

Teens, Drugs and the Media

The National Youth
Anti-Drug Media Campaign

NIH
Health Communications
Forum

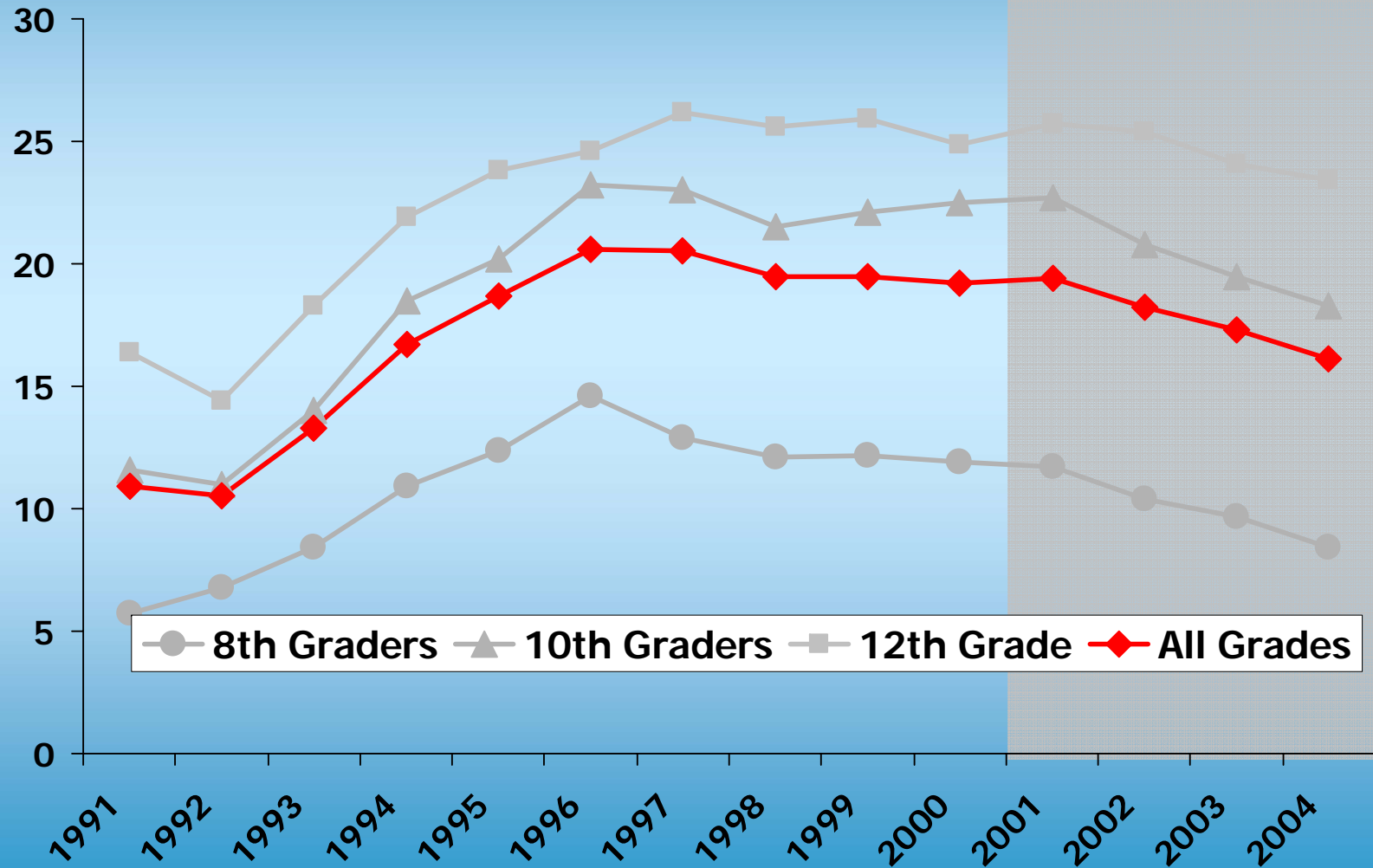
May 9, 2005

What We'll Cover Today

- **Media Campaign goal and features**
- **Challenges to success**
 - **Marijuana**
 - **Audiences**
- **Early Intervention Initiative**

