

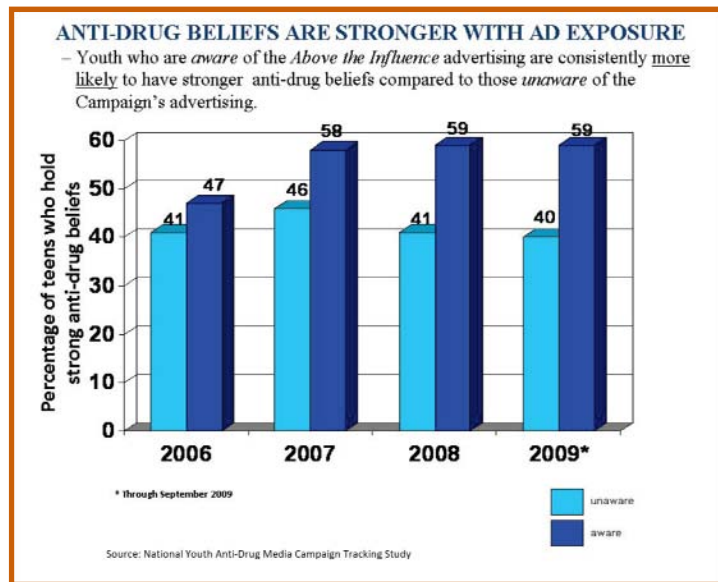


NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN

Congress created the Office of National Drug Control Policy’s National Youth Anti-Drug Media Campaign (Campaign) in 1998, with the goal of preventing and reducing youth drug use across the Nation. Today, the Campaign increases teen exposure to anti-drug messages through a combination of paid advertising (e.g., television, Internet, and cinema) and public communications (e.g., community events, corporate sponsorships with youth brands, and youth-centered activities).

The Media Campaign has two distinct areas of focus: a teen-targeted *Above the Influence* Campaign, and a young adult-targeted Anti-Meth Campaign.

Teens – The *Above the Influence* Campaign targets youth ages 12-17, with an emphasis on ages 14-16, the critical transition years from middle school to high school when teens are most likely to initiate drug use. The Campaign balances broad prevention messaging at the national level with more targeted efforts at the local community level. This approach allows the Campaign to continue to reach all teens across the country with a highly visible national media presence, while fostering the active engagement and participation of youth at the community level.



- **Tier 1 – National Prevention Campaign**

National advertising of the *Above the Influence* brand will continue to build on the fact that 76% of teens are aware of *Above the Influence* advertising and 82% recognize the brand logo. The Campaign will leverage this high level of recognition with the teen audience to more broadly address those substances most abused by teens, including prescription drugs, marijuana, and alcohol. The national Campaign will continue to include traditional media, such as television, Internet, and cinema, but will place a greater emphasis on digital media outlets such as Google and YouTube, as well as with social networking partners such as Facebook.

Findings from the Campaign’s in-market survey of 100 teens per week show that teens who were aware of the Campaign held significantly stronger anti-drug beliefs than those who were unaware of the Campaign (see chart, above).

ONDCP seeks to foster healthy individuals and safe communities by effectively leading the Nation’s effort to reduce drug use and its consequences.

- Tier 2 – Community-based Campaign Initiatives

While a national campaign remains a valuable asset to which communities can anchor their individual programs, the Campaign recognizes that it is at the community level where youth substance abuse prevention must ultimately occur.

- > The Campaign's Tier 2 initiatives will provide a model for delivering Campaign assets, including paid media, on-the-ground activities, local partnerships, Public Service Announcement (PSA) materials, and news media attention to at-risk communities. On-the-ground activities and local partnerships will be key in allowing the Campaign to reach teens across multiple domains, including schools, clubs, worksites, faith communities, and recreational programs.
- > The Campaign will encourage and allow for greater youth and partner participation by developing multiple opportunities and activities to tie in with the Campaign. The strength and high levels of brand awareness of *Above the Influence* allow communities to localize and customize the Campaign's messages to address local drug issues.

Meth - The Anti-Meth Campaign targets young adults ages 18-34, as well as adult influencers of meth users. The Campaign conveys the risks of meth use, the effectiveness of treatment, and the possibility of recovery from meth addiction.

- All States receive some national paid advertising (e.g., radio, online); however, the bulk of the Anti-Meth Campaign effort is directed to States that have the highest meth use rates.
- The Anti-Meth Campaign focuses on reaching rural and smaller suburban communities through the use of billboards, signs on gas station pumps, and ads in convenience stores.
- States with high meth use rates and significant Hispanic populations receive Spanish-language TV and radio ads in their respective media markets.
- The Anti-Meth Campaign also has a component that specifically targets youth in American Indian and Native Alaskan communities, where meth use rates are higher and the age of initiation is lower than the national averages.
- Print ads, billboards, posters, and other materials are available for download from www.MethResources.gov, and TV and radio ads are available for use by local organizations as customizable PSAs.

Media Messages Matter

The Campaign and its balanced approach – providing prevention messaging at the national level with more targeted efforts at the local community level – are vital prevention resources in a time of pressing new realities:

- Data from two leading national surveys – the National Survey on Drug Use and Health, and the Monitoring the Future Study – show softening of anti-drug attitudes among teenagers and increases in teens' use of specific drugs.
- Our youth face new and emerging drug threats, notably abuse of prescription and over-the-counter medicine.
- Our youth also face an ever increasing tide of pro-drug messaging in pop culture and online environments that normalize and trivialize drug and alcohol use.

Web sites: <http://www.AboveTheInfluence.com>
<http://www.MethResources.gov>

ONDCP seeks to foster healthy individuals and safe communities by effectively leading the Nation's effort to reduce drug use and its consequences.