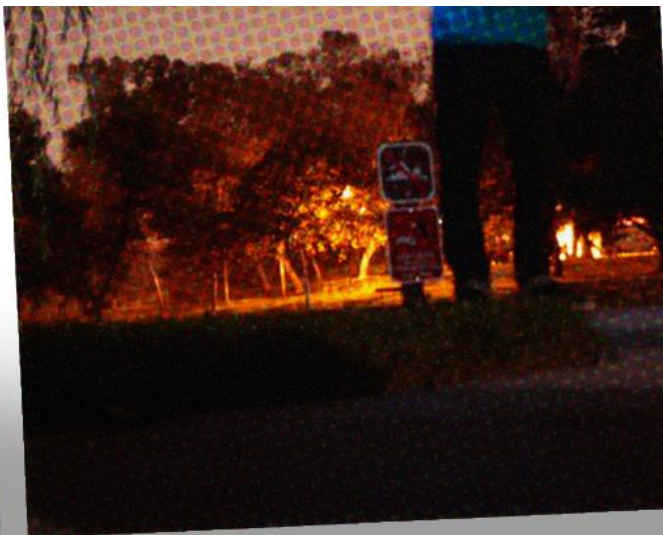


Drug-Free Communities New Grantee Meeting





Agenda

1. Teens – What's Going On?

2. Above the Influence (ATI)

- Background
- Brand
- Research

3. Program

- Goals and Delivery
- Resources





Teens

What's Going On?



22

Million Americans are classified as having a substance abuse dependence or abuse problem

11 million are between 12 and 29

NEARLY 90 PERCENT
AREN'T GETTING THE HELP
THEY NEED

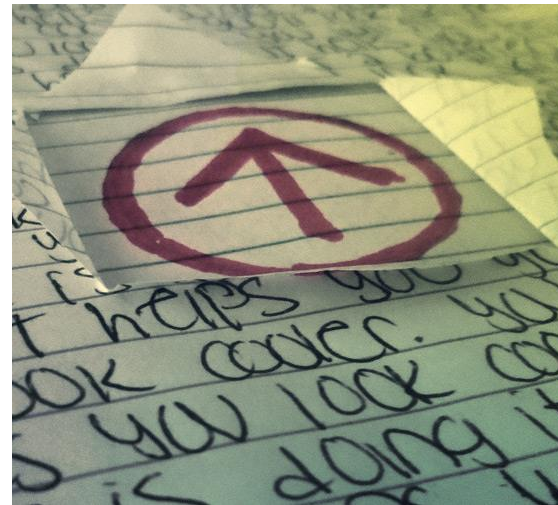
- **90 percent of addictions** get their start in teen years
- **Every day almost 4,000 teens** 12-17 try an illicit drug for the first time



Teens – What's Going On?