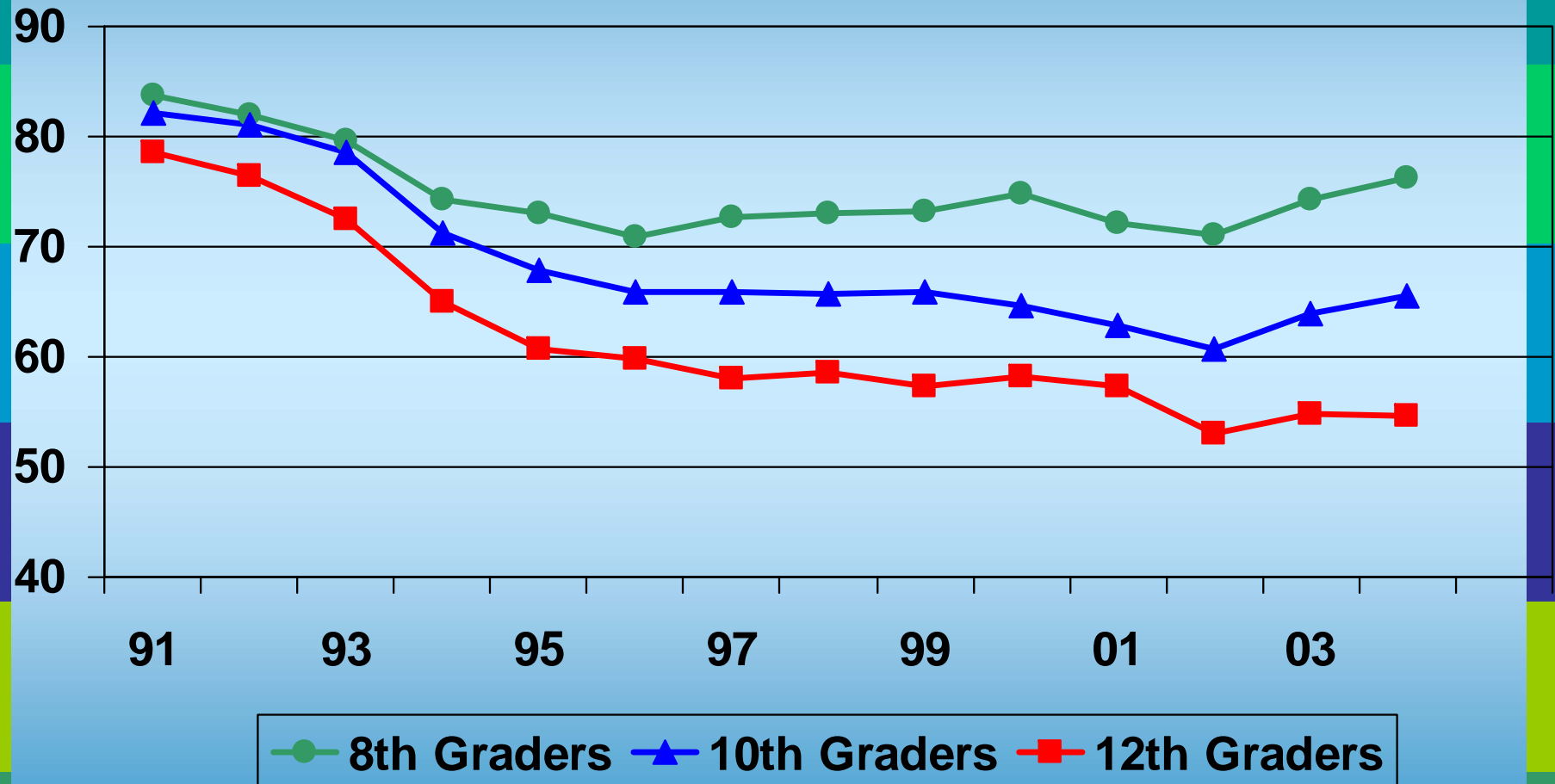
Current Use of Illicit Drugs Down 17 Percent from 2001

(Percent Reporting Any Illicit Drug Use in Past 30 Days)



