

Houston: Are You Above It?

ABOVE THE INFLUENCE CAMPAIGN, 2011





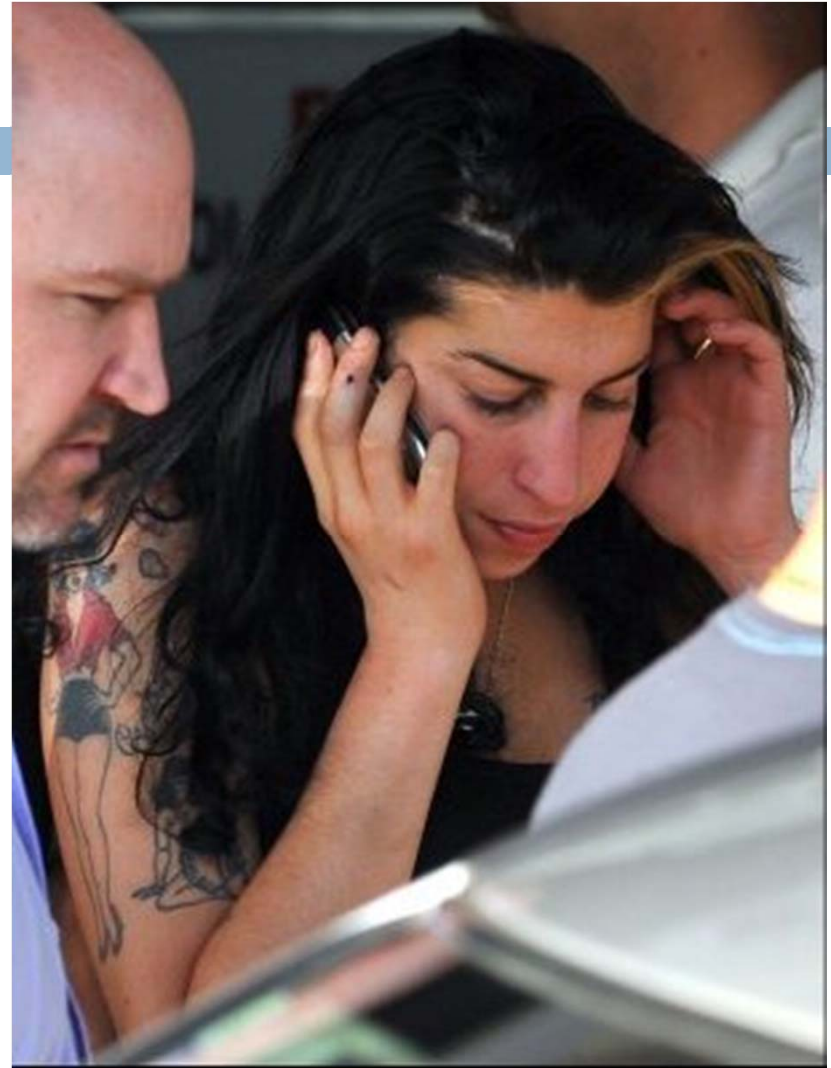
Ben Tucker,
ONDCP

Kay Crockett,
CBHS

Sandy Olson,
CBHS

“A theme that exists within the history of all great social movements is the potential enormity of a single life.”

—William L. White, *Let's Go Make Some History* (2006)