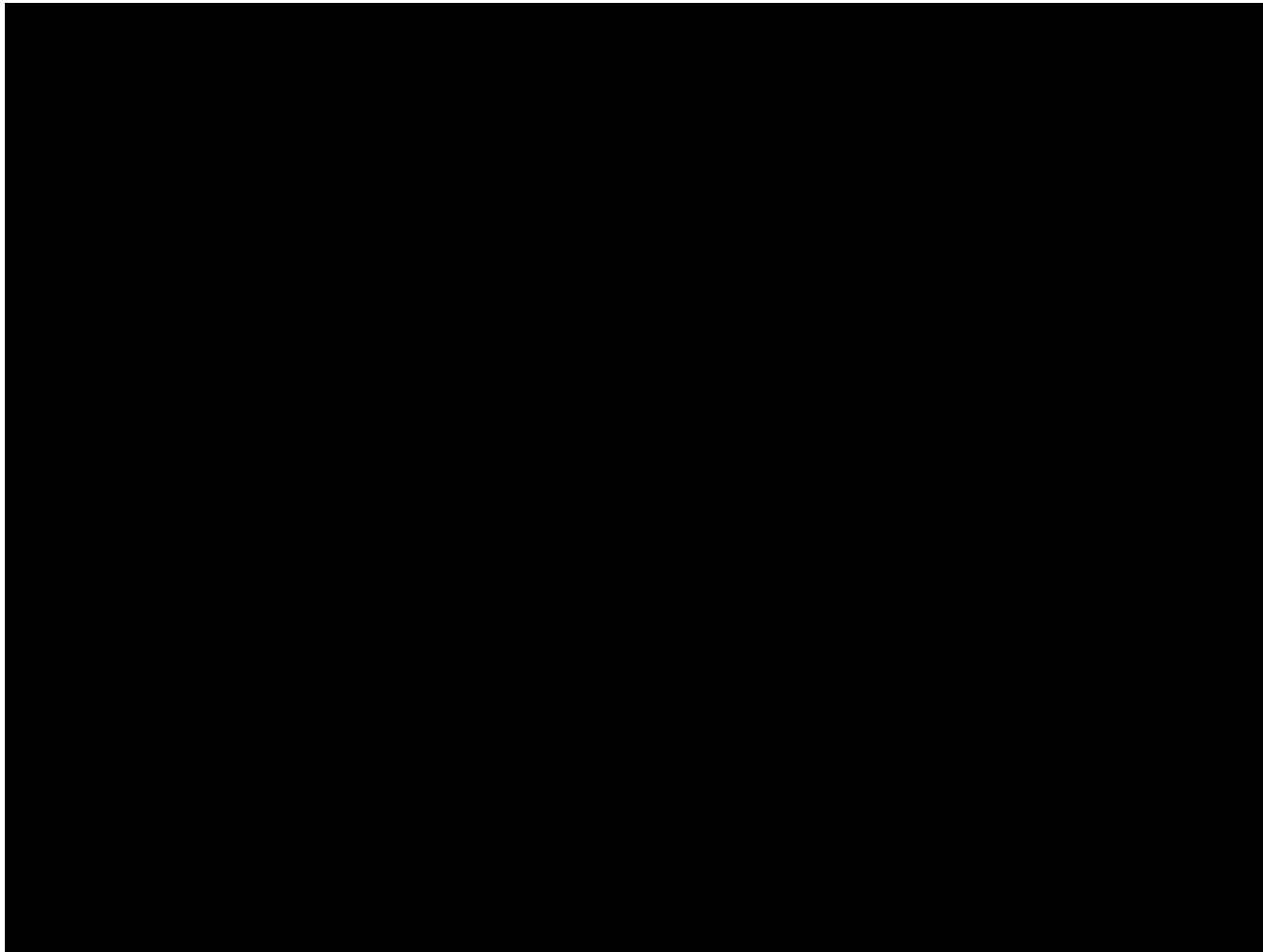
Teens (9th to 12th grade)*

- Lifetime Rx Drug abuse: 23%
 - Lifetime Vicodin / OxyContin abuse: 15%
 - Lifetime Ritalin / Adderall abuse: 12%
- Near daily Marijuana use (20+ times in past month): 7%
- Binge drinking (had 5+ drinks in a row within past 2 weeks): 25%



*Source: Partnership Attitude Tracking Study, 2013

The Media & Pop Culture





Above the Influence

National teen-targeted effort



Above the Influence – Campaign Background

- Above the Influence (ATI) was launched in 2005 as a partnership between the White House Office of National Drug Control Policy (ONDCP) and The Partnership
- ATI received **\$120 million** in federal funding to support national media efforts in 2005. ATI at this time was a public/private initiative aimed at preventing and reducing teen drug use through media (utilizing broadcast, print, OOH, digital, radio, and PR)
- Since 2012, the campaign has been a collaborative effort of the advertising and media industries, which have generously contributed millions of dollars worth of creative time, talent, and media inventory
- The Partnership for Drug-Free Kids assumed full ownership of the campaign in May 2014
- Community partnerships are **vital** to sustain the program and to reach teens where they are today

Above the Influence – “Transformation”





Above the Influence - A Trusted & Familiar Teen Brand

- A generation of teens and young adults recognize Above the Influence as a **symbol of individual expression and positive choices**
- Teens who reject the outdated scare tactics of another era **welcome Above the Influence's understanding and empowering tone**
- A following of engaged and passionate teens – **nearly two million strong** – embrace and help share our message



Above the Influence - A Trusted & Familiar Teen Brand

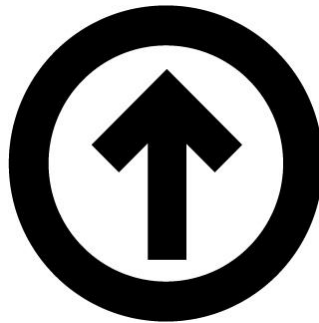


abovetheinfluence.com



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abovetheinfluence



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Above the Influence - Changing Attitudes & Behavior



- Teens who are aware of Above the Influence have stronger **anti-drug** beliefs
- These beliefs are **strengthened further** when teens engage with the brand (web visits, local events, participation in social media)
- Organically, teens have moved the Above the Influence message beyond the scope of drug and alcohol abuse prevention:
 - **66 percent** of teens surveyed feel it addresses any negative influence
 - **48 percent** feel it specifically tackles self-esteem
 - **35 percent** feel it could apply to bullying, self-harm or body image issues



Above the Influence

Program Goals and Delivery



Above the Influence - Mission Statement

Our hope is that all teens are able to **recognize** and **aspire** to stand up to negative pressures.

