

#YourLife YourChoice

POSITIVE
COMMUNITY NORMS
CAMPAIGN

2018-19

DID YOU KNOW?

Misperceptions about youth substance use are often hidden risk factors.



Youth often over estimate the number of their peers who use alcohol and drugs. Youth who perceive that the majority of their peers drink are more likely to drink themselves. By focusing on the positive factors that already exists, we can create new norms. When most students believe that their peers do not use alcohol, it takes the pressure off of them and they are more empowered to make safe and healthy choices.

The #YourLifeYourChoice Positive Community Norms Campaign

Is designed to increase awareness and correct misperceived norms around youth marijuana use. We use data from the Healthy Youth Survey to show that there ARE positive norms that already exist in the community. According to the 2016 WA State Healthy Youth Survey, 80% of 10th grade MSHS students did not use marijuana in a typical month.

WHAT TO EXPECT THIS YEAR

- * Fall and Spring #YourLifeYourChoice promotional giveaways
- * Winter and Spring #YourLifeYourChoice student surveys (during lunch)
- * Staff and Parent communication about #YourLifeYourChoice campaign and student surveys

#YourLifeYourChoice

Challenges those misperceptions and creates new more accurate perceptions of youth substance use.

FLIP OVER to see how students can get involved with developing the #YourLifeYourChoice campaign.

WHY WE CARE

We have great kids in our community; we want to empower them to make safe and healthy choices.

For more information about #YourLifeYourChoice contact:

LISA HART
Community Coordinator
Lisa@svcn.info



Hi, My name is Lisa Hart, I coordinate the #YourLifeYourChoice(#YLYC) Positive Community Norms campaign. One of the goals this year is to increase student engagement and visibility of the #YourLifeYourChoice campaign. Students can apply what they are currently learning in your classroom or club to get hands on experience while helping to develop a more robust, student-driven #YourLifeYourChoice campaign. Below are a variety of ways students can get involved.

DEVELOP A MARKETING STRATEGY

DECA, Yearbook, Psychology, Sociology, Marketing

Use your marketing experience to help increase the campaign's visibility.



CREATE POSTER DESIGNS

Yearbook, Fine Arts, Art Club, ASB, Media, Natural Helpers

Create new, fresh ideas for the #YLYC posters.



HANG CAMPAIGN POSTERS

Yearbook, ASB, Natural Helpers, Marketing

Help increase #YLYC poster and messaging visibility,



ASSIST WITH THE CAMPAIGN SURVEY

Yearbook, ASB, Natural Helpers, Marketing, Psychology, Sociology

Volunteer at lunch to help increase student participation on the #YLYC youth survey.



DISTRIBUTE PROMOTIONAL ITEMS

Yearbook, ASB, Natural Helpers, Marketing

Volunteer to help distribute #YLYC promotional giveaways.



CREATE AN INFORMATIONAL VIDEO

Video/Film Production, Health Yearbook, ASB, Natural Helpers, Media, Drama

Create a #YLYC campaign informational video.



PARTICIPATE IN A FOCUS GROUP

Yearbook, Health, ASB, Natural Helpers, Marketing

Help determine poster images and promotional items.



FOR MORE INFORMATION EMAIL:

Lisa Hart
Community Coordinator
Lisa@svcn.info
Subject Line: #YLYC Student Engagement

