



# FACT SHEET

## Office of National Drug Control Policy

Executive Office of the President

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# *Above the Influence*

## Effective and Relevant to Youth, ONDCP's 'Above the Influence' Campaign Supports Community Prevention Efforts Nationwide

### ***A Brand that Speaks to Teens***

ONDCP's multi-tiered "Above the Influence" (ATI) Campaign provides sound information to young people about the dangers of drug use and strengthens efforts to prevent drug use in communities.



In 2010, the National Youth Anti-Drug Media Campaign re-launched the ATI youth brand with broad prevention messaging at the national level – including television, print and Internet advertising – as well as more targeted efforts at the local level. Since the re-launch, results from the Campaign's year-round tracking study of teens consistently show that more than 85 percent of teens are aware of the ATI brand, and that more than three-quarters of teens say the ATI message speaks to someone like them – regardless of race, gender, or ethnicity.

More important, teens who are aware of or interacted with ATI have significantly stronger anti-drug beliefs than teens who are not aware of or do not interact with ATI. The ATI Facebook site recently surpassed 1.3 million "likes," making it one of the largest teen-targeted Facebook communities among the Federal Government or nonprofit youth organizations.

### ***Engaging Communities Directly***

To foster participation at the community level, the Campaign partners with hundreds of youth-serving organizations in communities across the country. It also provides technical assistance and training to community organizations through conference workshops and webinars.

ONDCP's efforts to reach out to teens and communities have produced impressive results:

- More than 80 established local community partners are implementing the Campaign.
- Nearly a thousand community organizations have received technical assistance and training through conference workshops and webinars.
- In an evaluation of the localized campaign, partners reported that "Above the Influence" activities are useful to their organization in meeting their missions to serve youth.
- 98 percent of partners reported they are willing to implement ATI activities again.

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Campaign partners include local chapters and affiliates representing Drug Free Communities Support Program grantees, the Boys and Girls Club of America, the YMCA (or Y), Girls Inc., ASPIRA (a national organization dedicated to developing the educational and leadership capacity of Hispanic youth), Students Against Destructive Decisions (SADD), Community Anti-Drug Coalitions of America (CADCA), the National Organization for Youth Safety (NOYS), and the Partnership at Drugfree.org.

## **Campaign Effectiveness**

### **National-level ATI Campaign Shown to be Effective**

Evidence for the effectiveness of the “Above the Influence” Campaign has appeared in several recently published independent research studies, including an analysis published online by the peer-reviewed journal *Prevention Science*. This analysis concluded that **“exposure to the ONDCP (ATI) campaign predicted reduced marijuana use.”**<sup>1</sup>

The analysis, funded through a grant by the National Institute on Drug Abuse (NIDA), showed that youth who reported exposure to the ATI Campaign were less likely to begin use of marijuana than those not exposed to the Campaign – a finding consistent with the Campaign’s own year-round Youth Ad Tracking Survey results.

A second study, published in the *American Journal of Public Health* in March 2011,<sup>2</sup> provides **“evidence that greater exposure to the Above the Influence Campaign is significantly associated with reduced marijuana usage.”** Specifically, this research found lower rates of past-month and lifetime marijuana use among 8<sup>th</sup> grade girls who had greater exposure to the ATI Campaign’s anti-drug advertisements. Positive findings for early adolescent teens in this study are consistent with other data showing stronger effects for this age group, including research by “truth,” the national tobacco prevention campaign conducted by the American Legacy Foundation.<sup>3</sup>

A third study, published in the *Journal of Drug Education*, has also shown encouraging findings about the effectiveness of the Campaign. The findings suggest that awareness of the “Above the Influence” Campaign **“is associated with greater anti-drug beliefs, fewer drug use intentions, and less marijuana use”** among the Campaign’s target audience.<sup>4</sup>

In addition, the “Above the Influence” Campaign recently won a 2012 Silver Effie Award in the “Sustained Success” category, which recognizes a brand’s ability to demonstrate effectiveness over a long period of time (at least five years).<sup>5</sup>

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<sup>1</sup> Slater, et al (2011), “Assessing Media Campaigns Linking Marijuana Non-Use with Autonomy and Aspirations: ‘Be Under Your Own Influence’ and ONDCP’s ‘Above the Influence,’” *Prevention Science*, Volume 12, Number 1, 12-22.

