

# NHTSA TOOLKIT TO REDUCE IMPAIRED DRIVING IN LATINO COMMUNITIES

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## CASE STUDIES

**SEPTEMBER 2012**

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## BACKGROUND

In the creation of this toolkit, dozens of local, state, and national organizations involved in the issue of impaired driving in Latino communities provided valuable input, including materials, resources, guides, and promising practices.

This report includes case studies of four organizations profiled as part of this project: El Pueblo, Inc., the Washington Regional Alcohol Program (WRAP), the New Jersey Division of Highway Traffic Safety, and the Center for Education, Training and the Prevention of Addiction (CETPA).

## CASE STUDY #1

### PROGRAM:

El Pueblo, Inc.

### DESCRIPTION:

El Pueblo, Inc. is a North Carolina non-profit statewide advocacy and public policy organization dedicated to strengthening the Latino community. This is accomplished through leadership development, proactive and direct advocacy, education, and promotion of cross-cultural understanding in partnerships at the local, state, and national levels.

El Pueblo provides the following programs:

- **Advocacy:** The Advocacy Initiative Program is dedicated to working with the Latino community, allies, policy-makers, English and Spanish language media, and the greater North Carolina community to inform and elevate the dialogue around policy issues at the local, state, and national level.
- **Culture:** El Pueblo's Cultural Program serves as a medium that fosters multicultural understanding and appreciation of Latin American art and culture to a large, diverse audience.
- **Health:** El Pueblo has several health programs. These health programs focus on community advocacy, capacity building, leadership development, and resource development with the ultimate goal of improving the health of Latino/as in North Carolina
- **Public Safety:** El Pueblo's public safety mission is to empower North Carolina's Hispanic/Latino community through culturally sensitive information and education regarding relevant public safety issues. This mission is further advanced through their partnerships with local organizations that assist them in raising awareness and ultimately changing risky behaviors related to driving while intoxicated, the use of

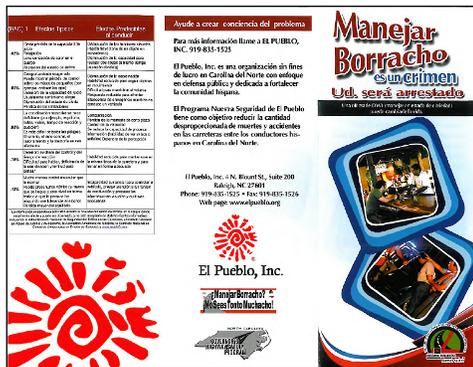
seat belts, child safety seats and domestic violence and sexual assault information, among other public safety issues.

- **Youth:** El Pueblo’s Youth Program works to empower Latino youth in North Carolina through leadership development, advocacy, media literacy, health education, and civic engagement, among other subjects.

**STRATEGY:**

Through its Public Safety Program, El Pueblo has committed itself to providing members of the North Carolina Latino community with tools to help them make informed decisions about how to better protect themselves, their families, and the entire community. For their DWI prevention program, they use a variety of education material that include brochures, *fotonovelas*, bumper stickers, posters, and newspaper ads, among others, to reduce drunk driving fatalities and to provide understandable information about North Carolina’s DWI laws.

Samples of these materials are shown below.



Brochure



Fotonovela



Bumper Sticker



Poster



Newspaper Ad

Another strategy that El Pueblo employs is community outreach. They participate in a variety of community events in North Carolina. One of these events is called La Fiesta del Pueblo. La Fiesta del Pueblo is one of the biggest Hispanic festivals and has become one of the most anticipated annual events in North Carolina. It presents a powerful opportunity to reach a large number of Hispanic residents. The 2-day celebration includes educational workshops and health, justice, and safety fairs, along with a variety of shows and entertainment.

