



FOR IMMEDIATE RELEASE

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Kent County Teens Continue to Push Forward against Substance Abuse, Peer Pressure

GRAND RAPIDS – The Kent County Prevention Coalition (KCPC) was thrilled to host an extremely successful Above the Influence (ATI) event, drawing about 1000 teens to GVSU’s Allendale Campus for the “Push Forward Youth Summit” on May 3, 2013. Now, KCPC is continuing that *forward momentum!*

We know that one of the major factors that helps teens make positive choices is what their peers say, think, or do. Starting today, Thursday, May 23, and running through June 23, the ATI Message is going where teens go: the mall! In partnership with General Growth Properties, we will be placing standing kiosk signs, floor decals and banners in RiverTown Crossings in Grandville, promoting KCPC messages, such as “The power to shape & choose your future is in your hands.”

The Kent County Prevention Coalition works to empower middle and high school youth; getting them to think critically about personal choices and future ambitions, emerging community health and wellness trends related to underage substance use/misuse, and the power community teens have individually and collectively to impact peers, family, the community, and the world by making a personal commitment to live Above the Influence.

“‘Push Forward,’ truly exemplifies the commitment to excellence that the Kent County Prevention Coalition consistently demonstrates in keeping young people ‘above the influence,’” said Benjamin Tucker, ONDCP Deputy Director of State, Local, and Tribal Affairs. “We know that prevention works. It’s the passion and support from community leaders like those here in Kent County that ignites the power of prevention in every sector, making every teen’s voice relevant and influential. The “Above the Influence” campaign will continue to celebrate the work of Kent County’s hands-on, youth-driven solutions, as research indicates that teens with increased awareness and engagement with ATI hold stronger anti-drug beliefs.”

Examples of the outreach are attached. Photos from the 2013 Youth Summit are available at: <http://www.flickr.com/photos/kcpc1>

About the Kent County Prevention Coalition (KCPC):

The KCPC seeks to improve the community by reducing the harmful use of alcohol, tobacco and other drugs. The KCPC is a 2011 State of Michigan Coalition of the Year Award Winner, and 1 of only 11 model coalitions nationwide featured by ONDCP on the National Youth Anti-Drug Media Campaign site www.atipartnerships.com. For more information, please visit www.kcpreventioncoalition.org.



abovetheinfluence: kent county

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