<sup>2</sup> Carpenter and Pechmann (2011), “Exposure to the Above the Influence Antidrug Advertisements and Adolescent Marijuana Use in the United States, 2006-2008,” *American Journal of Public Health*, published online.

<sup>3</sup> Farrelly, et al (2005), “Evidence of a dose-response relationship between “truth” antismoking ads and youth smoking prevalence,” *American Journal of Public Health*, 95(3), 425-431.

<sup>4</sup> Scheier, L. M., Grenard, J. L., & Holtz, K. D. (2011). An empirical assessment of the “Above the Influence” advertising campaign. *Journal of Drug Education*, 41(4), 431-461.

<sup>5</sup> Effie Worldwide, available at <http://www.affie.org/winners/showcase/2012/6140>

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## **ATI is Valuable to Communities**

Community partners have embraced the ATI Campaign and use ATI activities as a new way to engage youth in a dialogue about the negative effects of substance use. ATI community partners use the ATI Campaign as a valuable asset to which they can anchor their individual youth substance abuse prevention programs, thereby furthering their respective youth-serving missions.

### **Coalition of Behavioral Health Services (a Drug Free Communities Support Program grantee in Houston, Texas)**

Teens from the Coalition of Behavioral Health Services conducted a week of “Above the Influence” activities during a local art festival, including the “Tag It” activity, creation of an ATI art mural that traveled to various Houston-area locations, teen panel discussions, and a free concert by a local hip-hop dance group.



**Houston-area teen girls participating in the “Tag It” activity creatively demonstrate how they are “above peer pressure.”**

***“We want our teens to develop what we call ‘influence literacy,’ which means having a clear understanding of those people, places, and things in their lives that influence them in a positive way toward their goals and dreams, and those people, places, and things — such as alcohol, tobacco, and other drugs — that are negative influences which can derail their personal dreams.”***

*—Sandy Olson, executive director of the Coalition of Behavioral Health Services and the Partnership for a Drug-Free Spring Branch*

### **Kent County Prevention Coalition (a Drug Free Communities grantee in Grand Rapids, Michigan)**

Teens from the Kent County Prevention Coalition took on the challenge of making a movie discussing the negative pressures and influences in their lives, and how they rise above them. The 30-minute movie premiered at a local Kent County movie theater. Teens used the ATI Toolkit as a guide for the activities and discussions captured in the movie.



**Michigan teens pose for a picture prior to doing the “Tag It” activity that would later be used in their 30-minute “Above the Influence” film.**

***“To have the national support through ATI, and to be part of something larger than just your community, has been great. It’s allowed us to open doors and develop strong partnerships that have blossomed.”***

*—Shannon Cohen, Program Director, Kent County Prevention Coalition*

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### **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. ATI-related activities included: (1) 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; (2) 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 showcased their "tags" during the town hall meeting; and (3) a large wall display in the lobby of the club dedicated to ATI, with a new ATI theme each month.