Source: *Monitoring the Future Study, 2004.*

Perceived Risk of Marijuana Use Increased Significantly in 2004

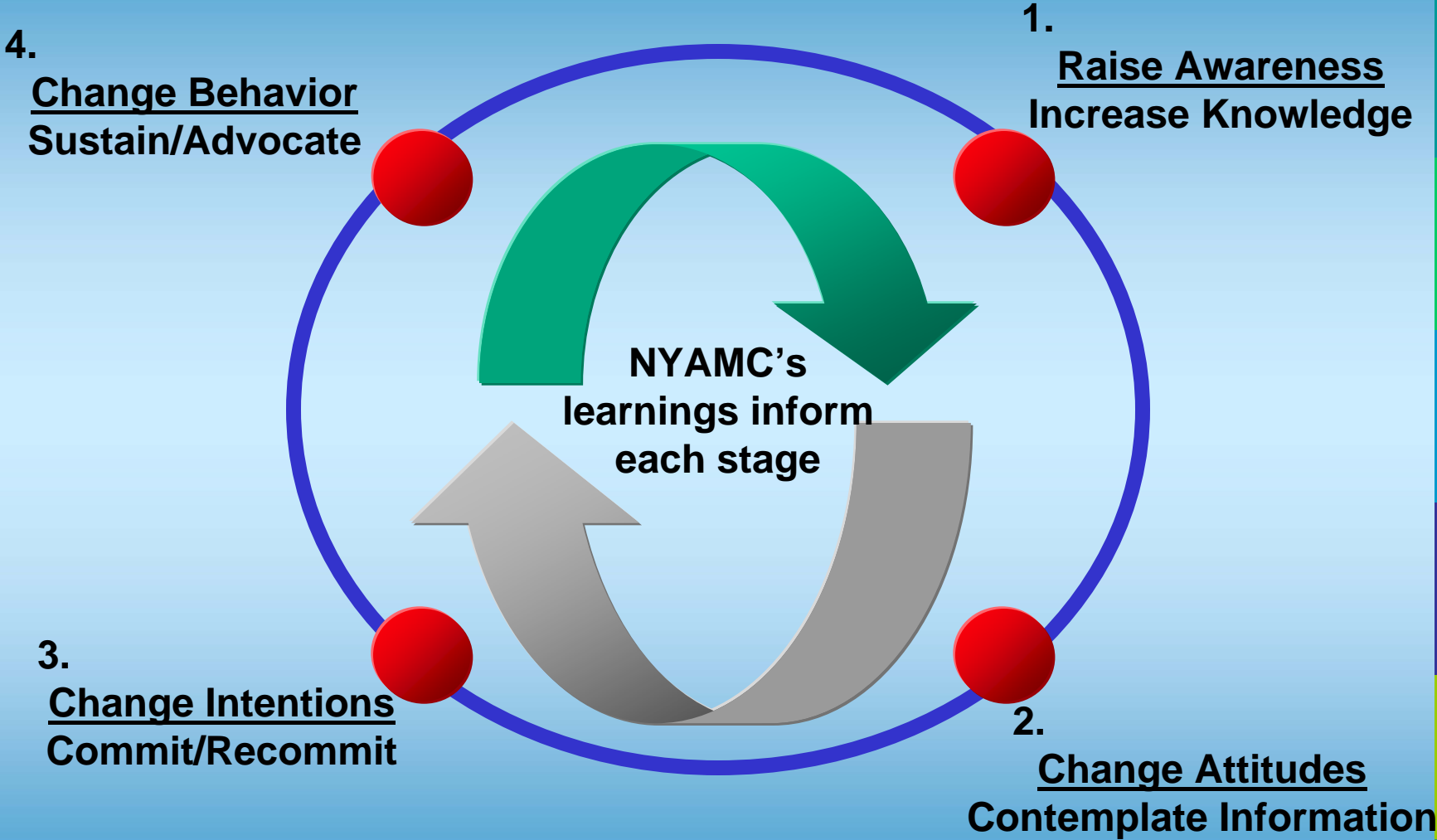


Source: *Monitoring the Future Study, 2004.*

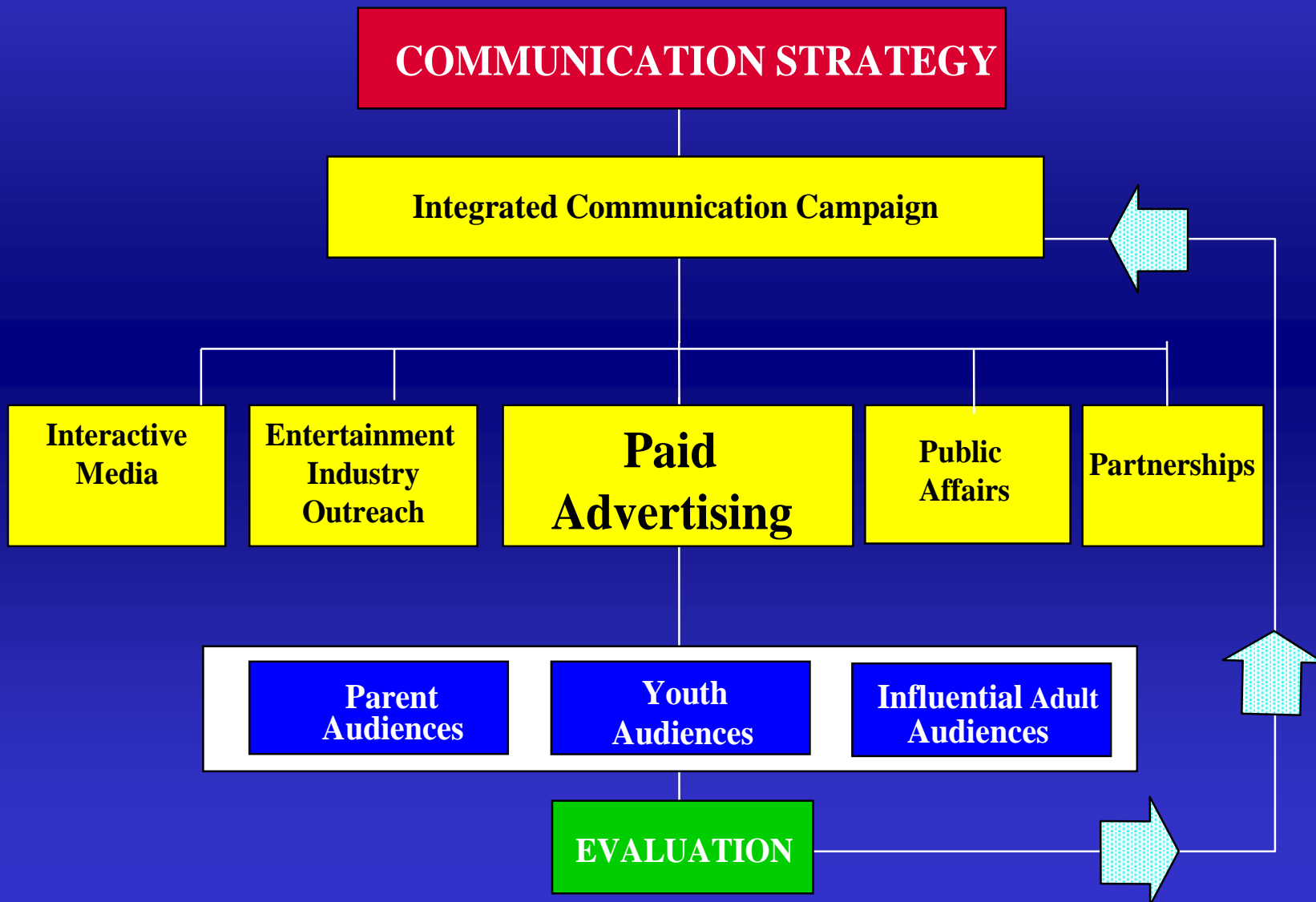
Media Campaign Features

- **Goal – to prevent and reduce teen use**
- **Broad bipartisan support**
- **“Paid” campaign, fully integrated**
- **Ads prepared by Partnership for Drug-Free America**
- **Multicultural audience focus**
- **Evaluation – formative, process & outcome**

Behavior Change Model



National Youth Anti-Drug Campaign



Message Platforms

YOUTH

- Marijuana – since September 2002
- Early Intervention – since January 2004

PARENTS

- Efficacy/Monitoring – since early 2002
- Early Intervention – since January 2004

Why Marijuana?

- Marijuana is the *most widely used illicit drug* among youth
- Teens starting use at younger age
- Among teen drug users, nearly 60% use marijuana only
- More teens are in treatment for marijuana dependence than for all other drugs combined

Marijuana: The Facts

Research shows that MARIJUANA IS:

- Addictive
- More potent than a decade ago
- Affects learning & academic achievement
- Linked to risky behaviors
- Impairs driving

Challenges

- **Normalization in pop culture**
- **Medical marijuana and legalization campaigns**
- **Lack of prevention efforts**
- **Widespread ambivalence and misinformation among youth and parents**

