



abovetheinfluence.com

Who/What/Where/When/How

Who- Above the Influence originated as a government-based campaign of the National Youth Anti-Drug Media Campaign conducted by the Office of National Drug Control Policy in the United States

What- Above the Influence lists their goal as being: “to help teens stand up to negative pressures, or influences. The more aware you are of the influences around you, the better prepared you will be to face them, including the pressure to use drugs and alcohol.”

Where- Launched ads on “teen” TV channels and across the internet

When- The campaign was initially launched as the “My Anti-Drug campaign but in 2005 was rebranded by the NYADMC as the “Above the Influence” campaign. The campaign lasted until March 2014, which is when the federal funding ceased

How-They fostered participation at a community and nationwide level

An Interesting Story...

In 2005 Thomas Early and Shona Seifert the executives of the ad agency that created the commercials were sentenced to 14 and 18 months in federal prison, for defrauding the Office of National Drug Control Policy

Propaganda Techniques

Fear- Scaring kids out of smoking pot

Cause and Effect Mismatch- If you smoke pot then you will become lazy and flat

Guilt- If you smoke pot then your friends will be sad

Bandwagon- Saying that all kids should join the movement

Target Audience

Above the Influence lists their target audience as, “teens 12 to 17 years old, with a focus on 14- to 16-year-olds (typically 8th, 9th, and 10th graders). Research indicates that teens are most likely to try drugs during these critical transition years from middle school to high school.”

Was the campaign successful?

Multiple sources say different things so it is unclear.

Government Accountability Office: Concluded in 2006 that the \$1.2 billion spent on anti-drug ads "was not effective in reducing youth drug use, either during the entire period of the campaign or during the period from 2002 to 2004 when the campaign was redirected and focused on marijuana use."

Ohio State Study: stated that the "Above the Influence campaign appears to have effectively reduced marijuana use by teenagers." "Evidence for the success of Above the Influence is especially heartening because the primary independent evaluation of its predecessor campaign, 'My Anti-Drug', showed no evidence for success", said Michael Slater the study's conductor