

National Youth Anti-Drug Media Campaign

Above the Influence



Who We Are:

- **Mark Krawczyk**, Acting Director of the National Youth Anti-Drug Media Campaign
- Key Federal drug prevention program of the White House Office of National Drug Control Policy
- Partner with communities to provide new, locally tailored drug prevention resources for teens and parents



What We'll Cover:

- Overview of ATI Activities & Partner Highlights
- ATI Activities Toolkit with focus on “Be It” and “Bring It”
- Opportunity to hear from ATI partner Coalition of Behavioral Health Services Houston



Above the Influence



- 6+ year brand investment (launched Nov 2005)
- Targets teens ages 12-17
- Brand philosophy:
 - Inspires them to make smart choices
 - Drugs/negative influences stand in the way of teens reaching their full potential
- Evidence of effectiveness:
 - Two independent research studies
 - Youth tracking survey
 - Youth exposed to ATI campaign are less likely to initiate/use

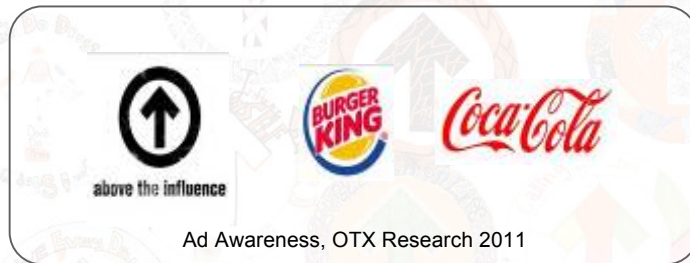


Above the Influence



Teens Know and See It

85% aware
of *Above the Influence* advertising



Resonates Across Groups

>75% teens
say *Above the Influence* speaks to
someone like me

= { African American
Hispanic
White
Boys
Girls

Addresses a Variety of Substances



Teens tell us *Above the Influence* could
apply to everything — prescription drugs,
alcohol and marijuana

Teens Making ATI Their Own

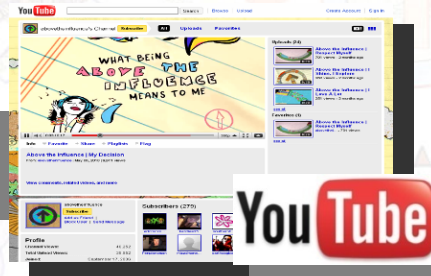


Above the Influence

National and Local



National Reach



Total Fans:
380,000+ fans

(adding ~4,000 per week)

**Broad National Messaging &
Social Media Presence**

Local Participation



**>80 local
partners in
45+ cities**

**Nearly a
thousand
participants in
conference
workshops
and webinars.**



RECLAIMING FUTURES



DRUG-FREE COMMUNITY GRANTEES

**“Above the Influence” Activities and
Support for Local Community Organizations**



ATI Activities Toolkit



- Includes the following ATI Activities
 - **Influence Video Discussion Guide:** Opens up a dialogue with teens about issues and influences they face; builds “influence literacy”
 - **“Tag It”:** Empowers teens to identify and reject negative influences
 - **“Be It”:** Challenges teens to create their own personal positive slogans/brands ****New**
 - **“Bring It”:** Strengthens teens’ resistance skills through role playing scenarios ****New**
 - **ATI Art Project:** Use visual/artistic expressions to convey what being “Above the Influence” means to teens
- Toolkits and supporting materials can be downloaded at: www.atipartnerships.com



What We Hear From Partners



- The ATTI toolkit resources and activities have worked well with their existing programs.
- They are able to use the ATTI campaign as a valuable, nationally-recognizable asset that hits home with their teens... *“kids want to be part of it”*
- A new way to engage kids in a discussion about drugs.



What We are Hearing from Teens



- **91 percent** of teen participants favorably rate the ATI activities.
- Teens' perceptions of the risks associated with drug and alcohol use also increased after participating in ATI activities.



*I am above
"Blacking Out."*



Darilys, 16



New Activity: “Be It”



“Be It” asks teens to create their own personal slogan – a short statement (6 words or less) that captures who they are and how they live their lives to stay above negative influences.