**Daryls (standing at center, right) of the Kips Bay Boys & Girls Club stands proudly next to her ATI artwork, which was made into posters for her club.**

### ***Get involved***

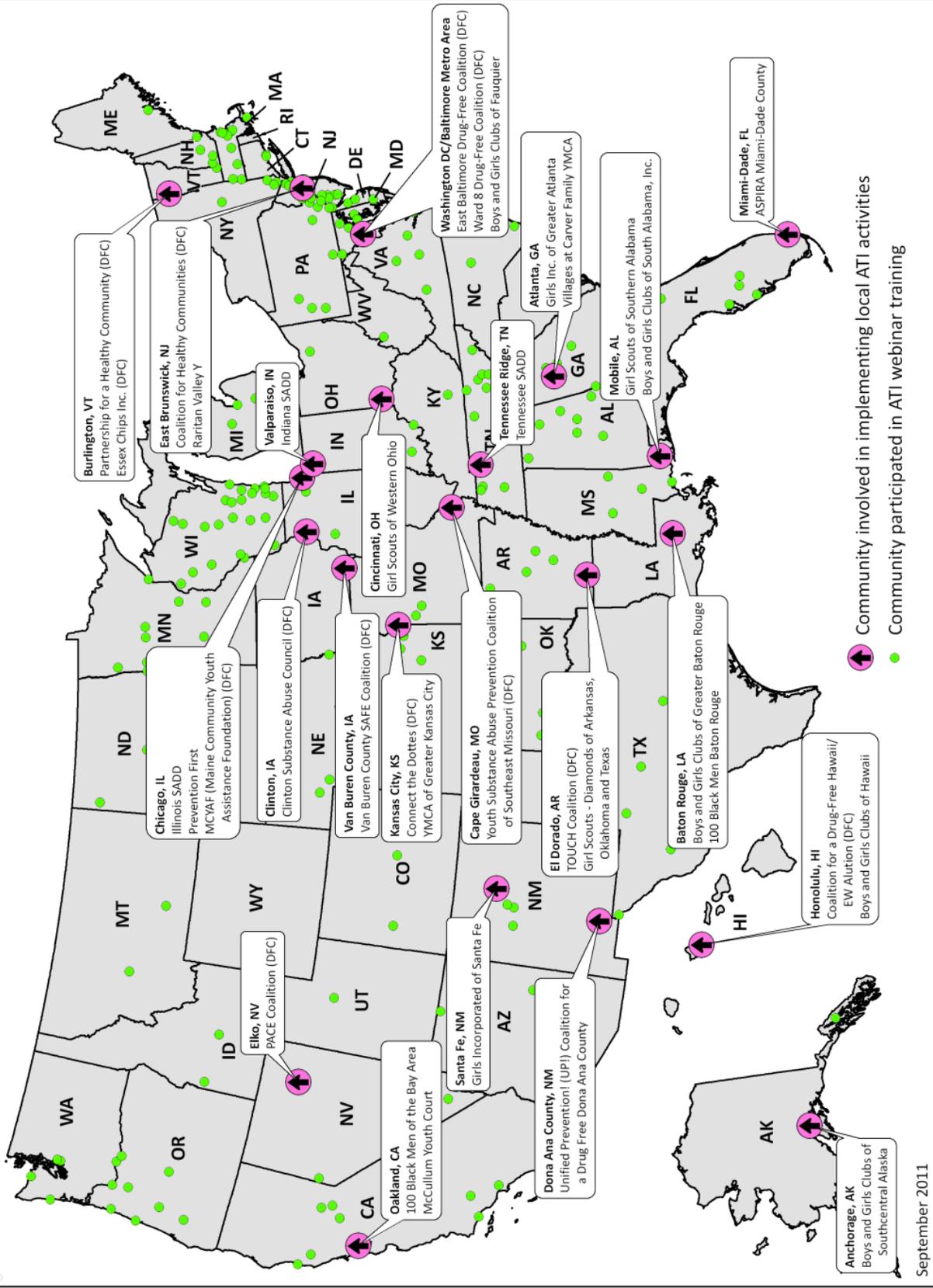
For information on how youth in your community can participate in "Above the Influence," or to download the *ATI Activities Toolkit*, please visit [www.ATIPartnerships.com](http://www.ATIPartnerships.com).

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# Above the Influence (ATI): Community Engagement (FY 2012)



September 2011

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