In September 2010, as part of the safety fair, La Fiesta del Pueblo offered a drunk driving simulation using Fatal Vision goggles and a golf cart to simulate the effects of alcohol on driving ability. The simulation was a fun, yet powerful approach to demonstrating how alcohol impairs driving ability. There were also DWI prevention messages throughout the event. The most visible message was a giant banner of the bumper sticker slogan hung, saying “*¿Manejar Borracho? ¡No seas tonto muchacho!*”

Below are some pictures of the event.



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**OUTCOMES:**

This type of community outreach event has proved to be effective in raising awareness of the risks of DWI in the Hispanic community. It creates an opportunity to help support the distribution of the education materials and spread the message.

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**CHALLENGES:**

- The *fotonovelas* were originally created using three separate books. This method proved to be problematic as people often failed to realize it was a three-part series and only picked up one book.
- Initially, the bumper sticker with the slogan “¿Manejar Borracho? ¡No Seas Tonto Muchacho!” was very popular. However, the perception soon grew that the bumper sticker identified the vehicle occupants as Hispanic and drew unwarranted attention from law enforcement. Interest in the bumper stickers then dropped to near zero.

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**PROMISING PRACTICES**

- When doing community outreach activities, have games and promotional materials available. People love getting free stuff. It also creates an opportunity to spread the message.
  - When creating the *fotonovelas*, create a single-volume book so participants don't have to collect multiple documents to get all the information.
  - Use tools like the Fatal Vision goggles to demonstrate the impact of alcohol on driving skill.
  - Before creating any media, identify the key values of your target population and ensure they are addressed in your media. Use focus groups to test media ads and print materials prior to release.
  - Watch for changes in the local environment that might impact perceptions of a project or project materials. Be prepared to modify materials if necessary.
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## CASE STUDY #2

## PROGRAM:

Washington Regional Alcohol Program (WRAP)

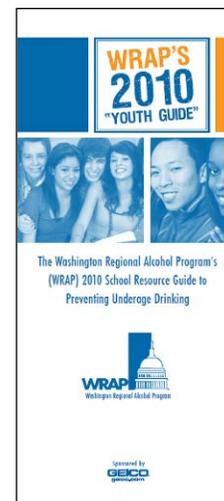
## DESCRIPTION:

WRAP is a private-public partnership working to prevent drunk driving and underage drinking in the Washington-metropolitan area. Through public education, innovative health education programs and advocacy, WRAP is credited with keeping the Washington-metropolitan area's alcohol-related traffic deaths consistently lower than the national average.

## STRATEGY:

WRAP implements education and health programs within schools and the community. Through their programs they aim to reduce alcohol-related injuries, crashes, and fatalities in the area. Their three main programs are Alcohol Awareness for Students, SoberRide, and Safe and Vital Employees (SAVE).

- **Alcohol Awareness for Students:** This program uses an interactive PowerPoint presentation, video, and Fatal Vision Goggles to educate teenagers about the dangers and consequences of underage drinking and impaired driving as well as the importance of making safe, healthy decisions. The 45-minute presentation:
  - Stimulates discussion through questioning and interactive demonstrations
  - Associates stereotypical student decisions with alcohol-induced behaviors
  - Uses local law enforcement partnerships for increased effectiveness
  - Engages students in role-play activities



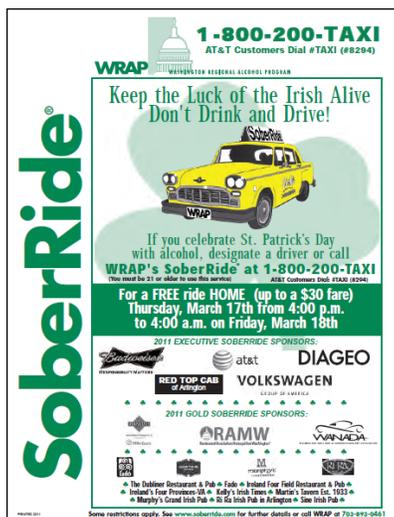
risky

The presentation can be done in either English or Spanish by a bilingual facilitator. PerformTech staff had the opportunity to attend one of the presentations in English at The Madeira School in McLean, VA. Below are samples from both the Spanish and English versions of the presentations, as well as some pictures that were taken during the site visit.

