SATF Meeting

May 23, 2014
Vision Statement: Our vision at Rise Above Colorado is to empower teens to lead a life free of drug abuse.

Mission Statement: Rise Above Colorado is a drug abuse prevention organization that measurably impacts teen perceptions and attitudes about the risks of substance abuse to help youth make empowered, healthy choices.

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
Online video has proven to effectively reach the target teen audience, with good opportunities to scale.
Mobile allows us to reach a target audience of teens where they spend most of their time.
“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?

www.riseaboveco.org