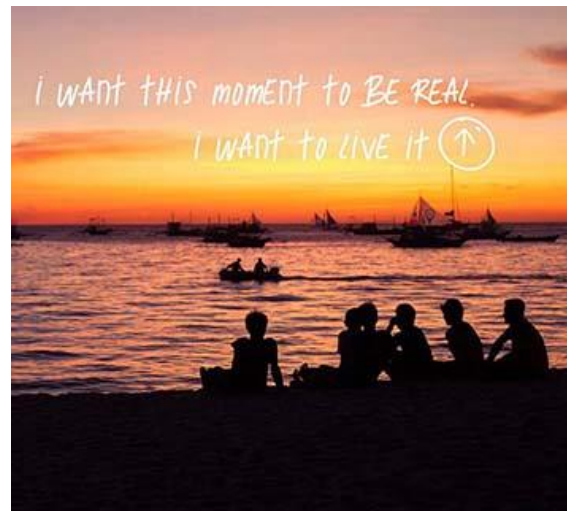
ATI raises awareness and offers relevant resources that can help teens, *with the support of adults who value them*, have the confidence to make better decisions for their future, and become active participants in their environments.



Above the Influence - Program Goals

Above the Influence aims to empower teens (12-17) with the necessary **intellectual**, **social** and **emotional** skills to avoid negative influences and reclaim the opportunity to invest in their own futures by:

1. Building a positive identity and stronger sense of self
2. Providing trusted, credible information to help teens make more informed and healthier decisions
3. Connecting teens with their peers on a national level and encouraging them to take action in their own communities to change their social and physical environment





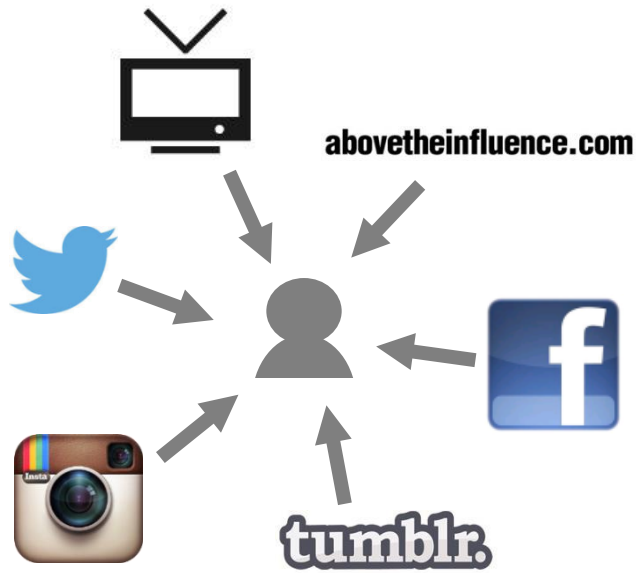
Above the Influence – Program Snapshot

Source	Lives Reached
National Media	PSAs have aired on: 10 Cable Stations, Fox Network, 186 Local Markets on 300 local stations
Facebook	1.8m
Twitter, Tumblr, Instagram	26,000
Community Programs	8,400



Independent studies have shown Above the Influence to be effective in reducing teen drug use