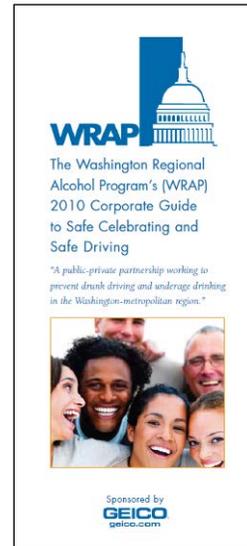




- SoberRide:** WRAP's SoberRide program is one of the nation's most successful free cab ride programs for would-be impaired drivers. It has helped the Washington-metropolitan area residents have a safe way home on high-risk holidays. People can receive a free cab ride home (up to a \$30.00 fare). The service is confidential and they don't trace the person that called. They only require that the person requesting the service is be over 21 years old. Currently, SoberRide operates during the December/January holiday season, St. Patrick's Day, Independence Day, and Halloween. The SoberRide flyers are two-sided: one side is English and one is Spanish. Examples are shown below.



- Safe And Vital Employees (SAVE):** This business/military outreach program brings traffic safety right into the workplace. Through SAVE, talks directly to employees and military personnel about the physical, economic, and legal consequences of impaired driving. Additionally, provides guidelines for safe celebrating and the reduction of alcohol-induced risky behaviors. The goal of the program is to keep employees military personnel safe, healthy, and productive while helping to health insurance, workers’ compensation costs, and other related expenses. To help capture the attention of the employees and add credibility to the effort, WRAP works closely with area police departments and victims of drunk driving.



WRAP  
WRAP  
and  
reduce

Other programs:

- Checkpoint Strikeforce:** This is a program that is a multi-state approach to deter drunk driving. The goal of Checkpoint is to increase the visibility of police officers checking for drunk drivers. It’s a massive mass-media campaign and it’s been going on for 8 years. The campaign produces public service announcements (PSAs) for radio and TV and ads for magazines and websites. WRAP is in charge of managing the grant and the contracts in the Washington-metropolitan area for this campaign. They make sure that the message is done well and that they have speakers and interview opportunities for the media to give the information about this topic.
- Advocacy:** WRAP is known as a key player among the District of Columbia, Maryland, and Virginia’s decision-makers in effectively championing public policies combating drunk driving and underage drinking.

**OUTCOMES:**

- Through the Alcohol Awareness Program, WRAP has been able to reach many youth around the area. They have a lot of face-to-face interaction with them, roughly about 6,000 youth per year.
- Since 1993, SoberRide has provided 51,000 safe rides home to would-be drunk drivers.
- The Checkpoint Strikeforce campaign has increased people’s positive views of checkpoints and patrols. It has helped reduced drunk driving and alcohol-related fatalities The PSAs have been shown to be effective.

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**CHALLENGES:**

- Lack of funds to hire more bilingual staff.

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**PROMISING PRACTICES:**

- Go to embassies and consulates and talk to the people and spread your message while they are waiting for a service.
  - Partner with police departments and develop a good relationship with local coalitions.
  - Check with schools, embassies, consulates, and the U.S. Census to find information about the Hispanic community and the population.
  - Find a good advocator. Look for someone who believes in the community and someone who the community respects and trusts.
  - Take advantage of the mass media. It is really valuable in the aspect of targeting the Hispanic community. Find a medium that already have established themselves to be trustworthy, e.g., El Tiempo Latino.
  - Work with marketing companies. They have statistics and knowledge of everything already done, as well as market research of the population you want to target.
  - Do focus groups when creating a campaign to find out what works and what doesn't in a specific community.
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## CASE STUDY #3

## PROGRAM:

New Jersey Division of Highway Traffic Safety

## DESCRIPTION:

The mission of the New Jersey Division of Highway Traffic Safety (HTS) is to reduce fatalities, injuries, and property damage on the roads of New Jersey resulting from traffic crashes. To achieve its mission, the Division undertakes traffic safety programs relating to education, enforcement, and engineering. The bulk of the Division's funding comes from the Federal Government, through the National Highway Traffic Safety Administration. The funding received by the Division is used to undertake statewide traffic safety programs and is also dispersed to local, county, and state agencies in the form of traffic safety grants.