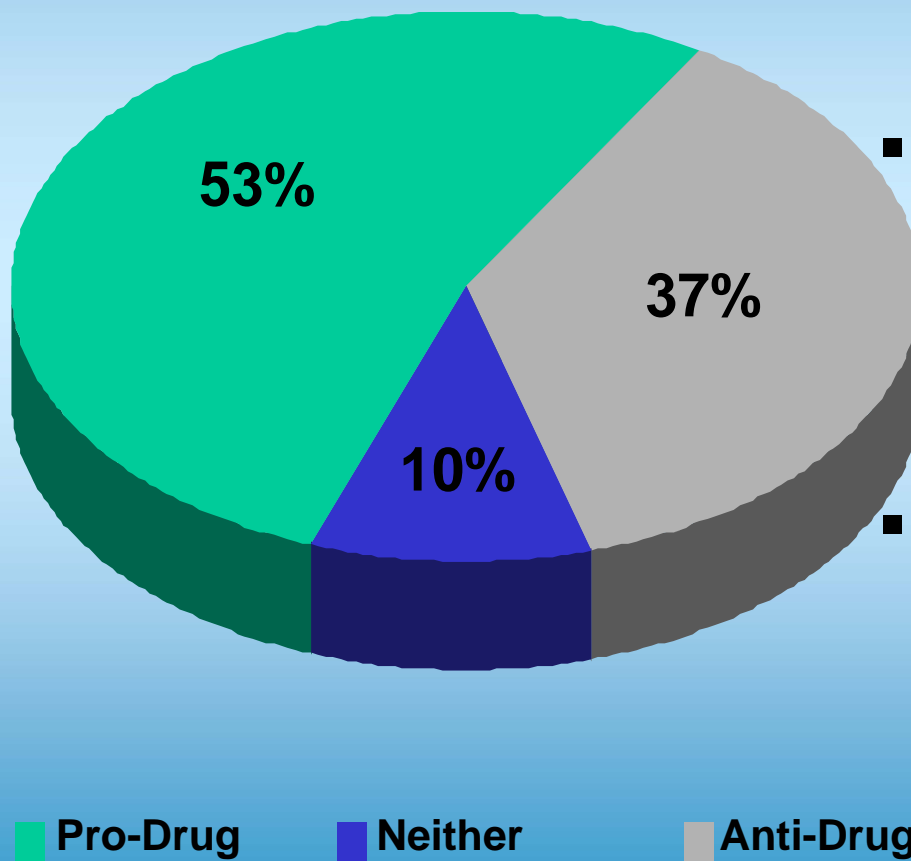
Challenges with parents

- **Role: Parent vs. friend**
- **“Feel powerless” due to pop culture, peer pressure**
- **“Not my kid”**
- **Marijuana – no big deal**
- **Hypocrite? Once used, so...**

Challenges with teens

- **Sensitive topic – symbol of rebellion**
- **Perception of norms**
- **Dynamic media market**
- **“Agenda-driven” messages**

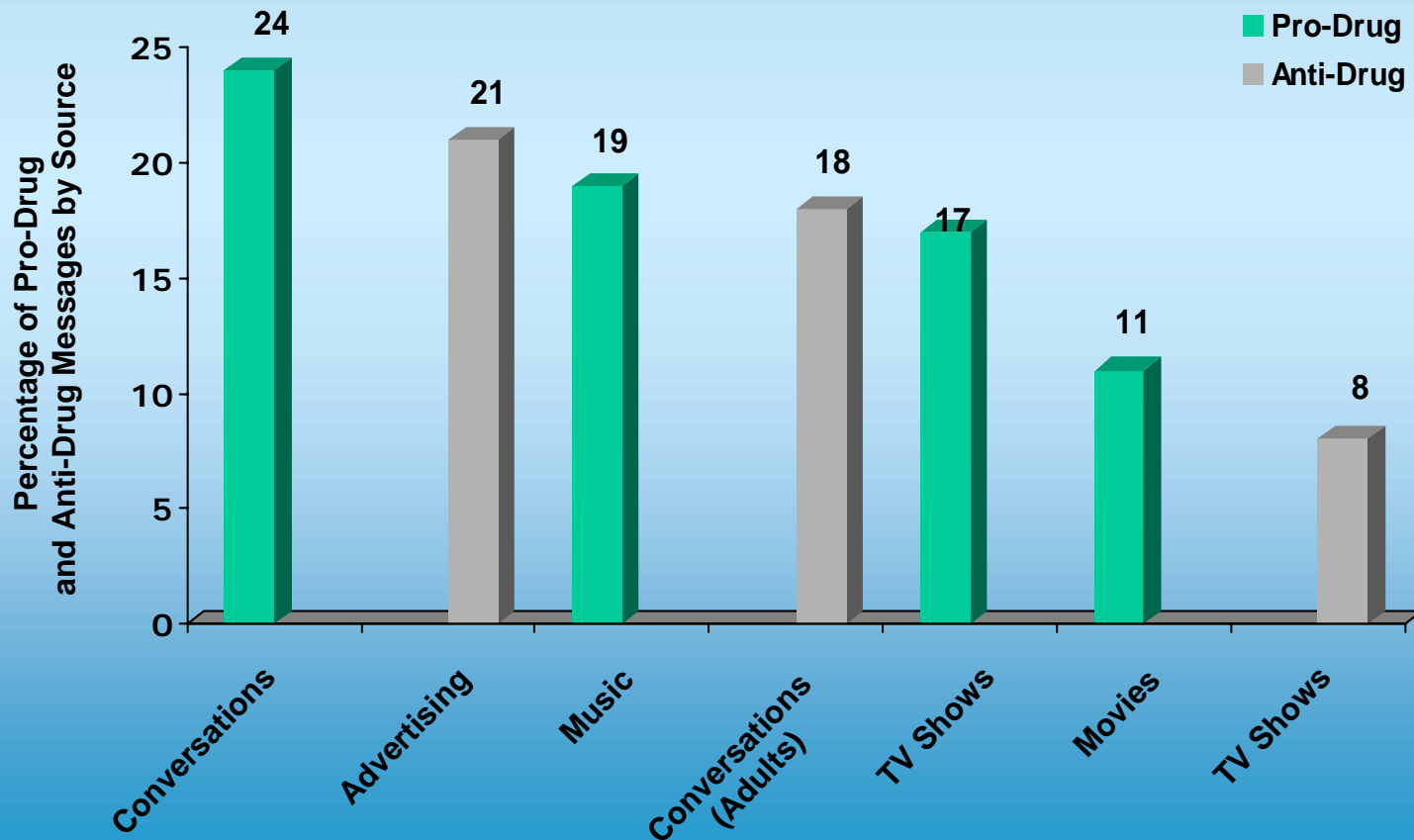
Youth Report More Pro-Drug Than Anti-Drug Messages and Diaries Confirm It