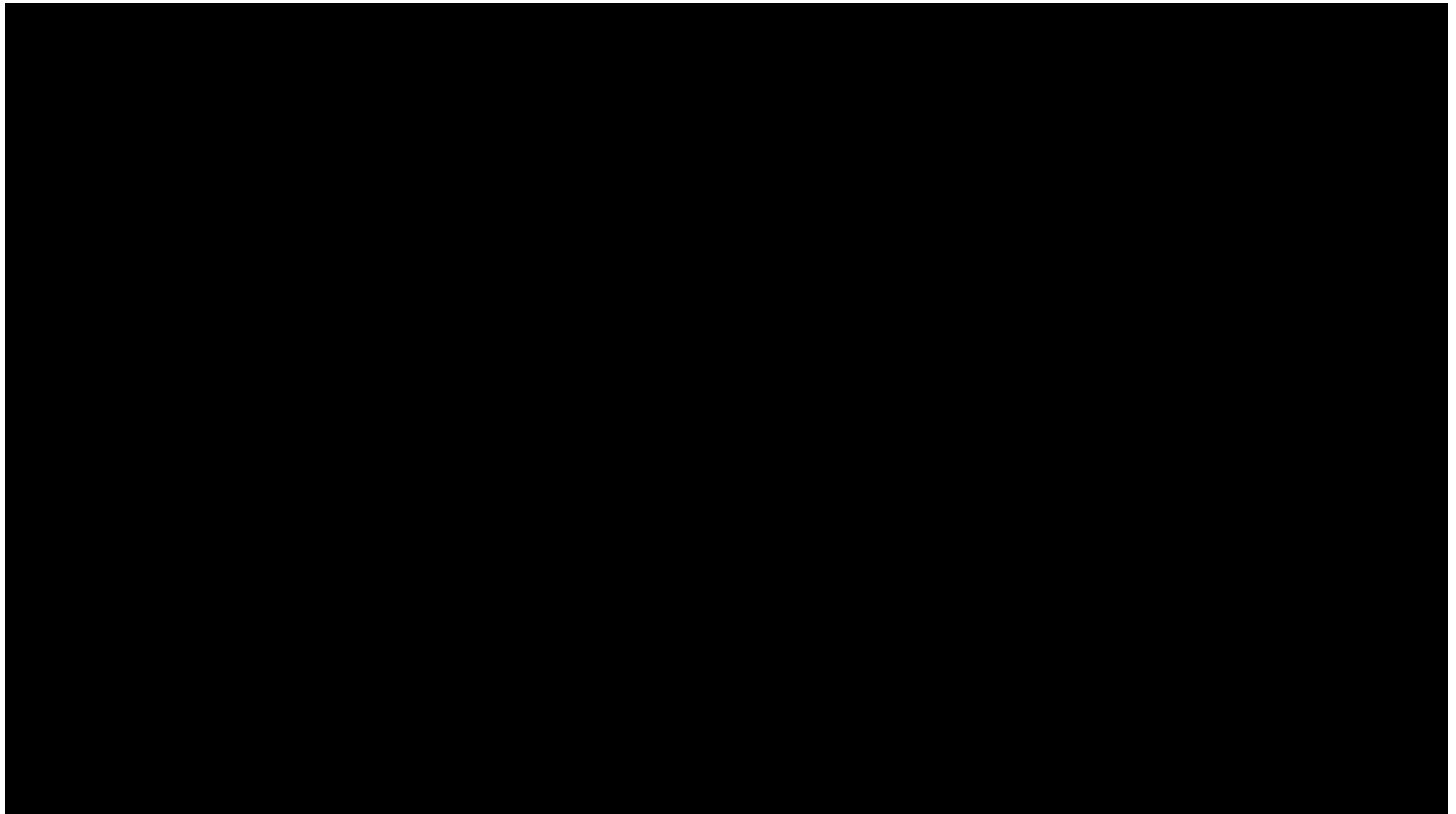
National Messaging Plus Local Participation