Through participation in “Be It,” teens will:

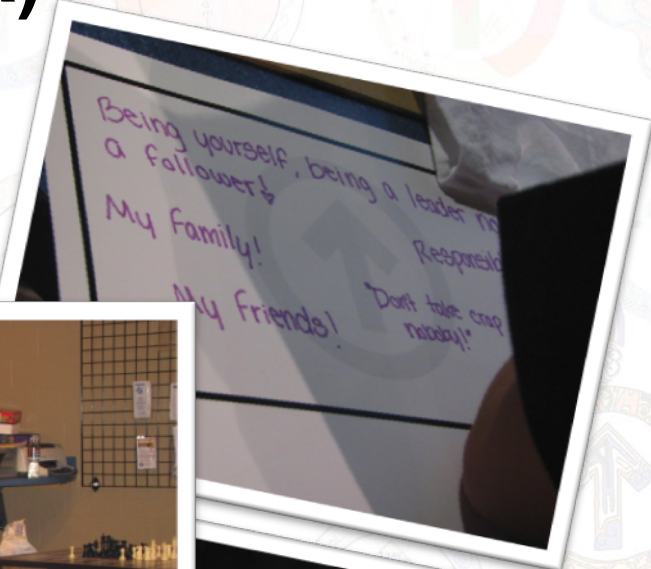
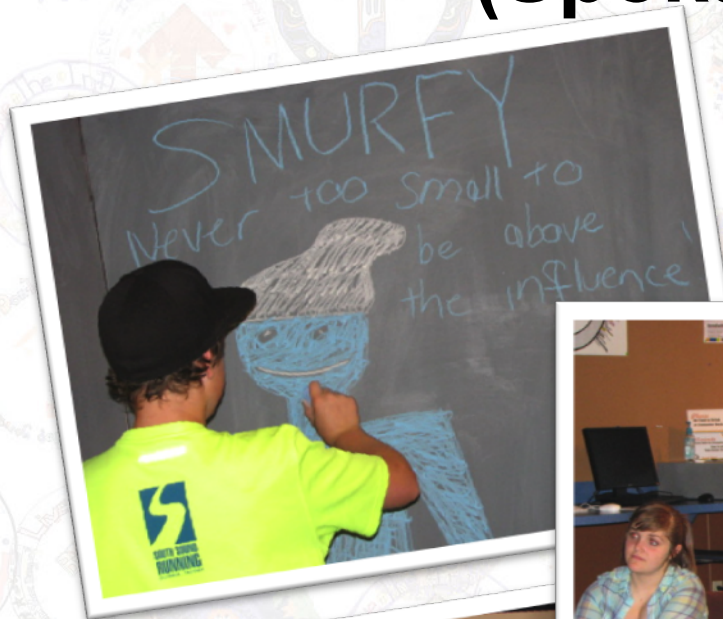
- Be empowered to “be” the positive influence by identifying their own personal brand and creating a slogan that best represents them
- Develop an awareness of how they want to be perceived and how their actions impact how others see them
- fReflect on why staying “above the influence” is important



"BE IT" EXAMPLES



“Be It”: YMCA of the Inland Northwest (Spokane, WA)



Send Us Your Youth's Best “Be It” slogans and photos



- Have your teens vote for the top **THREE** “Be It” Slogans
- Have the teens (and facilitators) complete the post-activity survey
- Send your work to ATIResources@Fleishman.com
- Your teen's work could be featured on the ATI Facebook page.



New Activity: “Bring It”



“Bring it” asks teens to “act out” a variety of scenarios that depict real and challenging situations they might face in their daily lives.

After completing “Bring It”, teens should:

- Possess better resistance skills and tools to be strong in withstanding peer pressure
- Be able to think more creatively about how to remain “above the influence” in challenging situations
- Have more confidence in their ability to resist negative influences in their lives



“Bring It”: AZ SADD Youth Leadership Conference



“Bring It”: Share the Experience

- If your group records their performances, consider posting them on YouTube for the teens to link to on their Facebook pages. And, share the links with the “Above the Influence” team by email to ATIResources@fleishman.com.