- Teens overstate prevalence of pro-drug messages
 - In focus groups estimated 70:30
- Diaries confirm uneven balance
 - Though not to the extent teens estimated

Most Frequent Pro- and Anti-Drug Messages by Source

Diaries showed that most frequent pro-drug messages came from conversations with friends while most frequent anti-drug messages came from advertising

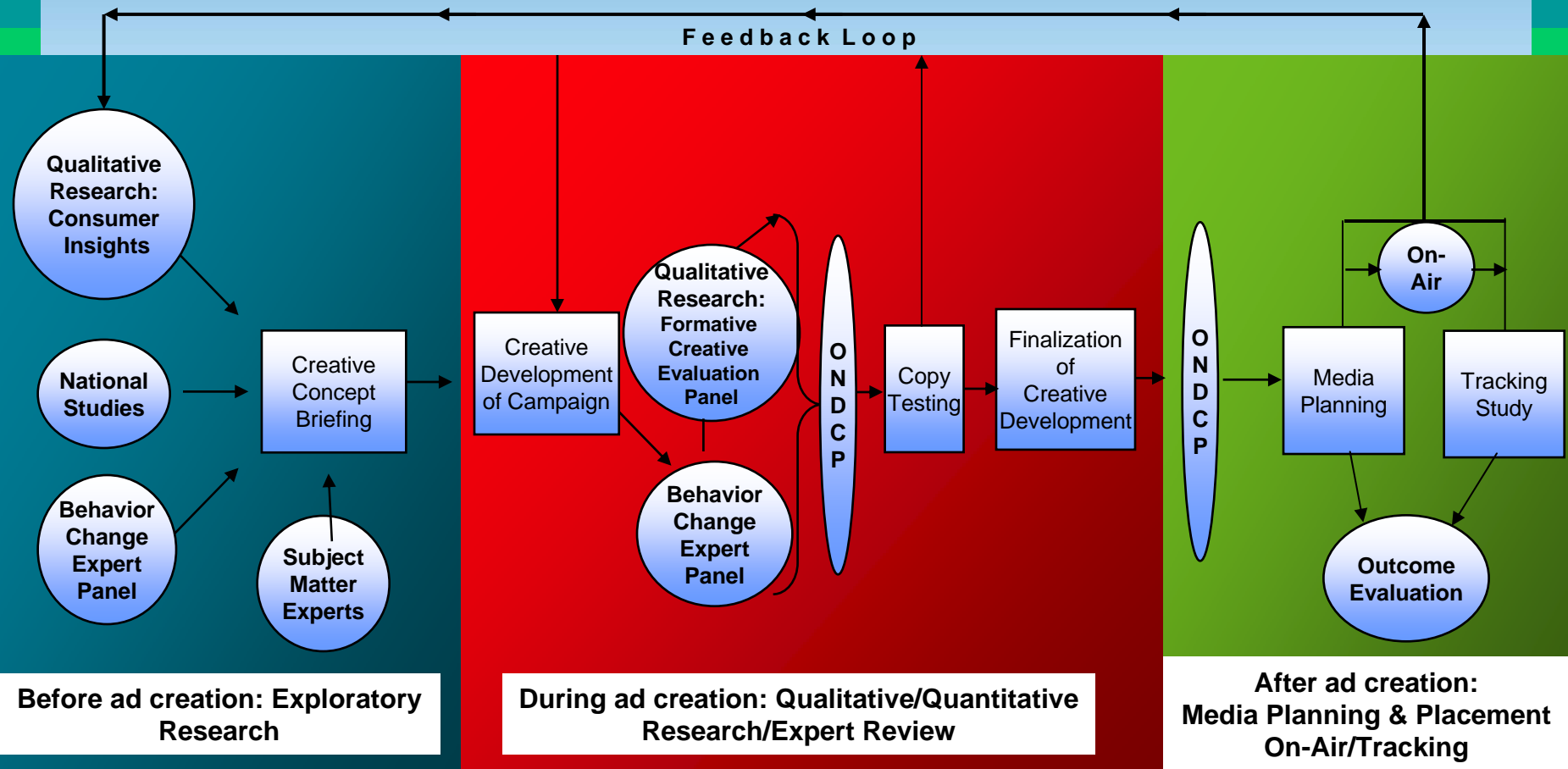


A blurred photograph of a woman and a young child smiling together. The woman is on the right, looking towards the child on the left. The child is also smiling. The background is out of focus, showing green foliage.

EARLY INTERVENTION INITIATIVE

**Harnessing the Power of
Parents and Peers**

National Youth Anti-Drug Media Campaign Advertising Development/Research Process



EARLY INTERVENTION PROCESS STEPS

- **Initial meetings with prevention and treatment experts January 2003**
- **Outreach to partner organizations that work with youth and parents**
- **Exploratory research with over 400 youth and adults in eleven cities**
- **Qualitative and quantitative testing of advertising concepts and messages**
- **Development of supporting brochures, posters, postcards, online support**
- **Launch of the Early Intervention Initiative January 2004 and the Superbowl (Feb. 2, 2004)**

Early Intervention Objectives for Youth

Key Thought:

“I have to do something to help my friend. It may be hard, but getting involved is the only way to help him/her with his/her marijuana/alcohol problem.”

What the advertising intends to achieve

- **Motivate kids to intervene on behalf of a friend “in trouble”**
- **Convince them of their efficacy in taking action**
- **Give teens the tools and skill to intervene**

Early Intervention Objectives for Parents

Key Thought:

"I have to step in and do something about my kid's drug and alcohol use. Though it may be difficult, the positive impact it will have on his or her life is worth it."

What the advertising intends to achieve

- Extend parenting monitoring message
