



Bernalillo County Health and Wellness

BE “ABOVE THE INFLUENCE” CAMPAIGN

What is the BE “ABOVE THE INFLUENCE” Campaign? –it is a local social marketing campaign modeled after the national “Above the Influence” program from the Office of the National Drug Control Policy, ONDCP, and it is strategically planned, operationalized, implemented, and evaluated by the Bernalillo County Department of Substance Abuse Programs, BC-DSAP.

What are the Goals and Objectives of this Campaign? –to over time (4-7 years) change the deep rooted misperceptions of individuals and communities that the vast majority of youth drink and engage in many risky behaviors when in fact statistics such as those from the NM DOH-YRRS Survey do not bear this out. Another goal of this campaign is to challenge adults and older youth in thinking of themselves as positive role models for our youth and behave accordingly. The third goal is to challenge young people’s thinking and engage them in critical thinking skills to stay above the influence of risk factors.

To BE “ABOVE THE INFLUENCE” is to BE:

www.abovetheinfluence.com

1. Above Pressure to use alcohol and drugs.
2. Above Pressure to fit in.
3. Above Pressure to look a certain way.
4. Above Pressure to act a certain way.
5. Above the Influence of using alcohol and drugs to make your problems temporarily go away.
6. Above the influence of thinking that drugs and alcohol are the answer to making you feel good.
7. Above the Influence of thinking the only way to have fun is using alcohol and drugs.
8. Above Pressure to take harmful risks.
9. Above Pressure that it is not cool to hang out with your parents.
10. Above the Influence of media and pop culture that tries to tell you who you should be.
11. Above the Influence of picking on others because of who they are.
12. Above the Influence of having others pressure you to pick on someone.
13. Above all the Negative Influences that hinder your goals and dreams.
14. Above the influence of doing things that will harm you and others.
15. Above the influence of doing what is easy but harmful.
16. Above the influence of thinking culture is not important.
17. Above the influence of suicidal thoughts.
18. Above the influence of thinking there is nothing to do.
19. Above the influence of not taking care of your health.

OUR PARTNERS:

UNM LOBO ATHLETICS	Bosque High & Middle School
UNM Lobos Changing Lives	30 BC/ABQ Community Centers
ABQ SOL FC Soccer Team	NM POISON & DRUG INFORMATION CENTER
Mayor's Youth Advisory Council	Mayor's Collective Impact Department
Bernalillo County Parks and Recreation Department	18 ABQ/BC Libraries
19 APS High Schools	American General Media
Bernalillo County Cultural Services Department	Radio Lobos
Bernalillo County Environmental Health Department	POWER 106.7 FM
Bernalillo County Community Services Division	LOBO Basketball
City of Los Lunas Valencia County DWI Program	LOBO Football
City of Los Lunas Parks and Recreation Department	9 ABQ Catholic Elementary Schools
Albuquerque Public Schools Crossroads Counselors	Bataan Military Academy
ABC Community School Partnership	La Academia de Esperanza
NM Mothers Against Drunk Driving	ABQ Job Corps
SAFE TEEN NM	NM Army National Guard
Media Literacy Peter D. & Co.	Sandia Prep High School
Public Safety Psychology Group	St. Pius the X High School
APS Student Senates	Bernalillo County Youth Services
30 APS Middle Schools	YMCA Of Central New Mexico
64 APS Elementary Schools	Lobos Sports Properties
Envision Your Future Inc.	Albuquerque Academy
Amigos Y Amigas Inc.	BC Sheriff's Department
Guadalupe County DWI Program	St. Francis Catholic Church
Mora County DWI Program	ABQ Regal/United Artists Theaters
Union County DWI Program	ABQ Public Transit System

Look for our **BE "ABOVE THE INFLUENCE"** media messages at United Artists Theaters; Albuquerque Public Transit Buses; the Internet; Radio Lobo; the UNM PIT; the UNM Football Stadium; the St. Pius X High School Soccer Field; Community Centers; Libraries; and many other locations around the City and County. For more information: **Gregg Sanchez at 505.468.1565 -- Frank Magourilos at preventionworks@msn.com – Patricia Rael at 505.917.4413**