

SATF Meeting

May 23, 2014



IT'S ALL ABOUT CHOICE.



We're here to help by making sure you have accurate information, but ultimately you choose. It's that simple.



#RISEABOVE



2014 Communications Plan: Key Objectives -Audience Connection

- Create and build Rise Above as a teen brand that adults can access and understand, but not own.
- Effectively build Rise Above Colorado brand in all outreach activities and content
- Employ digital media campaign for both Colorado Meth Project and Rise Above; build an audience for Rise Above and enhance our engagement with the teen audience while maintaining efficiency for both brands
- Key Audiences
 - Teens- Engage teens via Teen Advisory Council, schools, youth-serving agencies, CO Youth Summit
 - Schools/Educators- deploy Meth Prevention Lesson and *Not Prescribed* lesson
 - Community Partners- develop/enhance relationships with local organization to serve as ongoing anchors for our community outreach/programming
 - Parents (secondary)- raise awareness through PSA messaging & website resources



2014 Communications Plan: Key Objectives- Evaluation

- Establish clear process and sources for evaluating program success of Rise Above
 - Conduct qualitative and quantitative needs assessment in local communities across CO
 - Measure success of content by setting metrics (e.g. Not Prescribed Lesson)
 - Look at trends in attitudes and behaviors and determine best approach & timing for implementing follow-up Teen Attitude and Assessment Survey

2014 Digital & Social Media Campaign

- Buying advertising for both CO Meth Project and Rise Above brands
 - Target: teens
 - Objectives: execute a diversified campaign that combines **engagement** and cost **efficiency**
- We have tested 20+ partners and tactics over the past year, to drive website and social engagement



LIKE this post if you've
become a STRONGER,
HEALTHIER person as a
result of making it through
a challenging time!

#RiseAbove

F **90%**
A **OF ALL**
C **ADDICTIONS**
T **BEGIN IN THE**
TEENAGE YEARS.
#RiseAbove

CMP: Online Video



the Escapist

MY ESCAPIST | FORUMS | STORE

THE ESCAPIST'S VIDEO SHOWCASE

55 DAYS UNTIL

Evil Porpoise baby tee
The Escapist - Evil Porpoise baby tee. \$15

WRITE FOR US!

TAKE THE QUIZ:
Global Geek: Fast Food Frenzy Quiz

CAN'T YOU JUST STOP DOING METH?
ASK METHPROJECT.ORG

YouTube Mix - We Been On

50 Plates (Explicit)
by RichGangVEVO
406,594 views

No New Friends (Explicit)
by DJKhaledVEVO
1,447,001 views

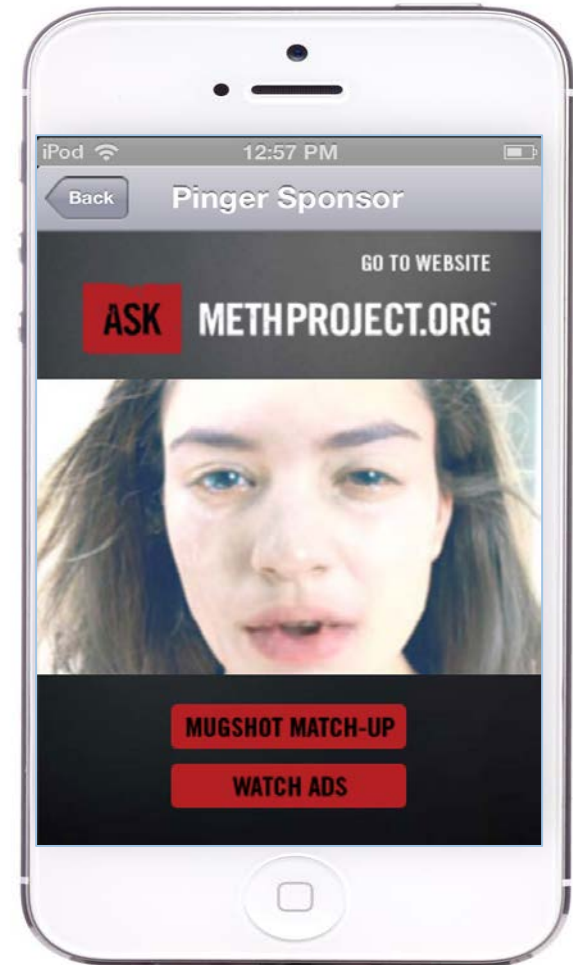
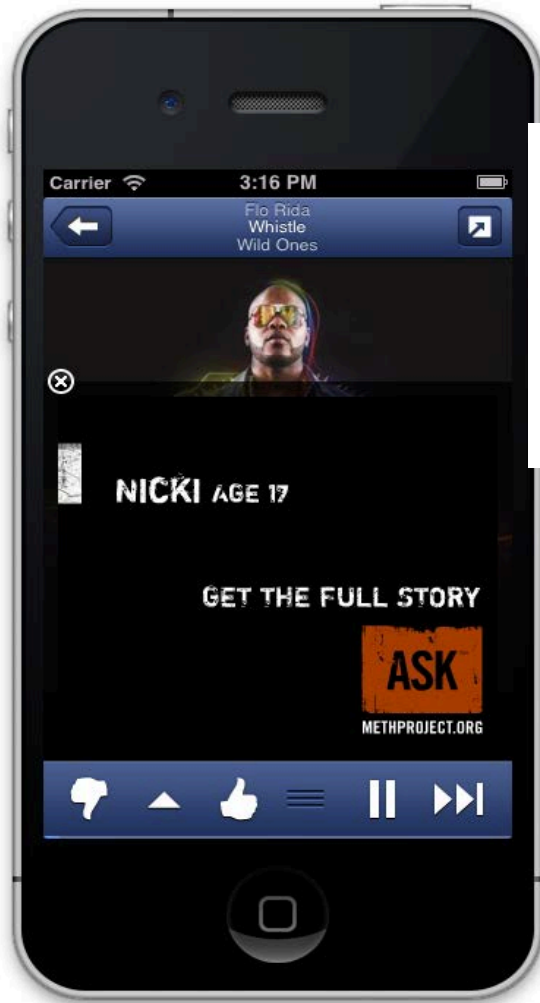
I Wanna Be With You (Explicit)
by DJKhaledVEVO
5,963,464 views

