

SafeTeen SOCIAL MARKETING CAMPAIGNS

(Includes DVD's & Viewing Guides)



Why & How Teens are Impulsive

How brain development is linked to impulsive behavior.

Research has recently indicated that human brains continue to grow well into the mid 20s. Thus, several of the key areas of the brain that help control impulsive behavior are not fully developed during adolescence. This is a key when teens are faced with decisions that could have extremely dangerous and life changing consequences.

HIGH

The Dangers of Drugs

NM has one of the highest drug related death rates in the U.S.

Over 30% of New Mexico students have been offered drugs at school. This project includes 20 and 30 minute versions of the documentary, as well as a viewer guide for classrooms and organizations to explore the reasons, dangers and answers to drug problems in our state.



New Mexico has the highest drug overdose rate in the US.

40% of those were caused primarily by prescription drugs

For many of the youth, it started with an injury or a visit to the dentist and opioids (Oxycontin, Percocet, Vicodin) were prescribed for the pain. But as the receptors in the brain change, very soon, the person becomes dependent on the drug just to function. 1 in 10 New Mexico teens use painkillers to get high.



A Public Awareness / Education Media Campaign

Giving parents and children tools to help them be safe & to keep their friends safe

With only 15 % of the school population being either the aggressor or the target, 85% are the bystanders and hold the key to ending bullying. That is the primary message for this project that explores the causes, effects and ultimate solutions to the issue of Bullying.



One in four teens respond to a text message once or more every time they drive.

While drunk driving is a critical problem in New Mexico, research indicates that cell phone use in the car is AS DANGEROUS as drunk driving and in some cases (like texting), even worse.



98% of 18 to 24 Year Olds Use Social Media on the Internet

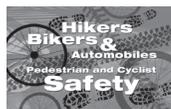
While we teach our youth the etiquette of various social interactions, many adults don't understand enough to give them guidelines for the cyber, on-line world. This program will help understand the potential dangers associated with use of the internet from stalking and cyber-bullying to sext-ing and future employment issues.



Preventing Teen Pregnancy in New Mexico

How to overcome the awkwardness and begin discussion about healthy relationships

From a 1953 sex education film to "selfie" movies created by teens about 'the talk', this project will help youth, parents and community leaders throughout New Mexico combat one of the highest teen pregnancy rates in the country. The project includes a broadcast documentary and live discussion, shorter videos for use in classrooms and meetings as well as social media engagement to encourage discussion about healthy relationships and teen pregnancy.



Nationally, Pedestrian Fatalities Make Up About 14% of all Traffic Fatalities

Contains several short videos that will be used in driver education classes in NM

It's clear that when pedalcyclists, motorcyclist or pedestrians are involved in a clash with autos, the damage to humans is significant and many times, fatal. It's also noted that most cyclists understand the legalities of using the roads; however, motorists tend to be less familiar with the rules of sharing on the roadways. When alcohol is in the mix, both cyclists and pedestrians are in grave danger around automobiles. This campaign will utilize a variety of media and video tools to reach cyclists, pedestrians and especially motorists to emphasize how to safely share our streets.



For more information visit: www.safeteen.net

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NEW MARIJUANA

Helping to Understand the NEW Trends in Marijuana and it's Effects on Youth

Exploring various solutions to the problem and discussing issues in the community

With the recent changes in Marijuana usage and legality (medical and recreational), the perception of marijuana has changed dramatically in the past decade. This project includes information about the new reality of the drug (THC and CBD levels and uses), its affect on our bodies and, most importantly, the affect it has on developing adolescent brains. The program includes how marijuana affects reaction time, specifically while driving, and memory, regarding school performance.

Everyone's Business: Protecting our Children

Child Abuse

NM Ranks 6th in the Nation for Deaths Due to Child Abuse

The cost is enormous to our government and society. Thousands of children suffer year after year, grow through adulthood with the effects of trauma touching every aspect of their lives, and often repeat the cycle with their own children

COMING BACK

Youth Depression and Suicide / Mental Health Issues

One in five NM youths have considered suicide.

Not In My Family

New Mexico's suicide rates have historically been nearly twice the national rate and suicide is the third leading cause of death among NM youth. Discussion of suicide and depression is not easy or simple, but the warning signs of suicide can be recognized, understood and addressed by loved ones. "Coming Back" and "Not in My Family" are complementary campaigns to help communities deal with these issues.

Party 101 Consequences

Dangerous Parties / Underage Drinking

Average age of 1st drink in NM is 12 years old.

one friday night

"Party 101" and "One Friday Night" are comprehensive campaigns to help communities throughout the state deal with youth parties that include substance and alcohol abuse, violence, and sex. These campaigns include video tools to reach educators, parents and, most importantly, teens to emphasize the message: make healthy choices and if you don't, there are serious consequences.

SMASHED

YOUTH, BRAINS AND ALCOHOL

How Alcohol Effects the Adolescent Brain

New Mexico leads the nation in use of alcohol before age 13.

This documentary examines recent brain research that indicates binge drinking during adolescence can have lifelong negative effects. It also explores the effect of alcohol on athletic performance and how advertising influences not only decisions about alcohol consumption but its influence on how we think alcohol affects our behavior.

DATE VIOLENCE

The Dangers and Consequences of Violence in Relationships

1 in 5 high school girls has been abused by a dating partner.

This documentary helps parents, educators, and students recognize the warning signs of violence in relationships; and explores ways to discuss and address it.

Looking In Kids who are homeless

Homeless Students in our Schools

New Mexico ranks 3rd nationally in child homelessness.

This documentary helps parents and educators discuss and address homelessness as it relates to education, and encourages communities to rally around their local schools to help homeless students.



For more information visit: www.safeteen.net