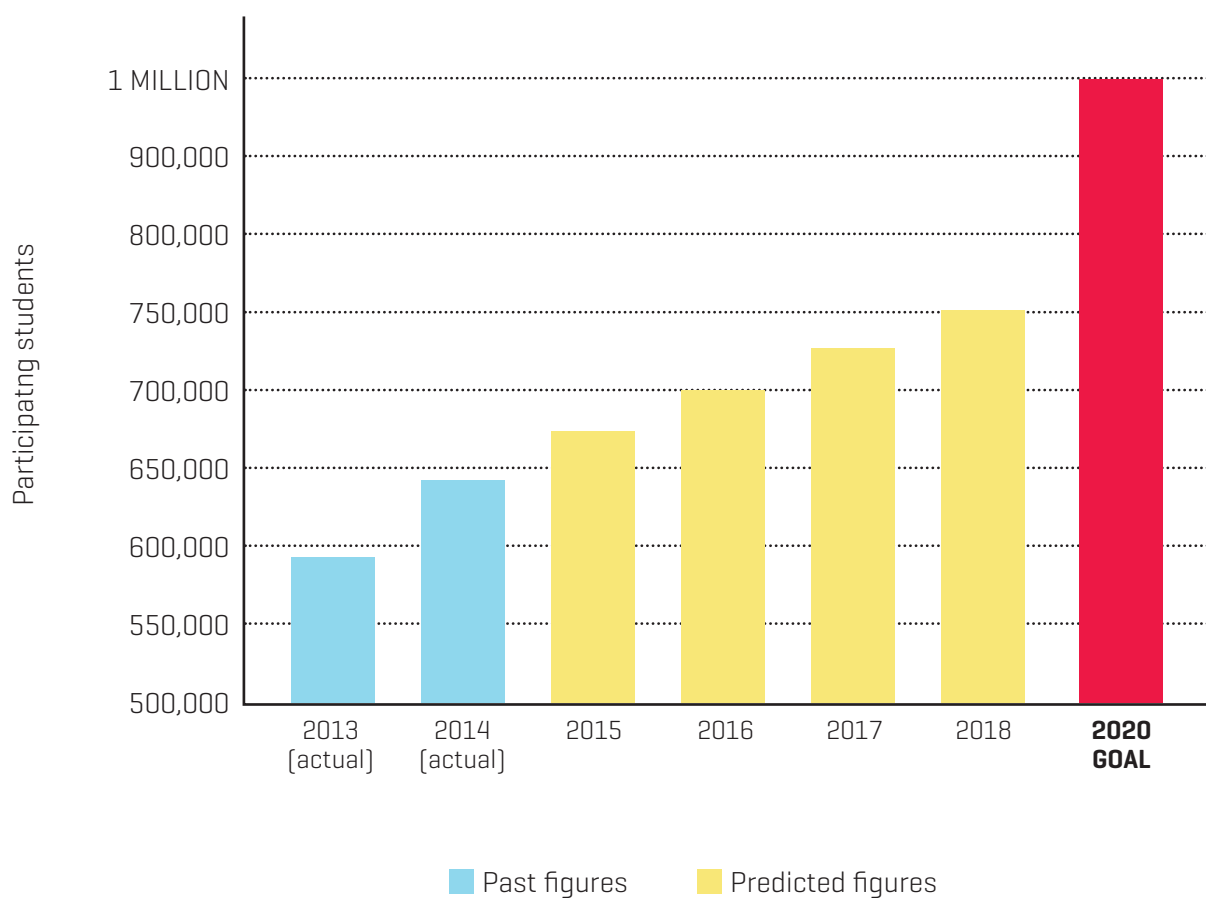
Making an impact

For over 35 years Life Education has been a unique and valuable part of school children's health education.

Our program is in demand more than ever. That's why we have developed a plan to help more schools deliver more health education to more school children in the years ahead.

The **Millions of Choices** campaign will help Life Education reach 750,000 children by 2018 – a vital step in reaching 1 million children by 2020.

Forecast numbers of participating students



The
Millions of Choices
..... Campaign

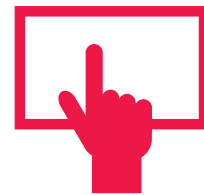
is seeking to raise **\$2 million**
in support of Life Education. Funds raised will go to:



More
specialist
educators



More
mobile
classrooms



Develop fresh,
contemporary
program resources



Expand our research into
Life Education's program
effectiveness and further
development



Build more awareness
of Life Education among
schools, teachers, parents
and carers.

A photograph of two children, a boy and a girl, wearing green school uniforms. They are looking down at a document or book they are holding together. The background is a blue wall with various posters, including one with a sad face emoji and another with a cartoon character.

How You Can Help

The Australian Government has committed \$1 million towards the **Millions of Choices** campaign and challenged Life Education to match this by raising the remaining \$1 million by the end of 2015. Now we invite you to join us and give generously to ensure Life Education continues to support children and young people in making safer and healthier choices.



Funds contributed to the **Millions of Choices** campaign will be held in the new established Life Education Foundation.

It is with great pleasure we invite you to consider becoming an inaugural Guardian of the Life Education Foundation.

Your support will:

- Enable the development of resources which support and enhance delivery of the Life Education program
- Produce direct evidence which will demonstrate the effectiveness, and influence the development of the Life Education program
- Build stronger and lasting awareness of the Life Education program which helps school children make safer and healthier choices.

To honour your support as an inaugural Guardian of the Life Education Foundation, we will:

1. formally acknowledge you as a Founding Donor to, and an Inaugural Guardian of the Foundation
2. name you as a Founding Donor on a new page on the Life Education website dedicated to the Foundation
3. name you as a Founding Donor in the media release and social media campaign that promotes the launch of the Foundation
4. present you an exclusive gift for display in your office or home
5. invite you to an annual gathering of Founding Donors for an exclusive briefing from the Chairman and CEO of Australia's largest provider of health and drug education to school children.

Contact Us

Life Education Australia

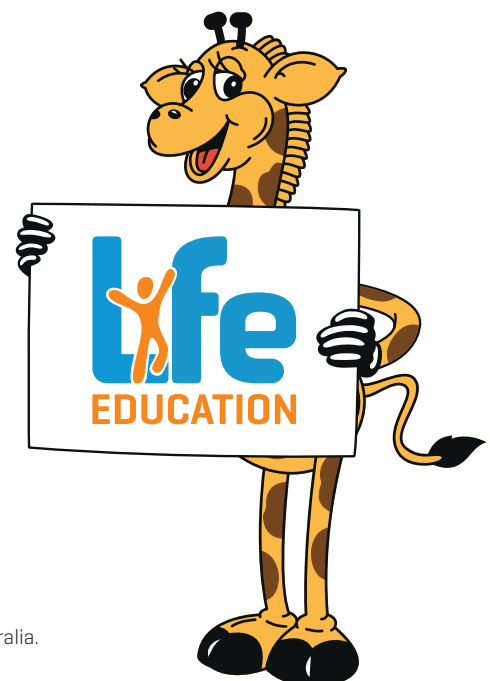
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W: www.lifeeducation.org.au



The Life Education Foundation is a Public Ancillary Fund and endorsed as a Deductible Gift Recipient. Its Trustee is a newly incorporated company, Life Education Foundation Limited. The Directors of the Trustee company, Tony Hasham AM, Christopher Mapp, Paul Wheelton OAM, Paul Siviour and the Hon Justice David Yates are all current or past Directors of Life Education Australia. The Trustee will oversee distributions from the Foundation.