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*

6



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

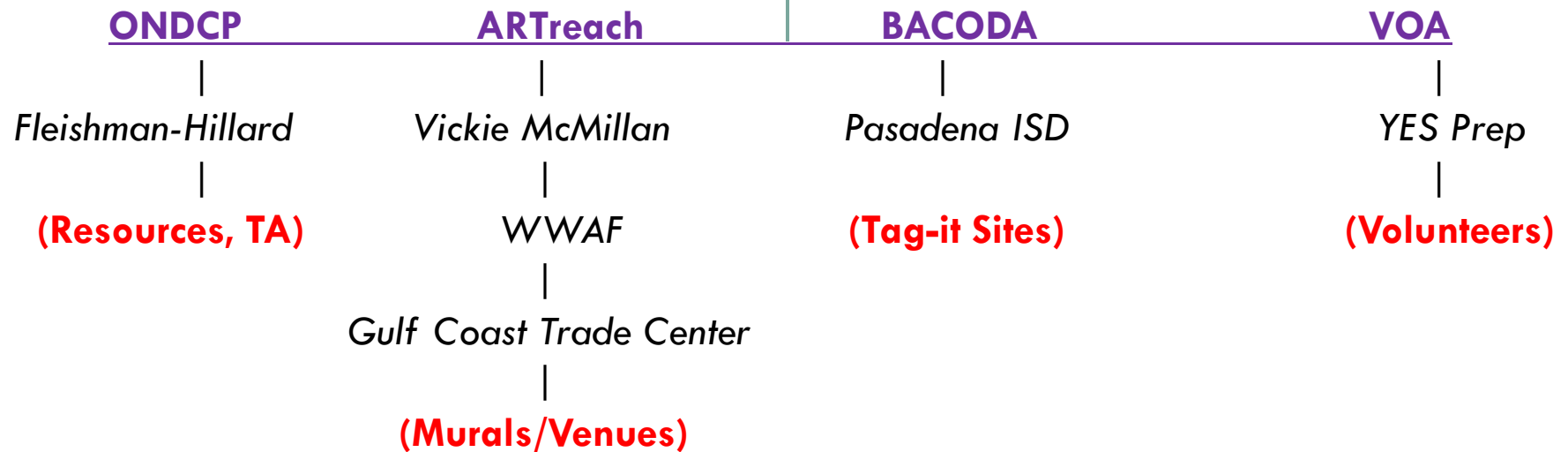
ATI Campaign Partners

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- 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



Memorial Examiner

15th Annual Coach Bill Yeoman Scholarship Golf Tournament
Monday, April 25th
Sugar Creek Country Club
ALUMNI

QUESTION



SPRING FLINGS

April blossoms with bevy of festivals. HERE



SQUEEZE PLAY

St. Thomas rugby squad beats national power Austin Westlake. Sports, 9A



ORIALNEWS.COM

dies itself g cuts

Spring Branch is determined to keep the regulatory costs of the legislature from becoming a burden. Klamann said that while Spring Branch is not a school district, it is a local government and it has the same responsibilities as a school district. Klamann said that while Spring Branch is not a school district, it is a local government and it has the same responsibilities as a school district.

On a related note, the district faces a 9.5 percent increase in its employee health insurance premiums, an increase that will likely be passed on to employees in the next contract year. Klamann said that while Spring Branch is not a school district, it is a local government and it has the same responsibilities as a school district.

CONTACT US
Have a news tip?
Contact the circulation at 281-474-1360 or write to circulation@memorialnews.com.

APRIL 7, 2011

TAG IT



These teens "tag" being there has influence of homebounders during Saturday's tag event.

By RUSTY GRAHAM
The Examiner

What would you make of a group of managers tagging inside a local grocery store? This time, the tagging was a good thing — the students were showing that they were "above the influence" of negative products and activities, or conversely, "under the influence" of positive activities. A group of Spring Branch ISD students spent last Sunday morning at Spring Oaks Middle School watching videos and listening about the influence — good and bad — in their lives.

Part of the Office of National Drug Control Administration's National Youth Anti-Drug Media Campaign, "Above the Influence" is a video series that seeks to make youth aware of the influence around them and how to stand up to the pressures that surround them.

Sponsored locally by the Qualitative for Behavioral Health Services and the Partnership for a Drug-Free Spring Branch, Saturday's event included nearly 50 Spring Branch ISD students.

"We want our teens to develop what we call 'influence literacy,'" said Sandy Olson, executive director of both groups, "which means having a clear understanding of those people, places, and things in their lives that influence them in a positive way towards their goals, plans, and dreams, and those people, places, and things — such as alcohol, tobacco, and other drugs — that are negative influences which can derail their personal dreams."

Around mid-morning, the group, including counselors and teachers, made their way to the

See TAGGING, Page 13

Master plan a map for connecting West Houston trails

By RUSTY GRAHAM
The Examiner

Of all the hopes of all the things Robert Rayburn has heard said about the West Houston Trails Master Plan, his favorite, from longtime activist Terry Hensley, grew the inside track over the comprehensive version of that plan. Hensley, a former park ranger along Buffalo Bayou, is in favor of having the master plan, in his own words, "be a vision of the future."



Kathryn Nichols (left) of the National Park Service and Carl Mortenson (right) of the Texas State Parks System give Robert Rayburn a tour of the map of the West Houston Trails Master Plan in a show of hands of those who were at a planning meeting in November 2008.

Hensley, stakeholders and the public will be asked to provide input on a plan to connect the trails. Friday afternoon in Terry Hensley Park, natural

See TRAILS, Page 3B

04/08/2011

“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.

TRAVELING ATI MURAL

12

- 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

16

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

Elements of Tag-It Implementation

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- ❑ 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 above :
The saying,
“Everybody’s
doing it!”

I am :

the saying
“Everybody’s doing it!”



"I am above street life"





04/10/2011 04:08

A man in a white shirt and tie is painting a vibrant, multi-colored mural on a wall. The mural features various symbols, including arrows, a rainbow, and text like 'CAUTION' and 'RIP'. A woman stands next to him, observing the work. The scene is set in a room with white blinds in the background.

Now the mural is finished!