- Address the barriers, empowering parents to act
- Give parents the tools and skills to intervene

Step Up

Freevibe Asks
Teens to “Step Up”
if friends have a
problem with
drugs or alcohol

The screenshot shows the homepage of freevibe.com, which is a resource for teens dealing with drug and alcohol issues. The site has a dark background with orange and yellow accents. At the top, the logo 'freevibe.com' is in red and white. Navigation links include 'Home' and 'Contact Us'. A main menu features 'STEP UP' in large letters, with sub-menus for 'DRUG FACTS', 'YOUR STORY', 'IN THE NEWS', 'STEP UP', and 'MY ANTI-DRUG'. Below this is a secondary menu with 'REAL STORIES', 'HELP YOUR FRIEND', 'EXPERT ADVICE', 'WHAT TO SAY', and 'GET INVOLVED'. The main content area is divided into several sections: a large orange box titled 'HAVE A FRIEND THAT NEEDS HELP?' with a photo of a young woman and text about honesty in friendship; three smaller orange boxes titled 'HELP YOUR FRIEND', 'WHAT TO SAY', and 'EXPERT ADVICE', each with a photo and text; a 'Red Stories' section with a photo of three young women; and a right sidebar with a photo of a young man, a '...AND CHECK THIS OUT' section with a link to an article about DaVon Sullivan, and a 'DID YOU KNOW' section about LSD and PCP. At the bottom right, there are links for 'IM to a friend', 'send to a friend', and 'Download our posters and postcards'.

freevibe.com

Home Contact Us

STEP UP

DRUG FACTS YOUR STORY IN THE NEWS STEP UP MY ANTI-DRUG

REAL STORIES HELP YOUR FRIEND EXPERT ADVICE WHAT TO SAY GET INVOLVED

HAVE A FRIEND THAT NEEDS HELP?

Friendship requires one thing above all else: honesty. If you have a friend that is using drugs or alcohol, you may be the only person who can help them. It's never easy to tell someone that they need help but that's what being a good friend is all about. It's important that you take responsibility and build up the courage to talk to them about their drug use or drinking. If you won't, who will?

