Abstract: The Office of National Drug Control Policy launched the National Youth Anti-Drug Media Campaign in 1998. Above the Influence is a campaign is one of the focuses of the NYAD campaign and the goals of the campaign is to reduce the use of drug and alcohol among teens in the U.S. this report will explain and evaluate the effectiveness of the Above the Influence campaign. The evaluation of this campaign involves two studies that have been conducted on the ATF campaign, a review of the drug campaign strategy on other crime prevention websites, the existence of any drug campaign strategy in the city of Rochester NY as well as other communities, and the types of crime this strategy intended to reduce. Furthermore, I will conclude the findings of the strategy and give some of my own recommendations.

1. Describe the Program or Strategy.

The Office of National Drug Control Policy (ONDCP) launched the National Youth Anti-Drug Media Campaign in 1998, to avoid and reduce the use of drugs among youth in the United States. The campaign had two specific areas of focus:

1. A teen-targeted Above the Influence Campaign. This approach allows the campaign to reach out to all teens across the U.S by partnering up with youth-serving organizations, like Boys and Girls Clubs, Girl Scouts, and others alike. This partnership allows the media campaign to implement on the ground Above the Influence activities with teens. The goal of the program is to aid teens with the negative pressures or influences in their lives. The objective of the program is to help teens in becoming more aware of the influences around them, which in turn prepares them to face these influences in a better way. The negative pressures that the campaign focuses on are those of drugs, pills, and alcohol pressure. The campaign has also launched national-level television and internet advertising. Here is the Above the Influence webpage (www.abovetheinfluence.com).
2. A Young Adult-Targeted Anti-Meth campaign. This campaign is targeted at adults ages 19-34 and it is targeted at the areas in the U.S that are hardest hit by meth. For the purpose of this under construction report I will focus on the ONDCP “Above the Influence” Campaign Program.

2. **What types of crime is it intended to prevent or reduce?**

   The ONDCP above the influence campaign is not intended to prevent or reduce crime, but rather limit the use of drugs among teens in the U.S. Its goals are to prevent and reduce the use of any drugs and alcohol by focusing on the pressure that is faced by teens that use these contrabands.

3. **Is the program or something similar reviewed on Blueprints for Violence Prevention (http://www.colorado.edu/cspv/blueprints/) or Crime Solutions (www.crimesolutions.gov)? Provide Citations.**

   There are no programs similar to the ONDCP “Above the Influence” drug campaign program found on either website. Although drug preventing programs that are targeted on preventing the use of drug among teens, have been reviewed on these websites but are not related to any media campaigns on drugs use.

4. **Is there a clear theoretical foundation?**

   Yes, there is a clear theoretical foundation to the Above the Influence Program. Community-level organizations, above the influence website, and ads on TV inform teens about the negative peer pressures associated with drugs and alcohol as well as how to make better decisions when they are faced with these negative pressures.

5. **Is there a direct, indirect or no clear theoretical link to crime reduction?**

   There is no clear theoretical link to crime reduction, but there is a clear theoretical link to drug and alcohol reduction. Above the Influence believe that if teens do not use
drugs or alcohol, it is possible that they will not get engaged in criminal activities. I will say that these show a direct link to crime reduction.

6. Describe the logic model. Diagram it. How is it intended to reduce crime?

The ONDCP “Above the Influence” Campaign uses the internet and television to inform teens about the pressures of using drugs and alcohol and to stay above these pressures. The campaign has engaged with youth-serving organizations to bring the messaging of negative pressures to teens at the community level. By conducting this type of networking the programs senses that the use of drugs and alcohol will decrease among teens.

It is intended to reduce the use of drugs and alcohol among teens.
7. Does this program or strategy exist in this community? If yes, what agency is it run through? How long has it been in existence here? How is it funded?

Yes, this strategy does exist in the City of Rochester. The HEART Coalition for a Drug Free Rochester works to decrease substance abuse among youth and their families by increasing the support youth need to make positive choices. The program also raises awareness of the issues of substance abuse. This program is led by Youth Voice One Vision and the Metro Council for Teen Potential. The program has been around since 2005 and it was funded by a five-year grant. In 2010 the program was awarded $125,000 through the Drug Free Communities Support Program of the Office of National Control Policy.

8. Does it exist in other communities? If yes, where?

Yes, this program does exist in other communities throughout the U.S. This is a national campaign throughout the U.S as well as worldwide teens have access to the Above the Influence website and YouTube Channel. Over a thousand community organizations are implementing the campaign as well.