Traffic safety priority areas that the Division attempts to address include:

- **Occupant Protection:** Issues relating to the usage of seat belts and child safety seats.
- **Impaired Driving:** Efforts to reduce driving while impaired by drugs or alcohol.
- **Pedestrian Safety:** Programs designed to reduce crashes involving pedestrians.
- **Diversity Programs:** Bringing the traffic safety message to the state's diverse populations.
- **Comprehensive Traffic Safety Programs:** County-wide programs that address specific traffic safety issues in a particular county.
- **Distracted Driving:** Educating motorists about the dangers of distractions such as cell phones and eating while driving.
- **Aggressive Driving:** Reducing dangerous driving practices including speeding, excessive lane changes, tailgating, and gesturing.

## STRATEGY:

For the Impaired Driving Prevention Program, HTS uses different approaches to reduce drunk driving fatalities. Some of these approaches include:

- **Partnerships with other agencies:** Due to regulations, HTS cannot provide funds to non-profit agencies directly. As a result, they work with other agencies to disperse their funds, e.g., Department of Health, Department of Community Affairs (DCA). When it comes to the Latino community, they have partnered with the DCA. The DCA then chooses a couple of organizations to provide the funds.

One example of an organization to which DCA has provided funds is the Puerto Rican Unity for Progress (PRUP) in Camden, New Jersey. Through their Youth Services and Resource Center they have created the Impaired Driving Prevention Program. This is a prevention program for youth 17-21 years old. Some of the resources developed by this organization include:

- A website ([www.drivesafe.prupnj.org](http://www.drivesafe.prupnj.org)).
- A Public Service Announcement ([www.youtube.com/watch?v=VIIXj2cfiSc](http://www.youtube.com/watch?v=VIIXj2cfiSc)).
- Safety reflector bracelets with the website address on them, which were given to over 200 Camden County youth to advertise their Impaired Driving Prevention Program.
- T-shirts with the Impaired Driving Prevention Program slogan. (*Es tu vida, es tu decisión. No manejes bajo la influencia / It's your life, it's your decision. Don't drive under the influence.*)
- Key chains with the slogan.



- **PowerPoint presentations:** HTS creates the PowerPoint presentations in English, understanding the cultural differences and how it will most likely be translated and presented in Spanish. It is created in the form of a template and it is provided to the agencies with the intent to be customized to their specific audience. The presentations include very minimal language, photographs, and talking points for the presenter. The presentation will mostly rely on the presenter and the way he or she presents the information.



- **Newspaper columns:** HTS has secured a column with different Spanish local papers and publications across the state to reach out to the communities. They do educational columns and advertising at least once a month. The columns can also be used by the organizations that are working with HTS. If the organization has something that they want to highlight or announce, HTS can work with those papers to get the information out to the community. Some of the publications include: *Hechos Positivos*, *Realidades*, and *Nosotros*.



- **Brochures:** This brochure, produced by the New Jersey Division of Highway Traffic Safety, addresses the laws and penalties associated with driving while intoxicated in New Jersey. It is part of a nationwide campaign created by NHTSA. (*Manejar Borracho – Es un crimen. Serás arrestado / DRUNK DRIVING -*

OVER THE LIMIT. UNDER ARREST.) The goal of the campaign is prevention and not arrest. The message helps to convince the audiences that the chance of being caught is too high to risk.

**CONSECUENCIAS DEL CONSUMO DE BEBIDAS ALCOHÓLICAS POR MENORES DE EDAD**

En New Jersey, usted debe tener 21 años de edad para comprar, tener en su posesión o consumir bebidas alcohólicas. El consumo de bebidas alcohólicas por menores de edad es ilegal y puede tener consecuencias graves para las personas jóvenes que beben y para los adultos que proveen bebidas alcohólicas a aquellos menores de 21 años de edad.