HELP YOUR FRIEND

If your friend is using drugs or alcohol, you CAN help them. Freevibe's [Action Guide](#) will give you ideas for helping a friend with a problem.

WHAT TO SAY

How you say something is just as important as what you say. [Click here](#) for actual conversations you can try with a friend using drugs or alcohol.

EXPERT ADVICE

Need expert advice or someone to talk to right now? [Click here.](#)

Red Stories

Users and their friends talk. [Listen and read.](#)

...AND CHECK THIS OUT

15-year-old **DaVon Sullivan** started his own successful teen magazine says writing is his Anti-Drug.

Marijuana linked to schizophrenia symptoms. **Freevibe News.**

Real teens talk about **how to help a friend** with a drug problem.

DID YOU KNOW
LSD and PCP can change your brain! [More](#)

STEP UP

You've Got the Power to Help a Friend or Sibling Who Drinks or Uses Drugs

IM to a friend

send to a friend

Download our posters and postcards
Poster

DRUG INFORMATION

Select a Drug

SEARCH

Enter keyword(s)

Drug Information | Advice | News | Is Your Teen Using? | Community | Get Involved | Partners



GET the PARENTING TIPS NEWSLETTER

Enter an email address

TIPS FOR MONITORING YOUR TEEN

Be more involved in your child's life. Know who your child is spending time with, and understand the risks about marijuana. [Get more tips here.](#)

Next Feature →

@WORK



[Help your employees](#) keep their kids drug-free.

TEACHER'S GUIDE



[Find educational resources](#) and classroom activities here.

FAITH ACTIVITIES



[A drug prevention guide](#) for faith leaders.

More Information On...

- [Monitoring Tips](#)
- [Teen Drugged Driving](#)
- [Over-the-Counter Drug Abuse](#)

Email a Friend

Spread the word and [tell your friends](#) to visit www.TheAntiDrug.com.

WHAT'S INSIDE



[Our New Anti-Drug Ads](#)

Have you seen our new anti-drug campaign ads? If not, watch them [here](#) (photo courtesy of the PDFA)

[Get Advice on Monitoring Your Teen](#)

Make clear rules. Learn to listen. Be more involved in your child's life. Get more tips in the [Advice section](#)

[Know the Signs & Symptoms of Drug Use](#)

Watch for the signs of drug use and get updated on the drug trends happening today. Read more in the [Is Your Teen Using? section](#).

[Get More Information About Drugs](#)

Test your knowledge about marijuana, alcohol and other illegal drugs. Visit the [Drug Information section](#).

ADVICE & INFORMATION

[Monitor Your Teen By Asking the Tough Questions](#)

Know where they are, who they're with and what they're doing at all times.

[Be Firm If Your Teen Is Using](#)

Read these tips on how to approach your teen about their drug use or underage drinking.

[Learn to Listen & Talk With Your Teen](#)

Read these hints on what to say if your teen is in trouble.

[Think You Know Your Teen?](#)

Test yourself. Answer these questions and find out.

[Be More Involved: Advice For Parents of Athletes](#)

To win, teens must be drug-free. Educate yourself about the risks of using drugs, steroids and alcohol.

[Hear From Families Who Have Been Through It](#)

Many families have been through recovery. Hear their advice and what made the difference for them.

FEATURED PARTNER



everychild.one voice.*

National PTA is a supporter of the Early Action Initiative.

In-market Tracking Study

- Achieved 70% awareness for youth campaign
- Significantly moved crucial youth beliefs and intentions, compared to baseline established prior to launch, to step in and do something
 - “I should approach a friend who is having a problem.”
 - “I should tell them they have a problem.”
 - “I would want to step in and do something.”
 - “I should tell them I am concerned about them.”
 - “I should get involved.”

In-market Tracking Study

- Achieved 70% awareness for parent campaign
- Significantly moved crucial parent beliefs and intentions, compared to baseline established prior to launch, to step in and do something.
 - “I would be likely to take action if I found my child had a problem.”
 - “I feel confident that I could try to stop usage.”
 - “I would feel good about taking decisive action.”

Campaign Evaluation

- **Exploratory**
- **Copy Testing**
- **In-Market Tracking**
- **Consumer Response** (web hits, toll-free calls, e-mail feedback)
- **Campaign Outcomes**
- **National trends** (attitudes, prevalence)

For Further Information

- www.mediacampaign.org (for Campaign Stakeholders/Planners)
- www.theantidrug.com (for Parents)
- www.freevibe.com (for Youth)