

## EDITORIAL

# MADD's clear message

Don't drink and drive. It's a message that we, as a society, try to drill into people's heads every chance we get.

It's also a message we send to our youth with the natural assumption if they learn never to start drinking and driving now, it will never be a problem for them in the future.

But how to do that? It must be in a way that has a huge impact on those young people, one that will leave a life-long, lasting impression.

Mothers Against Drunk Driving (MADD) has the answer and Eastdale Secondary School students experienced it Friday as the high school hosted MADD Canada's multimedia presentation called Truth, a graphic depiction of the perils of alcohol and drugs.

As reporter Angus Scott wrote in Monday's *Tribune*, the message from MADD is effective in its simplicity.

"She's not coming back." Those four words from a crying mother, whose daugh-

ter was fatally injured in a drinking and driving accident, strike to the core of the audience.

Using three large screens, a high-tech sound system, and music from currently popular bands, the presentation is designed to grab the attention of teens.

It starts off with a loud musical intro, then kicks right into the story about a 16-year-old girl who was struck down while walking on a highway while she was drunk.

And, not surprisingly, young people get it – that's their age.

"I thought it was very graphic," said Grade 12 student Sarah Goodyear. "But that's what you need to get through sometimes."

Megan Elliott, a Grade 10 student, admitted she cried during the presentation.

"It was really sad to hear that story," said Elliott. "It made me realize when people choose to drink and drive, they're really making a dumb choice."

"It was so heartbreaking, said Torri Luchyshyn, a Grade 12 student. "Those are ordinary people and it can happen to anyone."

Students said the presentation will make them look at their own actions in a different light. So in other words, MADD succeeded.

The organization understands it's so much more than just about drinking and driving. It's also about the choices young people make. And because of that, a large part of the presentation focuses on encouraging teens to make right choices in their lives. It doesn't tell them to not drink, or not to do drugs, but it does honestly lay out possible consequences of making those choices.

The organization never talks down to its audience and that's why it's so successful.

We applaud MADD and the work it does.

We realize they're not going to reach everyone but if they reach even one, we're further ahead than we were before MADD went to work.

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