



# The Peers Influence Peers Partnership, Inc.

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The Peers Influence Peers Partnership, Inc. has  
received 501(c)(3) Determination from the IRS as a not-for-profit corporation  
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## Why Peers Influence Peers?

- More students will die of alcohol related causes than will ever get masters and doctoral degrees.<sup>1</sup>
- More than 40% of academic problems are attributable to alcohol abuse.<sup>1</sup>
- One in three teens experience some kind of abuse in their romantic relationships, including verbal and emotional abuse.<sup>2</sup>
- 40% of teenage girls, ages 14 to 17, know someone their age who has been hit or beaten by their partner.<sup>3</sup>
- Nearly 80% of girls who have been physically abused in their intimate relationships continue to date their abuser.<sup>3</sup>
- 58% of rape victims report being raped between the ages of 12-24.<sup>4</sup>
- Half of the reported date rapes occur among teenagers.<sup>5</sup>
- Intimate partner violence among adolescents is associated with increased risk of substance use, unhealthy weight control behaviors, sexual risk behaviors, pregnancy, and suicide.<sup>6</sup>
- In 2013, opiate use triggered some \$380 billion in health care costs.<sup>1</sup>
- Drug Free Schools - An Oxymoron - 56% of our nation's teens attend schools which are not drug free.<sup>1</sup>
- 58% of teens under 17 know someone who uses acid, cocaine, or heroin.<sup>1</sup>
- Almost 50% of parents surveyed expect their own kids are going to use an illegal drug.<sup>1</sup>
- 25% of all seniors use illicit drugs once a month, 10% use illicit drugs every day.<sup>1</sup>
- Biggest jump in use of marijuana was found among middle school students, grades 6 to 8.<sup>1</sup>
- More than 25% of high school seniors drink alcohol weekly.<sup>1</sup>

1. National Center On Addiction and Substance Abuse, Columbia University, National Survey of American Attitudes on Substance Abuse III, Sept. 1997

2. Carolyn Tucker Halpern, Ph.D. et al., "Partner Violence Among Adolescents in Opposite-Sex Romantic Relationships: Findings From the National Longitudinal Study of Adolescent Health." *American Journal of Public Health* 91 (2001) 1680.

3. Children Now/Kaiser Permanente "National Poll on Kids Health and Safety," December 1995.

4. Health Resources and Services Administration (HRSA), Maternal and Child Health Bureau, U.S. Department of Health and Human Services (HHS), (2002).

5. California Coalition Against Sexual Assault (CALCASA) 2002 Report: *Research on Rape and Violence*, <http://www.uasonoma.org/teensite/statistics.htm#Child/Teen%20Victimization>, (Last Visited 10/1/04).

6. Molidor, Tolman, & Kober, (2000); National Center for Injury Prevention and Control, (2001).



# The Peers Influence Peers Partnership, Inc.

## Goal:

To assist the youth of America to use their influence with their peers to make positive life style choices.

## Projects:

- **The Peers Influence Peers Television Program**

A "positive peers pressure" telecast produced by local students and aired by over 1400 cable and PBS stations to millions of homes nationwide that encourages kids to avoid the dangers of violence, gangs, bullying, drug and alcohol abuse and get involved in positive activities. This program received recognition from **the President's Volunteer Service Award** in 2004. The Peers Program has won six Silver Remi Awards, four Gold and two Platinum at the Houston Film Festival. It was also the recipient of eight Telly Awards, three Aurora Awards and two Communicator Awards for the quality of their effort. Working with the Elks National Drug Awareness Program and Multijurisdictional Counterdrug Task Force Training Program the Peers Partnership efforts were webcast and shared with millions of young people nationwide. It is the only youth effort that has had it's own national television broadcast in the country.

- **The Peers Influence Peers Partnership Web Site (<http://www.Peerspartnership.org>)**

A site that contains list of crisis or help telephone numbers, information and links about drug and alcohol abuse prevention. The Peers Partnership als has a pressence on Youtube, Twitter, Tumblr and Facebook. It is here where we reach youth where they are.

- **Peers Influence Peers Partnership cable television Public Service Announcements**

Thirty second commercials produced by and starring local high school students that share information about dating and domestic violence and show the dangers of drug and alcohol abuse. Three Peers PSA projects were selected by the American Advertising Federation for inclusion in the **National Media Campaign** of The Office of National Drug Control Policy. Peers was selected by the Elks National Drug Awareness Program to produce PSA projects for national distribution for their program and for airing nationwide on Channel One. The Putnam County Traffic Safety Board and Sheriff's Department has asked our youth to produce a number of public service announcements on many issues for them.

# Peers Influence Peers National Broadcasts

A Drug and Alcohol Abuse Prevention Day  
Showing the Dangers of Abuse and Offering Healthy Lifestyle Choices



Peers Influence Peers with General Barry McCaffrey  
Former Director of The Office of National Drug Control Policy

Drug and alcohol abuse by our youth is one of the most pressing problems facing our society today. Inherent in this problem is the violence associated with drug abuse, and the cost, both in the terms of dollars and lives destroyed.

