Houston: Are You Above It?

ABOVE THE INFLUENCE CAMPAIGN, 2011
“A theme that exists within the history of all great social movements is the potential enormity of a single life.”

Local Participation

Coalition of Behavioral Health Services (Houston)

Images captured by a Houston Memorial Examiner news reporter who was embedded with teens during the “Tag It” activity.
ONDCP Above the Influence: Building *Influence Literacy*
Teens believe drug prevention messages are effective

The 2010 Monitoring the future study found a huge falloff in teens’ recalled exposure to drug abuse prevention messages over the past seven years, when teens themselves report finding that drug prevention messages are effective.

—January 13, 2011

The Partnership at Drugfree.org
ATI Campaign Partners

• Coalition of Behavioral Health Services/Partnership for a Drug-Free Spring Branch
• ARTreach
• Texas Commission on the Arts
• Fleishman-Hillard, Inc. agent for Office of National Drug Control Policy
• Woodlands Waterway Arts Festival
• Woodlands Art League
• The Woodlands Children’s Museum
• National Charity League
• Spring Branch Independent School District
• Conroe Independent School District
• We Care Residential Facility
• Gulf Coast Trade Center- Residential Facility
• Woods Edge Community Church
• Volunteers of America
• YES Prep Public Schools
• BACODA — Bay Area Council on Drugs & Alcohol
• Change Happens!
• Crime Stoppers
• The Council on Alcohol and Drugs — Houston
• YWCA — Young Women’s Christian Association
ATI Campaign Partners

Coalition of Behavioral Health Services
Partnership for a Drug-Free Spring Branch

ONDACP
  |- Fleishman-Hillard
  |   (Resources, TA)

ARTreach
  |- Vickie McMillan
  |   WWAf
  |   Gulf Coast Trade Center
  |   (Murals/Venues)

BACODA
  |- Pasadena ISD
  |   (Tag-it Sites)

VOA
  |- YES Prep
  |   (Volunteers)
“Influence Literacy”

- **Definition of INFLUENCE**
  
an ethereal fluid held to flow from the stars and to affect the actions of humans

A **power** affecting a person, thing, or course of events, especially one that operates without any direct or apparent effort: relaxed under the influence of the music; the influence of television on modern life.

- **Literacy** has traditionally been described as the ability to **read** for knowledge, **write** coherently and **think** critically about the written word. But literacy can be the ability to understand all forms of communication, be it body language, pictures, video & sound.
Master artist Vickie McMillan

40x60 ‘influence inspired’ traveling mural

Created by more than 175 Houston area teens with support from CBHS, ARTreach (a local not-for-profit arts education organization), and Texas Commission on the Arts.
TAG IT ACTIVITIES

- Nearly 400 teens across Greater Houston took part in Tag It activities in March-April 2011
Elements of Tag-It Implementation

- Recruit agencies/schools to host sites and teens for Tag It activities
- Coordinate days/times for Tag It across sites
- Develop and deliver training (using materials from ONDCP)
- Distribute materials to Tag It hosts (t-shirts, youth and facilitator survey forms, “I Am Above” sticky pads, tattoos, posters, literature, etc.)
- Obtain consent forms for all youth (separate consent from required by ONDCP ad agency)
I AM NOT ENJOYING LIFE!
I am ↑: Teen Pregnancy
I am above:
The saying, "Everybody’s doing it!"
"I am above street life"
Now the mural is finished!
WOODLANDS ART FESTIVAL

- Exhibitor space Saturday and Sunday
- Second mural developed by youth at Festival
- Teen panel discussion about being Above the Influence
- First mural unveiled
- A good (if hot!) time had by all
TEEN PANEL & MURAL UNVEILING

- Teen panel discussion about the dangers of drugs and risky behaviors, the power of influence, and what keeps teens above the influence
- Unveiling of the “influence inspired” traveling mural
- A show by URGEWORKS, an inspirational hip-hop performance group
The finished mural

(below: mural detail)
The second mural, complete by youth at the Festival
A **M360** is a hydrocodone 7.5 plain and simple it is white and a pretty common pill it had M360 inscribed on it they run for 3-4 per pill. “I enjoy music more with a few M360's.” –Urban Dictionary
ATI Mural Dedication in Greater Houston Area Malls
21st Century Youth Cultures:
Implications for the Journey to Adulthood

Friday, April 15, 2011
9:00 a.m. to 4:45 p.m.

Explore the culturally diverse environments that provide today’s youth with identity, belonging, meaning, and value:

- increase awareness of the many cultures experienced by today’s youth
- identify cultural factors that influence a young person’s future trajectory
- provide strategies for cultural understanding with positive impact on a young person’s path.

Keynote sessions on “Growing Up Undocumented” and “Teen Depression: Clinical and Cultural Expressions”
presented by:

Gary E. Nelson, DMin, is a United Methodist minister who for 30 years has worked with teens and their families as a local church pastor and as a pastoral counselor. His latest book is A Relentless Hope: Surviving the Storm of Teen Depression.

William Perez, PhD, is Professor of Education at Claremont Graduate University, and an applied developmental psychologist. His latest book is We ARE Americans: Undocumented Students Pursuing the American Dream.

Registration $55.00 ($75.00 for walk-ins)
includes Continental breakfast, lunch, 6 CEU credits, and resource notebook.
Register at www.council-houston.org.

6 CEUs for LPC, LMFT, LCDC, CPS and Licensed Social Work provided courtesy of The Council on Alcohol and Drugs Houston.

For more information, contact Kay Crockett at sbcglobal.net or 713-725-6246.
Continuing the ATI CAMPAIGN

- Distribute video/information about “Tag It” to preventionists working in area schools to conduct as an alternative activity

- Continue to tour the ATI mural; organize public event with Memorial City Mall at time of permanent installation

- Alternative school in South Houston has incorporated ATI training into their curriculum

- Lead & Seed youth leadership training at alternative school in Spring Branch will incorporate ATI into their strategic plan

- ATI mural being considered at Harris County Juvenile Detention Center
“No one is saved by silence.”
—Margaret Wheatley