Local Participation

Kent County (MI) Prevention Coalition Video



On March 22, 2011, the Kent County Prevention Coalition (Grand Rapids, Michigan) premiered their teens' 30-minute *"Above the Influence: Kent County"* movie at a local movie theater. Teens used the ATI Toolkit as a guide for the activities and discussions captured in the movie. The trailer is available online at <http://vimeo.com/1322222>



**I am above
"Bullying."**



**I am above "Being
Popular" and "Driving
Drunk."**





ATI quilt from teens representing Kent County Prevention Coalition (Grand Rapids, MI)

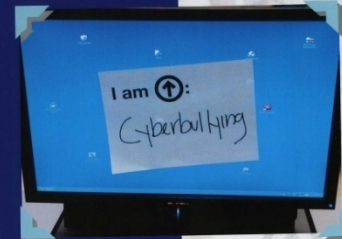
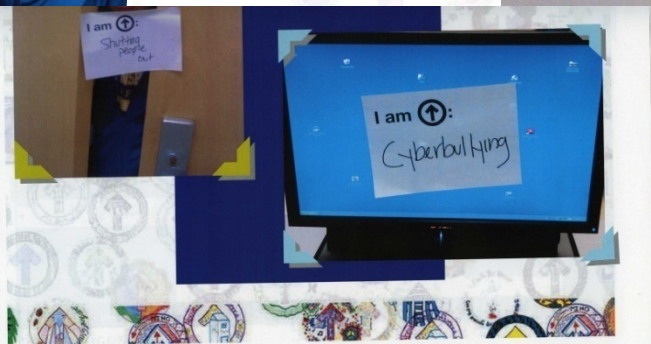


ATI quilt from teens representing Kent County Prevention Coalition (Grand Rapids, MI)

Local Participation

Tompkins County Coalition For Healthy Youth,

- Created calendars and posters of the student's "tags"



June 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
May 2011 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	June 2011 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1	2	3	4	5
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October 2011

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Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3 Lunar New Year	4	5	6	7
8	9	10	11	12	13	14

Local Participation

Kips Bay Boys & Girls Club (Bronx, NY)

After completing the ATI art project, Yolanda Brisbane-Baird, unit director at the Kips Bay Boys & Girls Club, challenged her youth to form their own ATI team to design ATI-themed events throughout the year:

- A Valentine's Teen Party, where teens featured an alcohol-free teen bar. Teens who submitted their ATI artwork were admitted for \$1 versus \$5.
- A "Stop Bullying – Speak Up" town hall meeting sponsored by Cartoon Network and Cablevision. Youth conducted the ATI "Tag It" activity before the event and showcases their "tags" during the town hall meeting.
- A large wall display in the lobby of the club dedicated to ATI, with a new theme each month. In February, the club focused the ATI theme on diversity, love and appreciation in observance of Black History Month. In March, the Kips Bay swim team was featured on the wall with the theme: "We Swim Above the Influence."



Local Participation

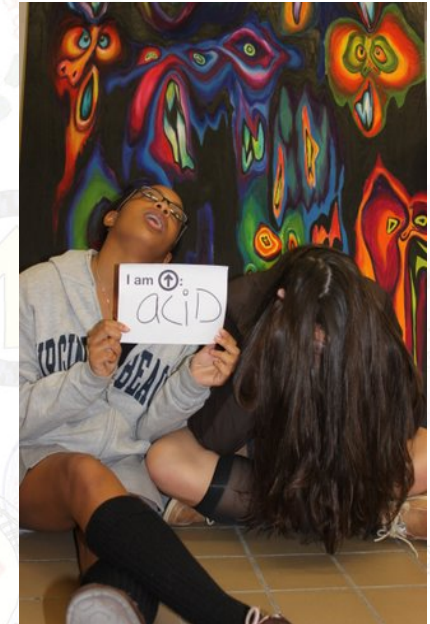


South Kingstown Partnership for Prevention (South Kingstown, RI)

- Implemented the “Tag It” activity in two high schools and one middle school in the South Kingstown, RI area.
- Adopting the *Above the Influence* campaign as a school-wide model for reaching youth on how to make positive decisions.
- Rolling out to 39 other coalitions across the state of Rhode Island.



I am above “Blacking Out.”

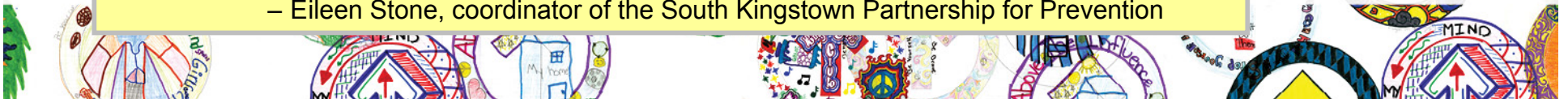


I am above “acid.”

“Our student assistant counselor was very moved (to tears) because she said these are the kids you never hear from, and they had a lot to say. In the discussion (after the Tag It activity), the students kept using the word empowerment – they want to feel empowered and help others like them to feel empowered, they want to be recognized as being ATI.”