T.I. - Kemosabe ft. Doe B, Bit Young Dro, B.o.B
by HustleGangVEVO

Online video has proven to effectively reach the target teen audience, with good opportunities to scale.



CMP: Mobile Display



Mobile allows us to reach a target audience of teens where they spend most of their time..



CMP/Rise Above: Social Media



Rise Above Tweet

FACT:

#RISEABOVE

www.riseaboveco.org

RETWEETS 62 FAVORITES 31

3:59 PM - 1 May 2014 · Details

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Laney Meyer @LANEYMBUG · May 1
"@RiseAboveCO: Too many, too often... #RiseAbove pic.twitter.com/GEoAG6O4mL" my sister Too young.
View photo Reply Retweet Favorited More

Rise Above Colorado @RiseAboveCO · May 1
Too many, too often... #RiseAbove pic.twitter.com/tKVINWdAcy
Reply Delete Favorite Flag media



Facebook Newsfeed Post

Like · Comment · Share 16

333 people like this.

View 17 more comments

...

METH **Colorado Meth Project** Only 3 days left to get your applications in- let us know if you have any questions, and good luck!
Commented on by Jonathan Judge [?] · May 9 at 2:05pm · Like

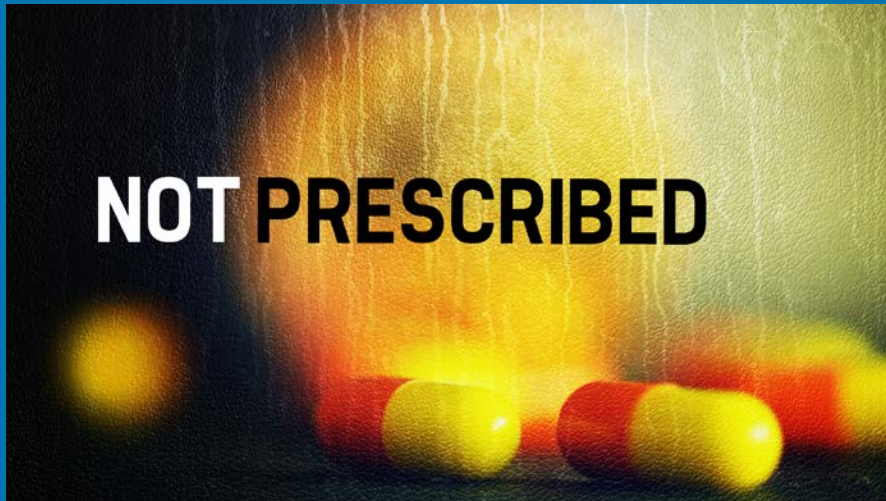
Write a comment...

66,848 people saw this post See Results

Like · Comment · Share 20



“Not Prescribed” Lesson



Not Prescribed Lesson Learning Objectives

- Target: Middle & High Schools, youth-serving agencies
- Students will know and understand:
 - The risks and consequences of prescription drug misuse on physical and mental health as well as behavior
 - The short- and long-term psychological effects of prescription drug abuse and its impact on life goals
 - The impact of prescription drug misuse and abuse on user, family, friends, and community
 - How to refuse or avoid misusing prescription drugs
 - How to advocate for your friends' and family's health, even in emergency situations



RISE ABOVE
COLORADO

Responsibility
Humanity
Scholarship



Questions?



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