We hear so much about "Peer Pressure". Usually a negative image comes to mind. We propose that "Peer Pressure" be used in a positive way. Twenty-two years ago a group of our ninth grade students started a video club together with Cablevision our local cable company. It's mission was to use video and to do their own Public Service Announcements about the dangers of drug and alcohol abuse. Twenty-two years later they have produced forty of these thirty second spots, 4 thirty minute programs, a five hour telethon, and a statewide program, cablecast for six years. Their work for eleven years was aired on over 1400 systems nationwide to millions of homes. They have received awards from the Department of Health and Human Services, **Classroom Connect** and the Department of Education. Three of their PSA projects were selected for the National Media Campaign of The Office of National Drug Control Policy. Their work has been endorsed by: Former New York Governor George Pataki, Father Dan Egan, the "Junkie Priest," Ginna Marston, co-founder of A Partnership for a Drug Free America, The Center on Addiction and Substance Abuse at Columbia University and many others.

Kids know how to talk to kids. They know the buttons to push. Kids also, watch a lot of TV and spend, perhaps, too much time on social media. We want to use this, to get our message to them. Therefore, the Peers Influence Peers Partnership of high school students, educators, schools propose a program to put our youth into the battle, using "Peer Pressure" to fight violence, drug and alcohol abuse. Please consider helping the youth of your community by getting involved, promote healthy life styles, and avoid the pitfalls and dangers of drugs and alcohol.

# What others say...

“..The message against drug and alcohol abuse, crafted and delivered by high school students, is a most effective way to fight the growing problem.”

Kent Gade, Director Elks National Drug Awareness Program

“..We were very impressed with last April’s production, especially the amount of time volunteered by the adults in the community and your students, who carried a very clear message on the consequences of alcohol and drug abuse.”

Rich Masterson, The Christopher D. Smithers Foundation

“..I hope you will continue to be concerned about the problems of drug abuse and will warn other people about the dangers of drugs.”

Former Vice President Al Gore

“.. Our research shows that peer influence--particularly by social leaders-- is a major factor affecting the attitudes and behaviors of kids about drugs. So what you are doing will make a big difference which will be multiplied via the cable TV program and event you are planning. Keep up the great job...”

Ginna Marston, Executive Vice President-Retired, Partnership For a Drug Free America

“ ...it’s going to be very tough to keep drugs and alcohol away from young people that is why the work you are doing is so important, at the end of the day you will tell each other what your future holds...”

General Barry McCaffrey, Former Director of the Office of National Drug Control  
Policy Executive Office of the President

“..not only is what your doing a good way to fight drug abuse, it is the best way...”

Former New York Governor George Pataki

“Thank you so much for including me in this year's Peers drama! The experience was powerful; in the process of creating this film I gained further knowledge of self and the power of conscious decisions and I made some new friends. ”

Dorothy Johnson, Class of 2005 Fox Lane High School, Bedford, New York

## Peers Influence Peers Facts:

- Winner of 8 Telly Awards
- 2 Aurora Awards
- 4 Communicator Awards
- Winner of 6 Silver, 5 Gold and 2 Platinum Remi Awards from the Houston Film Festival.
- Recipient of the President's Volunteer Service 1,000 Points of Light Award in 2004.
- Carried by over 1,400 cable systems and PBS Stations nationwide
- More than 90 high schools and youth programs actively participated
- Over 3,300 students involved over the years

### Students involved in every aspect of the production:

- Camera persons
- Production technicians i.e. stage hands, grips, stage manager
- Sound engineering
- Lighting
- Script development and writing
- On screen talent
- Set design
- Marketing
- Producing
- Directing

### Adult volunteers including:

- Emmy Award winning television producer
- Cleo Award winning commercial producer
- Professional athletes, musicians, government leaders, etc.
- Teachers, parents, school administrators, police officers, Board of Education members, etc.

## **Guests on Past “Peers Influence Peers” Programs**

- Dr. Nora Volkow , Director of the National Institute on Drug Abuse
- Lauren Vaughn, Executive Director of My Sister’s Place, Washington DC
- Tabitha Joyner, Education and Outreach Coordinator Break The Cycle
- Tonya Turner, formerly, Senior Staff Attorney Break The Cycle
- Ms. Susan Forster, Vice President and Director of Policy Research and Analysis, National Center on Addiction and Substance Abuse at Columbia University
- Governor and Mrs. George Pataki, New York Governor 1995-2006
- Mrs. Hope Taft, Former First Lady of Ohio
- General Barry McCaffery, Former Director of National Drug Control Policy
- Dr. Lee Brown, Former Director of National Drug Control Policy
- Floyd Patterson, Former World Heavyweight Boxing Champion
- General Arthur Dean, Chairman of The Community of Antidrug Coalitions of America
- Dr. Charles Jeter, Director Turn 2 Foundation
- Father Dan Egan, The “Junkie” priest
- Ginna Marston, Co-founder of The Partnership for a Drug Free America
- Dr. Herbert Kleeber, Executive Vice- President National Center on Addiction and Substance Abuse at Columbia University
- Adele Smithers-Fornaci, Founder of the Christopher D. Smithers Foundation
- LL Cool J, recording artist
- Danny Glover, film artist
- Star Jones, television personality
- Derek Jeter, New York Yankees

### **Some of the Special Programs that Peers partnered with:**

- PRIDE Youth Programs
- Break the Cycle
- My Sister’s Place, Washington DC
- Teen Challenge of Arizona
- Building American Dreams of Indianapolis, IN
- Western New York United Against Drugs and Alcohol
- Phoenix Academy
- Mott Haven Prevention Program
- StraightWay of Houston Texas
- SWAT - Students Working Against Tobacco, Ok
- Powerful Partners for Powerful Youth, Seattle WA

***In 2001 twelve Peers Partnership youth participated in the signing ceremony of The Drug Free Communities Act with president George W. Bush***