

StandUP Polk – UthMpack Partnership

Adults plus Youth – It's a thing of Beauty!



A Partnership Strategy...

Polk County, Florida



2011/12: UthMpact Leadership Program Began – Class I

HOW IT WORKS – What's in it for us? What's in it for them?

- **2 Students from each High School Selected**
- **Students receive: Personality Test Training, Leadership Retreat, Leadership Days, Business Etiquette Training,**
- **6 Leadership Days per year w/focus on: Education, Law Enforcement, Government,/Justice, Health/Wellness, Voluntarism/Arts, Business**
- **Projects adopted/implemented that include Social Norms and Social Marketing throughout the year. (ie Project Prom, Red Ribbon, etc)**
- **Graduation, Officer Election, Class II Selected, Officer Retreat**
- **Rinse and Repeat – Class I(32), II(35), III(42), IV(45), V(47), VI (50)**



All Activities wrapped in Social Norms Campaigns



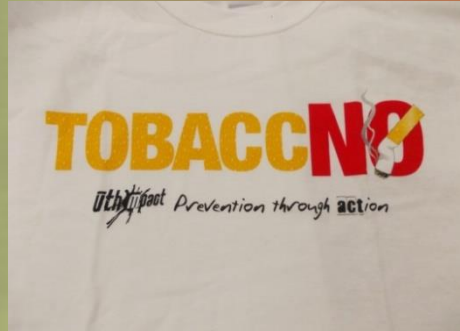
**Teen Driven
Campaigns**

Served:

8 High Schools

11,000 Students

**Achieved: 30% shift
in perception**



StandUP
POLK



Gives Away over 500 Dresses – Secures Prom Pledges



RESULTS!!

Increase in knowledge between Pre and Post test
How many of Polk students DO NOT...

	2012-2013	2013-2014	2014-2015
Drink Alcohol	37.5 %	31.1 %	33.5 %
Smoke Cigarettes	38.8 %	34.0 %	37.6 %
Use Marijuana	41.1 %	44.2 %	38.8 %
Abuse Prescription Drugs	35.9 %	36.7 %	37.8 %

Average change in student pre and post tests from high school

Past-30-day trend in alcohol, tobacco and other drug use for Polk, 2012 to 2016 from Florida Youth Substance Abuse Survey

	2012			2014			2016		
	Middle School	High School	Total	Middle School	High School	Total	Middle School	High School	Total
Alcohol	14.3	33.8	25.2	11.2	27.3	20.3	7.9	22.9	16.8
Cigarettes	4.1	12.9	9.0	3.7	9.6	7.0	1.6	7.6	5.2
Marijuana or Hashish	5.2	15.8	11.1	5.0	17.6	12.2	5.3	16.5	11.9
Prescription Pain Relievers	1.8	3.7	2.8	1.9	3.8	3.0	1.9	3.5	2.9
Prescription Amphetamines	0.7	0.9	0.8	0.7	0.9	0.9	0.8	2.2	1.6



Adult Social Norming Component

The Same Messages are given to adults – especially parents - by StandUP Polk (adult coalition members) BUT packaged VERY Differently.



Own The Upside Video.mp4

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