ATI national brand drives local interest

Local efforts drive brand engagement

Above the Influence – Program In Action

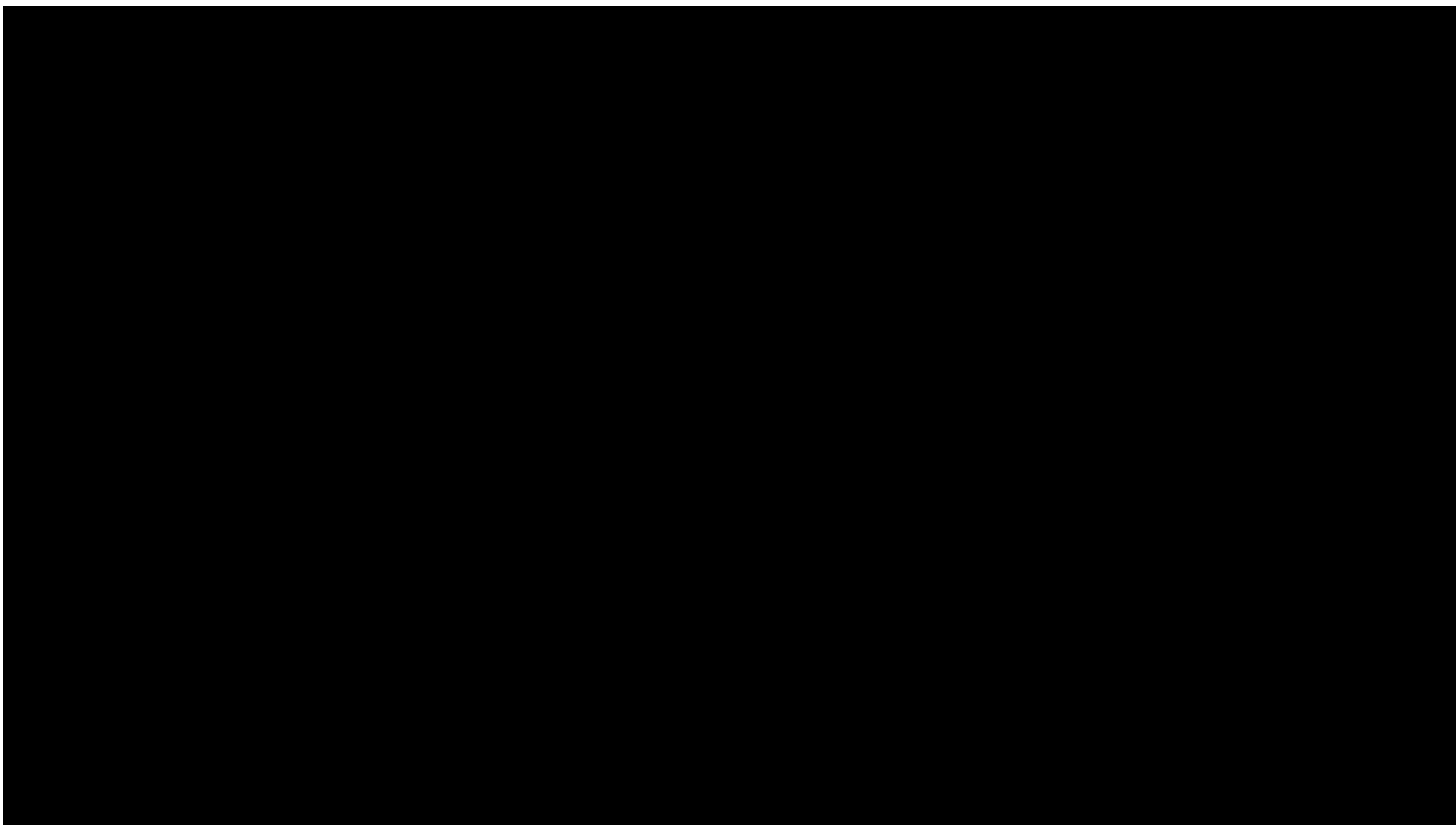




Above the Influence

Resources

Above the Influence – “Made By Me”



Above the Influence – “Mouth”





Above the Influence – New Toolkit

The new *Above the Influence Toolkit* enhances the existing *ATI* program and includes activities that can be used with youth 12-17 years old across a variety of community settings to boost confidence, and prevent risk-taking behaviors, including alcohol and drug-abuse.



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PASS IT!	26-30
EVALUATION SURVEYS	32-41

Download the toolkit on: www.atipartnerships.com

Above the Influence – New Toolkit

The activities in the *Above the Influence Toolkit*:

1. Help teens **manage** and deal with stress by identifying the pressures around them,
2. **Equip** teens with skills to avoid negative influences and make healthier choices for themselves through role playing and real life discussions
3. Help teens **connect** and help each other by offering tips and activities to practice effective communication and listening skills



Facilitation tips are provided within the guide, and sessions can be customized according to the interests and needs of individual communities.

Above the Influence – New Toolkit

This turn-key toolkit has a flexible **Facilitator Guide** with skill-building exercises about how to identify, handle and help friends through relatively normative teen stressors. **Teen Activity Sheets** are also included, and adults or peer-mentors can easily integrate some or all of the new activities in existing school, community group and faith-based programs.

WELCOME

The *Above the Influence* toolkit includes a facilitator guide (blue header) and accompanying activity sheets for teens (red header).

FACILITATOR GUIDE

- Activity: *Group Agreement*
- Activity: *What's Stressing You Out?*
- Activity: *What are Prescription Drugs?*
- Activity: *Not Prescribed*
- Activity: *How to Help a Friend*
- Activity: *Pass It!*

TEEN ACTIVITY SHEETS

- *What's Stressing You Out?*
- *Not Prescribed*
- *How to Listen to a Friend*
- *How to Have a Conversation with a Friend*
- *Pass It!*

How's it going?

We would love to know more about your program and how you are using this toolkit! Please share any photos and feedback with us at: assistance@abovetheinfluence.com so that we can showcase your commitment to help teens stay **#abovetheinfluence**.

If you're looking to get as many teens as possible to your event, we encourage you to use Facebook, Twitter and other social networks to promote your workshop/event.

Email assistance@abovetheinfluence.com for some more recruitment and marketing tips for teens.



THANK YOU FOR YOUR INTEREST IN ABOVE THE INFLUENCE (ATI)

ATI raises teens' awareness about the influences that surround them, and offers relevant resources that can help teens, *with the support of adults who value them*, have the confidence to make better decisions for their future and the motivation to become active participants in their communities.

Above the Influence aims to empower teens (12-17) with the necessary **intellectual, social and emotional** skills to avoid negative influences by:

- Building a positive identity and stronger sense of self
- Providing credible information to help teens make more informed and healthier decisions for themselves
- Connecting teens with their peers on a national level and encouraging them to take action in their own communities to affect positive change

The activities in the *Above the Influence* toolkit aim to:

1. Help teens manage and deal stress by identifying the pressures around them,
2. Equip teens with skills to avoid

3. negative influences and make healthier choices for themselves, and
4. Help teens connect with and help each other by offering tips for effective communication and listening.

The activities in the toolkit build on each other, and can also be done as standalone exercises, depending on the time you have with your group. Facilitation tips are provided within the guide, but you can customize the sessions according to the needs and interests of the teens and community you are working with.

YOU KNOW YOUR AUDIENCE BEST.

