

SafeTeen SOCIAL MARKETING CAMPAIGNS

(Includes DVD's & Viewing Guides)



How Alcohol Effects the Adolescent Brain

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

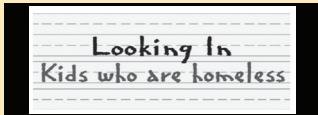
This documentary examines recent brain research that indicates binge drinking during adolescence can have lifelong negative effects. It also explores the effect of alcohol on athletic performance and how advertising influences not only decisions about alcohol consumption but its influence on how we think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



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.



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.



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.



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.

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CRASH

Dangers of Distracted Driving

Crash rates are highest for teens during the first 6 months after licensure.

"CRASH" is a comprehensive media campaign to help youth and parents throughout New Mexico understand the dangers associated with distracted driving and give them specific tools and suggestions for lessening the chance of a crash. This campaign includes video tools to reach educators, parents and, most importantly, teens to emphasize the message: make good choices when you drive because if you don't, there are serious consequences.



Youth Depression and Suicide

One in five NM youths have considered suicide.

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.



Dangerous Parties / Underage Drinking

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



"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.



Mental Health Issues

"About half of Americans will meet the criteria for (mental health disorder) sometime in their life with first onset usually in childhood or adolescence. Interventions aimed at prevention or early treatment need to focus on youth." Archives of General Psychiatry (June 2005)

It has been said in New Mexico that no one will attend AA meetings because they don't want their car to be seen in the parking lot. This is a phenomenon peculiar to rural society and certainly is a symptom of concern in addressing issues that are stigmatized such as alcoholism or mental health. It is the purpose of this project, "Not in My Family", to bring the topic of mental health care into the open and to create discussion around the issue so that communities can address access and care issues more effectively; as well as encouraging those who need it to seek that help.