



Healthy Peabody Collaborative

City of Peabody
Mayor Edward Bettencourt, Jr.

Community Level Change through the Above the Influence Campaign



Above the Influence History

2010

- Pilot Community-Tag IT

2011

- ATI logo Contest
- Senate briefing
- National presentation

2012

- Developed/identified complementary activities and campaign

2013

- National Partnership
- Tag IT/Be IT

2014

- K-12 prevention activities



Above the Influence

The HPC strategy

1. Always keep it positive
2. Attach strategies to existing successful programs/events
3. It's a philosophy
4. Culture shift

Results

2011-Did not use alcohol during the past 30 days, 56%

2013-Did not use alcohol during the past 30 days, 65%

2011-Did not use marijuana during the past 30 days, 69%

2013-Did not use marijuana during the past 30 days, 74%

98% of Peabody High School students report seeing the ATI campaign in Peabody



7 Strategies for Community Change

- 1. Providing Information:** Provide adults with Asset and ATI information through social norms materials, Tag IT, Be IT, and ATI/Asset branded materials.
- 2. Enhancing skills:** Parent and youth worker Asset Model training
- 3. Providing support:** Health Advisory Council
- 4. Enhancing access/Reducing barriers:** School based health clinic
- 5. Changing consequences:** Champion for Youth and Believe it Not
- 6. Physical Design:** Include ATI logo on all City gateway, park and trail signage.
- 7. Modifying/Changing policies:** Chemical health policy and youth programming Asset building policy



Above the Influence

Tag IT PSA





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