



Myers Manual Introduction

The West Virginia Alcohol Beverage Control Administration (WVABCA) created and designed the *Myers Manual* to empower youth with an increased knowledge of the effects of alcohol and to identify the signs of acute alcohol poisoning. The program enables friends and family to better respond to an alcohol poisoning emergency. While the *Myers Manual* is geared to high school students, it may also be used in middle schools and at the collegiate level.

Created in 2017 and scheduled to be released to the public in 2018, the *Myers Manual* is the result of the *WVABCA NO School Spirits PSA Program*. This program seeks essay and video entries from high school students which address underage alcohol use and drinking and driving. Initially, the entries received mainly focused on drinking and driving. As the program grew each year, the themes expanded to highlight additional negative consequences from underage alcohol use. West Virginia's youth voiced their concerns to the WVABCA that they were worried about death from alcohol poisoning. During the *4th annual NO School Spirits PSA contest* an entry from Lewis County High School won second place and brought the issue of alcohol poisoning to the forefront. The Lewis County High School video entry depicted the true-life tragedy of Kurt Myers, who was a 15-year-old student that died from alcohol poisoning in 2012. The *Myers Manual* honors the family of Kurt Myers by sharing his story in life and in death.