– Eileen Stone, coordinator of the South Kingstown Partnership for Prevention

 South Kingstown
Partnership for Prevention
*working together for a
safe & healthy community*



Local Participation

Healthy Peabody Collaborative (Peabody, MA)



- Implemented “Tag It” and art activity in schools in the Peabody, MA area.
- Work showcased at the Peabody Spring Art Show (June 6 - June 8, 2011) and teens recognized by their local mayor.
- ATI initiative showcased on 30-minute local cable access show, *peabody tv*, with Peabody police chief
(http://www.peabodytv.com/shows/archive/police_facts/pfjune11.html)



ATI artwork from a local teen, Gabriella, was feature in out-of-home (68 bus shelters) advertising across the Boston area



“Our teens have adopted ATI as a philosophy in all their undertakings. They identify with the arrow. They want to be part of the ATI campaign.”

– Sandi Drover, Outreach Coordinator for the Healthy Peabody Collaborative (Peabody Police Department)



Other contest submissions





ATI art contest winners representing Healthy Peabody Collaborative (Peabody, MA)



ATI at Danvers High School homecoming (Danvers, MA)



ATI symbol decorates Danvers High School football field (Danvers, MA)

Reference Slides

ATI Campaign Effectiveness

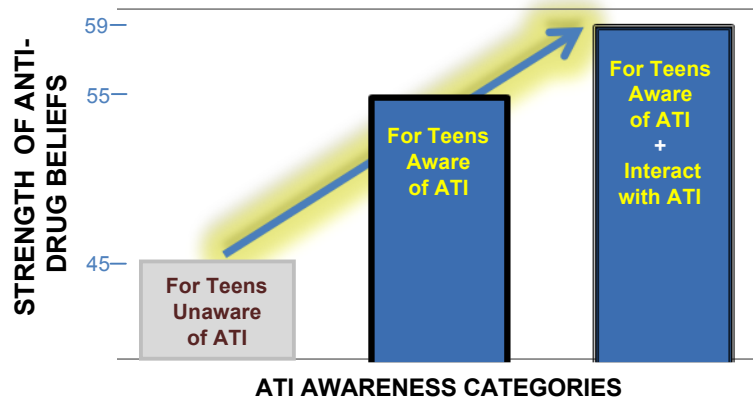
Independent Research (Prevention Science)

- NIDA-funded, peer-reviewed study appeared in *Prevention Science* (Slater et al, 2011).
- **Youth who reported exposure to the ATI campaign were less likely to begin use of marijuana compared to those not exposed to the ATI campaign.**
- Study conducted over a period of three years (2006 to 2009) in 20 communities with over 3,200 students
- Concluded that “exposure to the ONDCP (ATI) campaign predicted reduced marijuana use.”

Independent Research (Am. Journal of Public Health)

- Peer-reviewed study appeared in *American Journal of Public Health* (Carpenter and Pechmann, 2011).
- **Provides evidence that greater exposure to ATI messages is positively associated with reduced marijuana usage, specifically among 8th grade girls.**
- Girls appear to be especially receptive to ATI’s messages about achievement and living life above negative influences.
- Results similar to other research, e.g., the “truth” anti-smoking campaign (Farrelly et al, 2005), which found similar strong message receptivity for early adolescent teens.

Youth Tracking Survey*



Teen anti-drug attitudes & beliefs increase with exposure to ATI, and increase even more when teens interact with ATI.

Community-level Evaluation*

A community-level evaluation of the Campaign’s “Tag It” activity (February 2011) across 48 sites found the activity:

- Increased teens’ awareness of the ATI campaign and their willingness to act on it.
- Increased teens’ ability to identify positive and negative influences in their lives.
- Increased teens’ perceptions of risk from drug use.
- Useful in assisting youth-serving organizations in fulfilling their mission of positive youth development.

*Performed by KDH Research & Communication (2011)

Next Steps



- ATI toolkits and supporting materials to implement the activities are available for FREE download online at www.ATIPartnerships.com
- Partnerships website features *ATI Activities Toolkit*, case studies, latest ATI updates
- Choose your activity and kick off your ATI experience
- Email us your questions, stories, photos and links to videos: ATIResources@fleishman.com
- Stories, photos, and links to videos may be featured on the ATI Facebook page or Partnership website.

