

Beat: Business

## THE PARTNERSHIP FOR DRUG FREE KIDS UNVEILS NEW CAMPAIGN

### ASKING TEENS WHO CONTROLS YOU ?

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**USPA NEWS** - The Partnership for Drug-Free Kids, a national nonprofit dedicated to reducing substance abuse among adolescents, today launched a new multimedia campaign for teens that illustrates some of the pressures they face,...

The Partnership for Drug-Free Kids, a national nonprofit dedicated to reducing substance abuse among adolescents, today launched a new multimedia campaign for teens that illustrates some of the pressures they face including peer pressure to drink and use drugs, issues with body image and bullying, among others. The 'Who Controls You' campaign breaks this month and was created pro-bono by advertising agency Hill Holliday and award-winning, social media influencer, Maris Jones, as part of the Partnership's Above the Influence (ATI) teen program.

The 'Who Controls You' campaign uses a unique depth of field visual device, combined with Jones' signature stop motion storytelling. Representing negative influence, a large hand seemingly forces the characters to do things they otherwise would not have considered, like reach into a medicine cabinet with a friend and pull out a prescription medicine bottle, reconsider eating because of images seen in the media, or drink too much at a party, among others.

The campaign is comprised of :15 vignettes that each highlight different pressures, as well as a :30 spot that is a compilation of the same vignettes, which additionally shows a teen who rises above the influence of drinking at a party.

The Partnership and Horizon Media have secured pro-bono advertising on teen-targeted TV and online pre-roll to support the campaign, with media running through first quarter of 2016.

In addition to the videos, digital production partner We Are Royale helped create a complementary Twitter-based game called #PositivATI. It gives teens a way to counter the negativity in social media with a little positivity through a simple shooting game; it pulls in real, negative tweets directly from Twitter, which users shoot down for points. For every negative tweet that is knocked out, a positive tweet goes into the thread of the negative hashtag, disrupting the stream of negativity.

Above the Influence is a popular and proven-effective drug and alcohol prevention initiative created for American youth. With an online community of over 1.5 million young people, the program has an active, robust audience.

The Partnership for Drug-Free Kids is dedicated to reducing substance abuse among adolescents by supporting families and engaging with teens. It develops public education campaigns that drive awareness of teen substance abuse, and lead teen-targeted efforts that inspire young people to make positive decisions to stay healthy and avoid drugs and alcohol.

Source : Partnership for Drug-Free Kids

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