04/08/2011 04:56



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







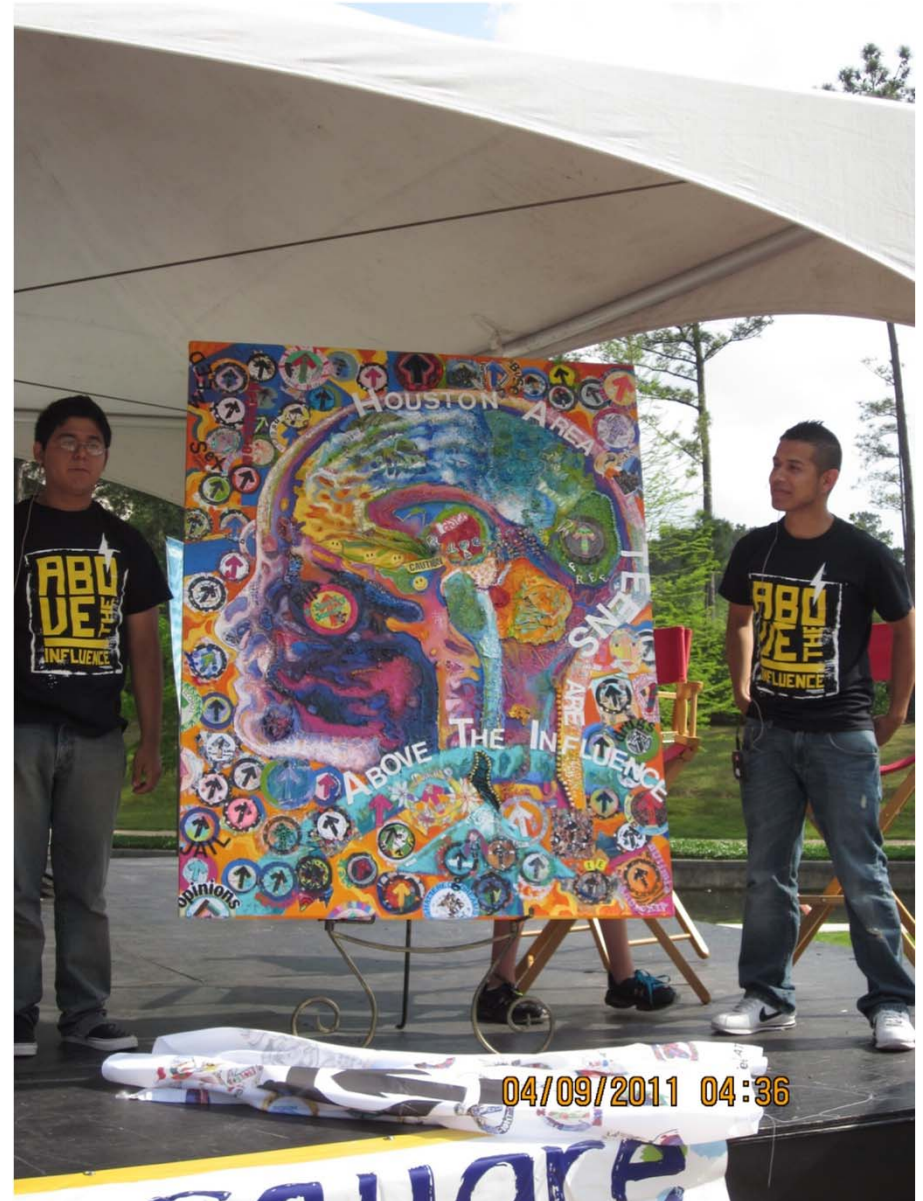
TEEN PANEL & MURAL UNVEILING

30

- 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









HOUSTON R U ABOVE IT?



Roland

KC

04/09/2011 05:05

WATERWAY SQUAD





The second mural, complete
by youth at the Festival





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.

Continuing Education Provider approved by TCBAP Standards Committee. Provider number 0340-89, Six (6) hours general or six (6) hours specific specialization, Expires 8/11.
Complaints about this continuing education provider or workshop content may be directed to the TCBAP Standards Committee, 1005 Congress Ave., Suite 460, Austin, TX 78701, Fax Number (512) 476-7297. TAAAP and social work accreditation require that participants attend the entire session to receive credit. No partial credit will be given. Late arrivals will not be given CEU credits. Cancellation notices will be posted at The Council 24 hours prior to the training. Registration at the door is based on available space. Refunds will be given with 72 hours notice, less \$15 processing fee. A fee of \$25 will be charged on all returned checks.

the council on  alcohol and drugs houston

The Hamill Foundation Conference Center
303 Jackson Hill St., Houston, TX 77007
www.council-houston.org

For more information, contact
kay.crockett@sbcglobal.net or 713-725-6246.

Sponsored by:



Continuing the ATI CAMPAIGN

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- 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

