

# Lake County Underage Drinking Prevention Task Force March 2008 Resource (and News) Page

## NEW ABOVE THE INFLUENCE FEATURES HELP YOUR ORGANIZATION REACH TEENS

### **\*\*Customizable "Prom" Ad and Online Video Submission Opportunity for Teens\*\***

The National Youth Anti-Drug Media Campaign is introducing two new tools to help your organization reach teens in the community and help them remain above the influence of drugs. The tools include a new customizable print advertisement and an opportunity for teens to submit their videos about how they stay "above the influence."

Last year, about seven in 10 prom-age teens said they planned to attend an after-prom party. As prom season approaches this year, teens may begin to feel pressure to party with alcohol and other drugs. The Media Campaign is offering your organization the opportunity to customize our "Prom" advertisement by adding your logo or local messages and distributing it directly to teens, the local media, your members, or partners. By promoting this ad in your community, you can help keep prom activities safe by encouraging teens to say no to drugs and alcohol, while still having a good time.

The customizable color and black and white versions of the "Prom" ad are easily downloadable from TheAntiDrug.com at <http://www.theantidrug.com/openletter>. At your request, we have also added a black and white version of our "Senior Year" Open Letter to this page as well. You will need to have Adobe Acrobat Reader to customize our Open Letters. You can download the free software at [www.adobe.com](http://www.adobe.com). In order to save and change the look of the text in your customized Open Letter, you will need to have Adobe Acrobat 8.0 Standard or Adobe Acrobat 8.0 Professional. You can download a free trial or purchase that software at [www.adobe.com/acrobat](http://www.adobe.com/acrobat). Other customizable advertisements and free resources, including brochures, CD-ROMs, posters, and postcards are available at: [www.TheAntiDrug.com/Resources](http://www.TheAntiDrug.com/Resources).

### **We want to hear from teens in your community!**

The Media Campaign is now accepting videos created by teens on our teen Web site, [www.AbovetheInfluence.com](http://www.AbovetheInfluence.com). These videos are a great opportunity for teens in your community to express how they deal with pressures, stay healthy, and avoid drugs. The videos can take any form - a dramatization, documentary-style interview, a montage, or even a commercial-style ad for Above the Influence. In the next few months, some of the submitted videos will be posted on [www.AbovetheInfluence.com](http://www.AbovetheInfluence.com). Videos can be submitted online, should be up to two minutes in maximum length, and shouldn't exceed 20MB in size. **The deadline for submission is April 30, 2008.** Encourage teens in your community to participate by visiting <http://www.abovetheinfluence.com/speak/submit-videos.aspx> for more specifics and guidelines on making the videos.

Launched in November 2005, Above the Influence employs a series of advertisements and a Web site, [www.AbovetheInfluence.com](http://www.AbovetheInfluence.com), to challenge teens to live above the negative pressures in their lives. The brand encourages youth to resist drug use by rejecting negative influences and empowers them to make positive choices.

## Training Opportunity!!!

March National Electronic Seminar:

Preventing Underage Drinking during Graduation Events: Effective Strategies

Date: Thursday, March 20, 2008

Time: 3:00-4:15 p.m. EDT

Speakers: Carol Burkett, Orange County Drug Free Coalition; Captain Mark Bong, Florida Division of Alcoholic Beverages and Tobacco and Sergeant Regis Thimons, St. Joseph County, Indiana Police Department

Graduation should be a special and positive experience. Graduations and proms are often the highlight of young lives and can produce lifelong memories. Yet there are risks involved when proms and/or graduations are mixed with alcohol - whether it is the prom after-party or "senior week" events. This audio-call will focus on graduation and/or prom events strategies which can be implemented in an effort to make these events safer. We encourage adults and youth to participate in this National Electronic Seminar. Participants will develop an understanding of the importance of prevention by implementing consistent and inclusive strategies to prevent underage drinking during these events.

Visit [www.udetc.org/audioconfregistration.asp](http://www.udetc.org/audioconfregistration.asp) to register.

## Helpful sites on the web

As part of the listserv with the Office of National Drug Control Policy, we often get great advice from professionals all over the nation. Here are some of the latest helpful websites to pass along to community groups.

**Nonprofit Incorporating - Business Plan** - [http://www.tess.org/misc/080123NP\\_Biz\\_Plan.pdf](http://www.tess.org/misc/080123NP_Biz_Plan.pdf)

**How Do We Find Local Support for Our Program?** - <http://www.idealists.org/npofaq/0/1574.html>

**Faith-based Grant Resources** - <http://charitychannel.com/publish/templates/?a=1581&z=0%20>.

**Grant Writing Tools Web Sites** - <http://www.idealists.org/npofaq/19/64.html>

**U.S. Federal Grants Web Sites** -

<http://www.nonprofits.org/ff/idealists/en/FAQ/QuestionViewer/default?category-id=1&item=63&section=19&sid=40057025-157-xgfeM>

**The Best E-Newsletters for Grants and Nonprofit Leaders** <http://www.idealists.org/npofaq/19/62.html>

**One Phase of Organizational Readiness for Grant Funding: Recordkeeping - Part 1** -

<http://charitychannel.com/enews/v.aspx?SI=50471&E=dgriesmann%40aol.com&S=2&N=2234&ID=2486&NL=15>

**One Phase of Organizational Readiness for Grant Funding: Recordkeeping - Part 2** -

<http://charitychannel.com/enews/v.aspx?SI=50471&E=dgriesmann%40aol.com&S=2&N=2238&ID=2489&NL=15>

**Nonprofits and Lawyers - Part 1** - <http://charitychannel.com/publish/templates/?a=14723&z=26>

**Nonprofits and Lawyers - Part 2** - <http://charitychannel.com/publish/templates/?a=14724&z=26>

## Quick Fact:

13 percent of 8th-graders, 23 percent of 10th-graders and 30 percent of 12th-graders had consumed alcopops during the 30 days prior to being interviewed for the Monitoring the Future Study.