Know any teen facilitators? This toolkit can also be used by teens with other teens. If you work with peer leaders or have an existing program where teens facilitate workshops and events for other teens or younger kids, this resource can be a great addition to your inventory of materials!

Teens have a unique perspective and can relate to their peers in a powerful and impactful way. Guide and support teens through the facilitation process, but let them decide how the toolkit gets delivered in your specific setting.

WE'VE HEARD THAT TEENS WANT TO BE SEEN AS RESPECTED ADVOCATES FOR THEIR PEERS - BY ADULTS IN THE COMMUNITY AND BY OTHER TEENS. JUST ASKING THEM TO SERVE AS A PEER LEADER DEMONSTRATES YOUR TRUST AND RESPECT, AND GIVES THEM A BOOST, TOO!

Above the Influence – Focus Group Testing

During focus group testing, teens acknowledged that they and their peers sometimes succumb to less-healthy ways of coping, including numbing their feelings with drugs, alcohol, over-eating, avoiding responsibilities and sleeping excessively.

ACTIVITY WHAT'S STRESSING YOU OUT?



MATERIALS

- What's Stressing You Out? Teen Activity Sheet
- Flip chart/easel
- Markers

OVERVIEW

Teens are faced with challenging situations on a daily basis, in *addition* to academic stress, peer pressure, and family problems. These situations can lead some teens to engage in unhealthy and downright risky behaviors, including turning to prescription drugs, to help manage their feelings. It is important for teens to identify what some of these pressures are for them, and to build their confidence and skills necessary to handle stressful situations in healthy ways.

DIRECTIONS

1. Write (or ask one of the teens) the two sentences below on separate pieces of flip chart paper—or somewhere visible in the room.
2. Teens can either raise their hands, or call out answers—depending on your group size.
3. Ask them to fill in the blanks:

It would be much easier, if I didn't _____

Real teen examples:

- have so many expectations to fulfill.
- have friends who pressured me to conform.
- have so many extracurricular activities.

It would be much easier, if my friends _____

Real teen examples:

- were better influences.
- accepted my sexual orientation.
- supported my choices.

When teens start filling in these blanks and sharing them—a conversation (that might be hard to contain!) will start. If the group seems up for more discussion, help them take it a bit further by asking the teens to think about:

- What do you typically do when your friends are stressing you out?
- Family? School pressures?

Acknowledge that when we get stressed out, sometimes we turn to positive ways to deal (e.g., exercise, journaling, talking directly with someone, asking for help) and sometimes we relieve stress in unhealthy ways (e.g., abuse alcohol or drugs, take our aggression out on others, overeat)

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ACTIVITY WHAT ARE PRESCRIPTION DRUGS?



DIRECTIONS

1. Write the sentence below somewhere visible to the entire room.

"Prescription drugs are _____ than the illegal drugs."

2. Ask teens to call out different words to fill in the blank and write their responses down on flip chart paper, if available.
3. This can be done in a quick "popcorn" style where teens don't have to raise their hands to share. Encourage them to shout out words that first come to their minds. If you are working with a large group and/or in a big room, you can ask for teens to raise their hands before sharing so that the answers can be heard and documented. Remind teens that this is a safe space to share and learn about this issue.
4. Ask teens to share what they know about medicine abuse, if anything. Remember that answers might vary depending on the ages.

MATERIALS

- Flip Chart/Easel
- Markers

OVERVIEW

Teen medicine abuse is a growing epidemic. This quick ice-breaker style activity can get the conversation started and can help you gauge the group's level of understanding about medicine abuse.

THE MEDICINE ABUSE PROJECT ALSO HAS MORE FREE RESOURCES FOR YOU THAT CAN HELP SUPPORT THIS DISCUSSION.

