

ABOVE THE INFLUENCE

Local Condition(s): Perceived low risk of binge drinking; Perceived low risk of marijuana use

Short Description: Online media campaign with prevention messages, quizzes, and facts by substance type.

Evidence of Effectiveness: Providing information, alone, has no evidence of effectiveness. Two systematic reviews (The Community Guide, 2010; University of Wisconsin Population Health Institute, 2014) found carefully-planned, well-executed, and broadly-distributed mass media campaigns targeting alcohol-impaired driving were effective when they were combined with other ongoing alcohol-impaired driving activities. Some studies found reductions in past-month marijuana use among 8th grade girls (but not among boys or among 10th or 12th graders); they did see reduced upward trends among sensation-seeking youth.

DFC Strategy Type(s): Provide information

Partners Needed: Media, perhaps partner with schools and youth-serving organizations

Pros: Materials are ready-made and free to use.

Cons: Lack of evidence of effectiveness for this local condition, and likely not effective if done as a stand-alone strategy for this local condition. Would be easy to pair with more comprehensive strategies.

Costs: Free unless any materials are printed.

Potential Evaluation Measures: Extent of exposure to messages; could conduct intercept interviews to find out if youth saw the messages and visited the website.