Si usted es menor de 21 años de edad y compra o bebe alcohol en un lugar que tiene licencia para bebidas alcohólicas, se le puede imponer una multa de \$500 y puede perder su licencia de conducir por seis meses. Si no tiene licencia de conducir, la suspensión comienza en el momento en que es elegible para recibir una licencia. Además se podrá requerir que usted participe en un programa de educación sobre el consumo de alcohol o de tratamiento del alcoholismo.

Si tiene menos de 21 años de edad y conduce con cualquier cantidad detectable de alcohol en el sistema (en CAS o mayor), se impondrán las siguientes sanciones:

- Retirada o postergación del derecho a conducir durante 30 a 90 días
- 15 a 30 días de servicio comunitario
- La persona debe satisfacer los requisitos del programa de un Centro de Recursos para Conductores en Estado de Ebriedad (Intoxicated Driver Resource Center) o participar en un programa de educación sobre el consumo de alcohol y seguridad en las carreteras.

**CONducir con la licencia suspendida porque condujo borracho**

- Una multa de \$500\*
- 10 a 90 días de encarcelación\*
- Un a dos años adicionales de suspensión de la licencia\*
- Si usted tiene un choque mientras su licencia está suspendida y alguien resultó herido, usted enfrenta una sentencia obligatoria de 45 días de cárcel\*
- Revocación del registro de vehículos motorizados\*

**NEGACIÓN A SOMETERSE A LA PRUEBA DEL ALIENTO**

- 1ª ofensa – Multa de \$300 – \$500 y suspensión de la licencia no menor de siete meses o mayor de un año\*
- 2ª ofensa – Multa de \$500 – \$1,000 y suspensión de la licencia de dos años\*
- 3ª ofensa – Multa de \$1,000 y suspensión de la licencia de 10 años\*
- Recargo en el seguro de automóvil de \$1,000 al año durante tres años para la 1ª y 2ª infracciones, \$1,500 por la 3ª infracción
- Recargo de \$100 que se debe depositar en un fondo de cumplimiento con las reglas de conducción en estado de ebriedad
- Referido a un Centro de Recursos para Conductores en Estado de Ebriedad

**POSESIÓN DE UN RECIPIENTE ABIERTO EN EL COMPARTIMENTO DE PASAJERO**

- 1ª infracción – \$200
- 2ª infracción – Multa de \$250-6 10 días de servicio comunitario

**CONducir Borracho en Nueva Jersey**

**LEYES Y PENALIDADES**

**MANEJAR BORRACHO ES UN CRIMEN. SERÁS ARRESTADO.**

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OUTCOMES:

- Through their partnerships with other agencies, HTS has been able to help community organizations like Puerto Rican Unity for Progress (PRUP), in which, they were able to educate at least 300 Latinos between the ages of 17-20 years of age on the risks and consequences of drinking and drugging while driving.
- Through the newspaper columns, they have been to their reach the community in terms of public relations and public information and have received a lot of feedback from the community from that.
- Campaigns like “Manejar Borracho – Es un crimen. Serás arrestado” have influenced thousands of citizens not to drink and drive nationwide.

CHALLENGES:

Some of the challenges that HTS encounters include:

- Lack of funds to reprint bilingual materials.
- Not having current statistics or data. Or the data that they do get does not trace the race, which is something that they need when deciding whether or not there is an issue that is truly affecting the Latino community.
- Not having materials in a format that can be modified for the Division's needs, e.g., El Pueblo, Inc. materials.

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PROMISING PRACTICES:

- Create partnerships with local papers and publications.
- PowerPoint presentations should be simple and be presented by a local person that knows the culture and can speak in the appropriate language. Create a presentation with talking points and rely on the presenter. The presentation should always be modified with the intended audience in mind.
- Do not use scare tactics and focus on positive behavior.
- Use palm cards instead of brochures. It is easy to read and more attractive.
- Give participants incentives for attending the presentations, e.g., t-shirts, key chains, food.