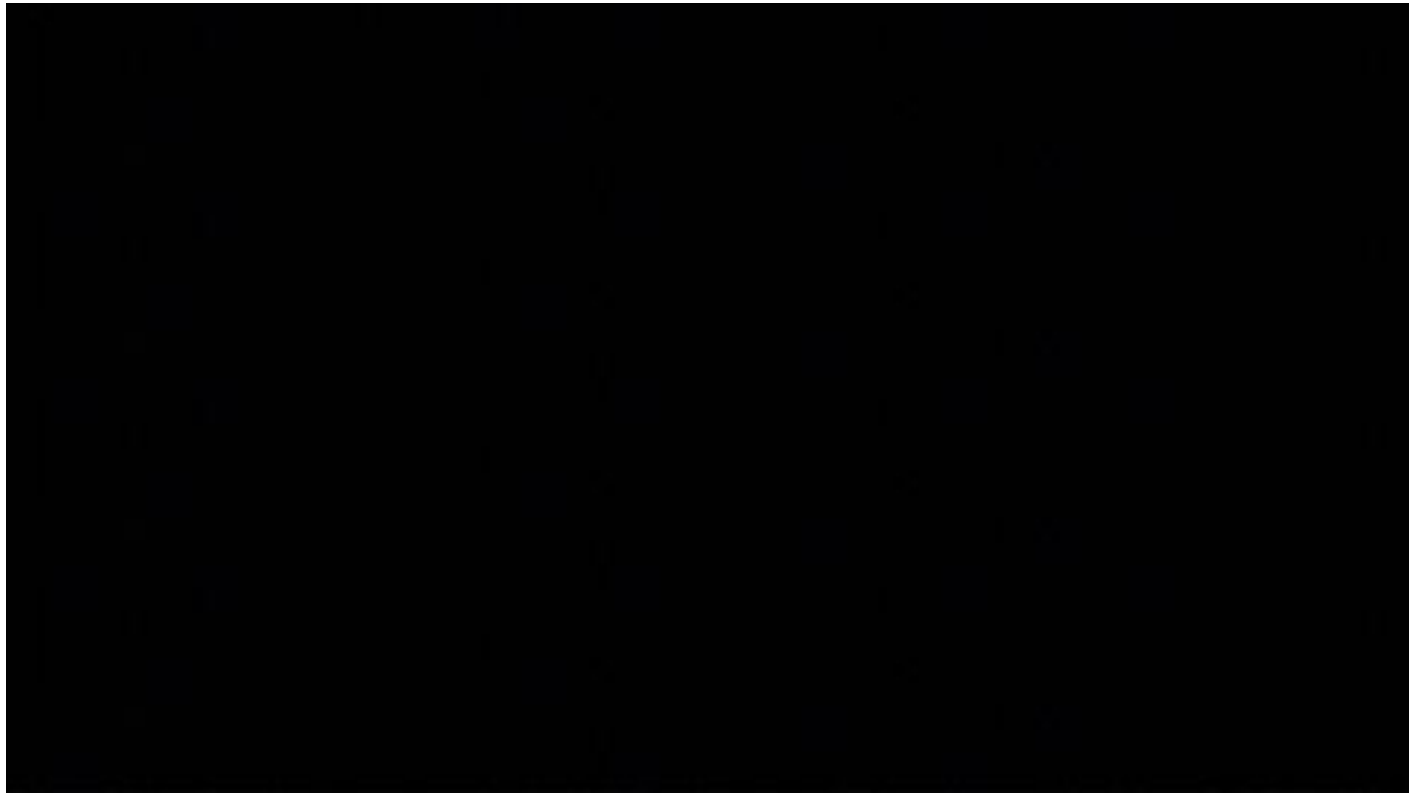
12

**Peer to peer help was seen as both the most accessible and the most credible source for regular support.*



Above the Influence – “Not Prescribed”

A 10-minute video entitled *Not Prescribed* and accompanying discussion guide are key features of the toolkit. The video depicts real life stories of four families impacted by medicine abuse.



Above the Influence – “Not Prescribed”

ACTIVITY NOT PRESCRIBED



MATERIALS

- [Not Prescribed Video](#)
- [Not Prescribed Teen Activity Sheet](#)
- Computer Screen/Internet Connection

OVERVIEW

The [Medicine Abuse Project](#) is a five-year action campaign that aims to prevent half a million teens from abusing medicine by the year 2017. The campaign provides comprehensive resources for parents and caregivers, law enforcement officials, health care providers, educators and others so that everyone can take a stand and help end medicine abuse.

The [Medicine Abuse Project](#) website includes information about the prevention of prescription drug abuse, painkiller addiction, and over-the-counter (OTC) medicine abuse. It provides information about how to dispose of medicine and how to safeguard the medicine in your home, as well as lists medicine abuse facts and includes comprehensive information about the [most abused prescription drugs](#).



DIRECTIONS

1. Recap some of the discussion points from *What's Stressing You Out?*
2. Introduce the *Not Prescribed* video.
3. Make sure teens have the *Not Prescribed* activity sheet and encourage them to jot down any comments as they watch the video.
4. After the video ends, take a moment – and check back in with the group. Then ask them to share their thoughts. Try not to share the descriptions of each person before the video.

FACILITATOR NOTE:
YOU CAN ASK FOR A VOLUNTEER TO DO A QUICK RECAP OF WHAT'S STRESSING YOU OUT.

NOT PRESCRIBED - VIDEO AND FACILITATED DISCUSSION

The *Not Prescribed* video is the story of four real people - Ronnie, Chelsea, Nacho and Aaron, and the impact prescription medicine abuse has had not only on their lives, but the lives of their families.

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TEEN ACTIVITY NOT PRESCRIBED



You're faced with situations on a daily basis that can feel incredibly stressful - academic responsibilities, peer pressure, family issues, etc.



