



Building Bright Brains is a campaign of our grant-funded regional network connecting community coalitions in Holliston, Hopkinton, Medway, Medfield, and Wayland. We are committed to reducing youth substance misuse and promoting positive youth development through evidence-based prevention strategies. We collaborate with students, schools, families, and local partners to strengthen protective factors, enhance resilience, and support the health of youth across the region.

The Building Bright Brains campaign is creating a foundation of support and consistent messaging around the research showing that brains continue to develop until the age of 25. The choices young people make during this period can shape the brain's structure - for better or worse. The flyer below highlights the prefrontal cortex, one of the last areas of the brain to mature and the center of executive functioning skills such as planning, organizing and decision-making.

Building Bright Brains focuses on strengthening the community, family, and school environments that help support youth and teens to continue to make healthy choices.

Key messages include:

- “Brain Boosts” - activities like reading, staying hydrated, exercising, and other positive habits that support healthy brain development.
- “Brain Busts” - behaviors such as underage substance misuse, which can negatively impact learning, memory, and executive functioning skills.

Together, we have coordinated a regional effort to provide shared guidance and consistent messaging for parents and caregivers across our communities. When we reinforce these messages collectively, we help ensure stronger, healthier outcomes for our kids - now and in the future!

As a part of this campaign, we will introduce an interactive, online experience designed for parents and caregivers of late elementary, middle and high school students. Through this brief “module,” parents will:

1. Reflect on their family's core values related to alcohol use
2. Understand how alcohol affects the developing pre-teen and teen brain
3. Learn practical strategies and conversation starters for discussing underage drinking
4. Recognize early warning signs that may indicate alcohol misuse

Each community coalition nominated five of the most influential and respected voices in their towns, individuals whose perspectives truly resonate with families. It has been an honor to collaborate with these inspiring leaders as they help amplify our shared mission: strengthening local environments and building brighter brains for healthier, more successful futures.

Be sure to follow us on social media - you won't want to miss the campaign launch video debuting this March.

This is just the beginning of our powerful work together as a regional network across the MetroWest area, united in our commitment to supporting families as they foster the healthy development of their children. Thank you for your time, passion, and partnership as we begin this important work together!

**BRAINS CONTINUE DEVELOPING UNTIL AGE**

# 25

**Building Bright Brains**  
A Campaign of SUW MetroWest

**THE PRE-FRONTAL CORTEX IS ONE OF THE LAST AREAS TO MATURE**

**IT'S THE AREA RESPONSIBLE FOR**

- *planning*
- *prioritizing*
- *decision-making*

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IMAGE: FLATICON.COM

#buildingbrightbrains