## CASE STUDY #4

## PROGRAM:

The Center for Education, Training and the Prevention of Addiction (CETPA)

## DESCRIPTION:

CETPA is a private, non-profit, tax-exempt behavioral health treatment and education program. The CETPA program addresses behavioral health issues such as substance abuse and addiction, depression, anxiety, and social phobia for adults and adolescents.

CETPA provides services in Spanish for Spanish-speaking consumers or bilingual consumers who, to avoid misunderstanding, prefer to communicate in Spanish. Services are also available in English.

CETPA utilizes a variety of treatment and therapeutic services to enable clients to become or remain alcohol and drug free and/or to learn social and psychological skills to improve their overall functioning in life. Services include individual counseling, group counseling, family counseling, supportive counseling, substance abuse education and prevention, family violence groups, multiple DUI offender groups, psycho-educational groups, evaluations, assessments, and referrals.

## STRATEGY:

CETPA offers alcohol-related services as one component of an integrated set of prevention, intervention, and direct treatment services offered to both youth and adults. Services are provided by a staff that includes 14 licensed, bilingual clinicians and a range of additional support personnel.

Specific information on alcohol, its effects, and the dangers of drunk driving is delivered as part of a full Prevention Curriculum. This program is delivered to both adults and youth. Information on alcohol is delivered using a PowerPoint presentation delivered in an interactive format to engage the audience in discussion.

Samples from both the Spanish and English versions of the alcohol presentation appear below.

**OUTCOMES:**

The CETPA Prevention Curriculum has proven effective in educating youth about alcohol and drugs. Pre- and post-program questionnaires were given to three groups of participants. One section of the questionnaire asked 21 True/False questions to assess knowledge. Responses to 80% of the questions showed an increase in the number of correct answers. See Appendix A for more details.

**CHALLENGES:**

CETPA faces two primary challenges: funding and the social traditions of the area.

As with many non-profit organizations, the search for funding is continual. For example, CETPA has recently expanded by moving their prevention program into a new building. Physical activity is a key component of the prevention program and there are plans to develop an indoor soccer area, a dance floor, and a boxing ring. However, all of these are on hold until funding can be secured. Both the after school and summer camp programs are oversubscribed and have long waiting lists. As a result, many people in need of services are unable to get them.

The second challenge is the social traditions of the area, which have strong anti-immigrant components. While Georgia has a Hispanic population approaching 1,000,000, CETPA is the only Latino agency to earn a license by the Georgia Department of Behavioral Health and Developmental Disabilities (DBHDD). In addition, Georgia has recently enacted legislation which allows for the detention of undocumented immigrants for even minor violations. This environment increases the challenges of securing funds and providing services.

**PROMISING PRACTICES:**

CETPA has developed a variety of strategies and approaches that have contributed to its success. These include:

- Bilingual staff able to respond to client concerns in either English or Spanish.
- Offering after school programs to youth, but also offering a companion program to parents in the evening to discuss how to support their children.
- Offering preventive services to youth before they initiate alcohol/drug-taking behaviors.
- Forming partnerships with local television stations to reduce the cost of running PSAs.
- Verifying the language used in all Spanish materials with Spanish-speaking staff from at least four different countries. This ensures that messages can be understood by a diverse population.
- Using social networking technology, like Facebook and Twitter, to keep in touch with their client base and provide a means for frequent communication and the reinforcement of the messages delivered during programs.

APPENDIX A: CORRECT RESPONSES TO TRUE/FALSE QUESTIONS ON DRUGS AND ALCOHOL FOR THREE GROUPS OF CHILDREN

**XX** indicates higher percentage of correct responses after taking the course.

80% of questions showed improvement.

