



## **DScape chosen to develop MADD's first online alcohol prevention program**

*DScape Interactive has been selected by Mothers Against Drunk Driving (MADD) to create and launch the first online training version of their program, Protecting You/Protecting Me (PY/PM) -- a nationally-recognized alcohol prevention teacher curriculum for children in grades 1-5.*

([PRWEB](#)) May 19, 2004 -- MAY 18, 2004 [HOPE, NJ] -- DScape Interactive, LLC, has been selected by Mothers Against Drunk Driving (MADD) to build and launch the first online training version of MADD's program, Protecting You/Protecting Me (PY/PM), a nationally-recognized alcohol prevention teacher training curriculum for children in grades 1-5.

PY/PM helps reach children before they have fully shaped their attitudes and opinions about alcohol use and their role in preventing it. The curriculum focuses on the effects of alcohol on the developing brain during the first 21 years of life.

DScape will develop a web-based e-learning course for PY/PM, which will prepare professional educators to deliver the PY/PM curriculum to students in first through fifth grade across the United States and possibly abroad. The online course will feature engaging Flash-based animations, interactive exercises, and professional narration.

The course content will be organized into short, instructional modules to fit the demanding and time-pressured schedules of school staff. Learners will have 24-hour access to the course through a web browser on any computer connected to the Internet.

DScape will also provide a SCORM-compliant Learning Management System (LMS) that includes a self-registration tracking system for learners and comprehensive reporting tools for administrators. Scored assessments will validate learners' mastery of the content and, upon successful completion of the course, each learner will receive certification to teach the PY/PM curriculum. Pre- and post- course assessments will help determine the effectiveness of the course for all participants.

MADD chose DScape to develop PY/PM's online course after a rigorous vendor selection process.

"It was a challenging process," said Kappie Bliss, Project Director for PY/PM. "What set DScape apart was their proven ability to create online content that's both engaging and memorable for all types of learners. DScape also satisfied all of our technical requirements with customizable and easy-to-use administrative tools. We know that DScape's solution will enable us to more effectively and more efficiently train the nation's elementary school staff to help children learn about their growing brains and the developmental risks associated with exposure to alcohol before the age of 21. We're thrilled to have them as our e-learning partner."

"We're very excited that MADD decided to partner with us for creating the online PY/PM course," said Mark Kaplan, senior partner at DScape. "E-learning, with its just in time delivery method for large numbers of widely dispersed learners, will enable MADD to reach more prospective PY/PM instructors for the greatest benefit. It's especially gratifying to know that this program will have a real impact on kids' lives."



A national rollout for the new online version of PY/PM is planned in the fall of 2004. For more information on Protecting You/Protecting Me, contact Kappie Bliss at (512) 693-9422 or visit [www.pypm.org](http://www.pypm.org).

MADD is the premier grassroots organization working to stop drunk driving, support the victims of this violent crime and prevent underage drinking. Founded in 1980, MADD has 600 affiliates and 2 million supporters nationwide. Visit [www.madd.org](http://www.madd.org).

DScape Interactive LLC designs, develops and hosts custom e-learning courses, learning management systems (LMS) and information systems that enable companies to train employees in product knowledge, company orientation, selling skills, back office procedures, retail merchandising, safety training (OSHA) and other topics.

DScape employs a variety of instructional approaches, including animated peer-instructors, to create engaging content designed for end-users in specific demographics. Clients include Ford, Siemens, Mercedes-Benz USA, Maersk-Sealand, Hunter Douglas, Dow Jones, FedEx, Jaguar Cars and Pep Boys. For more information, contact: (877) 373-9857, [moreinfo@d-scape.com](mailto:moreinfo@d-scape.com), or <http://www.d-scape.com>.

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**Online Web 2.0 Version**

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