It's interesting (and sometimes surprising!) that some situations that are stressful for you, aren't always for other people. And, things that might be causing a lot of anxiety for a friend, might not be something you see as stressful. It might be the way we perceive the things that stress us out OR it might be the way we handle them. Each of us handles stress differently and we can make healthy and unhealthy choices around stress management.

It's important to identify what *some* of these pressures are, so that you can continue to build the confidence and skills necessary to handle any stressful situation in a healthy way.

OVERVIEW

The *Not Prescribed* video is the story of four real people and their families. Each story about medicine abuse is different, but the impact on the individual and the people who care about them can have a lasting effect.

REFLECTION QUESTIONS

1. Who in the video seemed most like someone you might know?
2. Did you connect with any of the stories? What are some similarities? Differences?
3. What was the most surprising to you about each story?
4. What did you learn about prescription drugs that you didn't know before?

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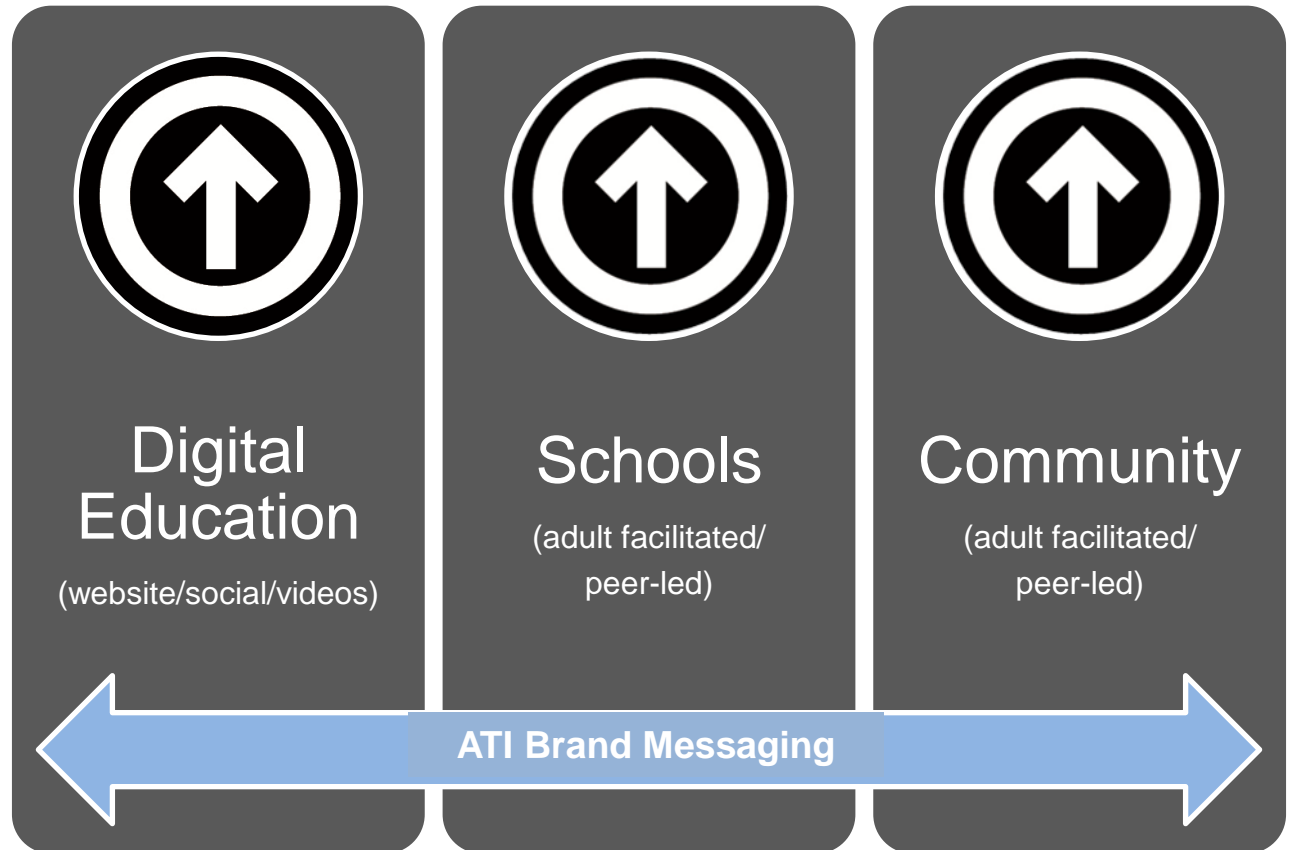
ABOVETHEINFLUENCE.COM

Teens asked for tips on how to manage stress in healthy ways; and when and how to ask for support from a friend or trusted adult.



Above the Influence – Toolkit Rollout

ATI fosters the emotional and social well-being of a teen, making them less likely to engage in behaviors that can be considered experimental and risky: through **Digital Education**, **School- Based Activities**, and **Community Involvement**.





Thank You!

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