The following chart shows the communities in the U.S that is partnered up with Above the Influence Campaign.


Yes, there is research that exists on the program’s effectiveness. It has been found according to the ONDCP, that youth who reported exposure to the Above the Influence Campaign were less likely to begin the use of marijuana. Other research has also shown that the awareness of the campaign does reduce the use of drugs, especially marijuana use.


The following chart shows the effectiveness of the exposure to ATI campaign. This chart can be found on the ONDCP website: http://www.whitehouse.gov/ondcp/Campaign-Effectiveness-and-Rigor
10. Provide a review of the research (At least two studies)

a. What was the research design

Michael Slater, Kathleen Kelly, Frank Lawrence, Linda Stanley, and Maria Leonora conducted a study that looked two media-based interventions that are designed to reduce marijuana use among teens. The study design was randomized community and school trial with four conditions. According to the researchers, the four experimental conditions consisted of: 10 schools received both community intervention and in-school media materials, 10 schools received the community intervention without the in-school media, 10 schools received the in-school media and no community intervention, and 10 schools served as control not receiving any intervention (pg. 14). The community-media intervention consisted of the “Be under Your Own Influence” and students in all four conditions were exposed to the Above the Influence Campaign.
Christopher Carpenter and Cornelia examined the relationship between the exposure to the “Above the Influence” campaign in 210 U.S media markets and the use of marijuana and alcohol among adolescent in 2006 to 2008. The researchers utilized the Monitoring the Future (MTF) cross-sectional, school-based survey of drug, alcohol, and tobacco-related outcomes for adolescents in the U.S. (pg.949). The researchers also analyzed monthly advertising exposure.

b. Describe the data

There were four waves of data that were collected in each school. The first wave was a per-intervention baseline in the fall and spring of two school years (pg. 14, 2011). Date was also collected at the end of the school years. The second wave was conducted in the fall of 2006, the third in 2007, and the fourth in 2009. There were 3,236 students that participated in the study, 52% females and 48 % were males.

In the MTF study the researchers obtained a restricted-access version of data from 2006-2008, which included information on the month and year of survey administration and the location (zip code) of each school (pg. 949). The researchers used the schools zip codes to match each respondent to a media market. The data on exposure to antidrug advertisement came for the ONDCP using the targeted rating points (TRP). The researchers estimated the data by gender and grade of the adolescents.

c. Summarize the findings

Michael Slater, Kathleen Kelly, Frank Lawrence, Linda Stanley, and Maria Leonora found that the Above the Influence Campaign did predict lower marijuana use by the final wave of the study. It was also found that the “Be under Your Own Influence” Campaign was effected only at the community-level treatment when it pertained to
marijuana use. Overall the study indicates that high level of exposure to the “Above the influence” campaign is associated with lesser use of marijuana.

Christopher Carpenter and Cornelia found that 8th grade girls who had higher exposure to antidrug advertisements were associated with lower rates of past-month marijuana use as well as lower rates of lifetime marijuana use, but not alcohol use (pg. 948). It was found that this was not significant for the boys and the students in grades 10 and 12.

11. How would you rate this program or strategy?
   a. Generally recognized as effective
   b. Good likelihood that it is effective
   c. Inconclusive
   d. Probably not effective
   e. Generally recognized as not effective
   f. Harmful or likely to be harmful

12. Explain your Rating

I believe that the Above the Influence campaign can be successful because of the collaboration between community-level organizations, national-level television, and internet use. I think that researchers show that the campaign does have an effect on teen’s use of drugs and alcohol. Over all I feel that with programs or strategies that focus on young kids it all depends on how committed the young kids are in the process. This is why I rated the strategy “Good likelihood that it is effective”.

13. One paragraph summary of the program, the findings and your recommendation.

Above the Influence, helps teens in acknowledging the negative pressure or influences around them. The ONDCP above the influence campaign is not intended to prevent crime, but the use of drugs and alcohol among teens in the U.S. Overall the
findings show that teens that do have exposure to the Above the Influence campaign show a decrease in the use of drugs. I recommend that Above the Influence campaign is more of a prevention program than a campaign. It should be a community-based program as well as an in school-based program. This will allow for a direct effectiveness rather than an indirect effectiveness on the use of drugs and alcohol among teens.