	% Correct Before	% Correct After	% Correct Before	% Correct After	% Correct Before	% Correct After
1. The majority of adults smoke cigarettes. / <i>La mayoría de los adultos fuman cigarrillos.</i>	29	<b>85</b>	19	<b>93</b>	17	<b>74</b>
2. Smoking cigarettes causes your heart to beat slower. / <i>El fumar un cigarrillo causa que su corazón palpita más despacio.</i>	9	<b>29</b>	32	<b>77</b>	11	<b>52</b>
3. Few adults drink wine, beer, or liquor daily. / <i>Son pocos los adultos que beben vino, cerveza o licor diariamente.</i>	71	65	26	<b>43</b>	64	58
4. Most people my age smoke marijuana. / <i>La mayoría de las personas de mi edad fuman marihuana.</i>	74	<b>82</b>	55	90	61	<b>81</b>

5. Smoking marijuana causes your heart to beat faster. / <i>El fumar marihuana causa que su corazón palpita más rápido.</i>	31	38	35	30	17	39
6. Most adults use cocaine and/or other strong drugs. / <i>La mayoría de los adultos usan cocaína y/o otras drogas fuertes.</i>	31	68	32	97	14	52
7. Cocaine and other strong drugs always make you feel good. / <i>La cocaína y las otras drogas fuertes siempre te hacen sentir bien.</i>	86	94	90	90	100	97
8. Smoking can affect the firmness of your hands. / <i>El fumar puede afectar la firmeza de sus manos.</i>	57	94	65	83	64	87
9. A stimulant is a chemical that calms your body. / <i>Un estimulante es un químico que calma el cuerpo.</i>	43	59	71	90	47	71
10. Smoking reduces the resistance in a person's physical activity. / <i>El fumar reduce la resistencia de una persona para la actividad física.</i>	54	71	84	87	78	61
11. A beer of 12 ounces and a glass of wine of 1.5 ounces contains less alcohol than a drink of "strong" liquor like Whiskey of 1.5 ounces. / <i>Una cerveza de 12 onzas y un vaso de vino de 1.5 onzas contiene menos alcohol que un trago de licor "fuerte" como el whiskey de .5 onzas,</i>	46	88	61	60	67	84

12. Alcohol is a depressive. / <i>El alcohol es un depresivo.</i>	63	91	74	90	83	74
13. Marijuana can improve your vision. / <i>La marihuana puede mejorar su vista.</i>	57	94	90	97	72	90
14. Young people who drink alcohol or smoke cigarettes have more friends. / <i>Los jóvenes quienes beben alcohol, o fuman cigarrillos tienen mas amigos,</i>	94	94	81	97	92	94
15. Young people who smoke marijuana or use illegal drugs have more friends. / <i>Los jóvenes quienes fuman marihuana o usan drogas ilegales tienen más amigos.</i>	91	97	81	97	92	97
16. Drinking alcohol or smoking cigarettes makes you popular. / <i>El beber alcohol o fumar cigarrillos te hace popular o envidiable.</i>	86	97	81	100	89	97
17. Smoking marijuana or using illegal drugs makes you popular. / <i>El fumar marihuana o usar drogas ilegales te hace popular o envidiable.</i>	83	97	84	100	94	100
18. Young people who drink alcohol or smoke cigarettes are more adult. / <i>Los jóvenes quienes, beben alcohol o fuman cigarrillos son más adultos.</i>	63	82	84	97	72	87

<p>19. Young people who smoke marijuana or use illegal drugs are more adult. / <i>Los jóvenes quienes, fuman marihuana o usan drogas ilegales son más adultos.</i></p>	63	79	87	90	64	84
<p>20. Drinking alcohol or smoking cigarettes allows you to have more fun. / <i>El beber alcohol o fumar cigarrillos permite que te diviertas más.</i></p>	97	97	94	100	97	97
<p>21. Smoking marijuana or using illegal drugs allows you to have more fun. / <i>El fumar marihuana o usar drogas ilegales permite que te diviertas mas.</i></p>	97	97	97	100	94	97