



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 non-profit corporation
ID# 06-1472055

Why Peers Influence Peers?

- More students will die of alcohol related causes than will ever get masters and doctoral degrees.
- More than 40% of academic problems are attributable to alcohol abuse.
- In 1995, drugs, alcohol and tobacco use triggered some \$200 billion in health care costs.
- 500,000 newborns are exposed to drugs and alcohol during pregnancy.
- Drug Free Schools - An Oxymoron - 56% of our nation's teens attend schools which are not drug free.
- 58% of teens under 17 know someone who uses acid, cocaine, or heroin.
- 43% of teens under 17 have a friend with a serious drug problem.
- Almost 50% of parents surveyed expect their own kids are going to use an illegal drug.
- Marijuana use impairs performance, is dangerous behind the wheel, destroys short term memory.
- 25% of all seniors use illicit drugs once a month, 10% use illicit drugs every day.
- Biggest jump in use of marijuana was found among middle school students, grades 6 to 8.
- More than 25% of high school seniors drink alcohol weekly.



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 400 cable and PBS stations to millions of homes nationwide that encourages kids to avoid the dangers of drug and alcohol abuse and get involved in positive activities. This program received recognition from **Classroom Connect** in 1998 when it received the STAR Award for innovative use of technology. In 1999 Putnam Valley Middle School was one of nine schools nationwide to receive **The Drug Free Schools Recognition Award** from the U.S. Department of Education. The Peers program was sited as an important component of the school's efforts. In May 2000 the Peers Partnership was selected by The National Guard Bureau Counterdrug Office for a national telecast. The Peers Program won the coveted Silver Remi Award at the Houston Film Festival in 2001 and 2002, the Platinum Award in 2003 and the Gold Remi Award in 2004.

- **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.

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

Thirty second commercials produced by and starring local high school students that 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. One PSA, "Bad Boys" won two Gold Medals from the Westchester Advertising Council and 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.

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. Ten 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. Ten years later they have produced a number of these thirty second spots, 4 thirty minute programs, a five hour telethon, and a statewide program, cablecast for five years. Their work the past five years has been aired on over 400 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: New York Governor George Pataki, Father Dan Egan, the "Junkie Priest," Ginna Marston, co-founder and Executive Vice-president of A Partnership for a Drug Free America, The Center on Addiction and Substance Abuse at Columbia University, Derek Jeter of the NY Yankees and the Turn Two Foundation, and many others.

Kids know how to talk to kids. They know the buttons to push. Kids today, also, watch a lot of TV. We want to use this, to get our message to them. Therefore, the Peers Influence Peers Partnership of high school students, educators, schools, The Elks National Drug Awareness Program, The National Guard Bureau Counterdrug Office, concerned PBS and cable providers propose to continue this program nationwide, a program to put our youth into the battle, using "Peer Pressure" to fight drug and alcohol abuse. Please consider helping the youth of New York 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, 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..."

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 2 Silver, 1 Gold and 1 Platinum Remi Awards from the Houston Film Festival.
- Recipient of the President's Volunteer Service Award in 2004.
- Carried by over 400 cable systems and PBS Stations nationwide
- More than 75 high schools and youth programs actively participated
- Over 1,200 students involved
- 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
 - Producing
 - Directing
- Over 60 Adult volunteers including:
 - Emmy Award winning television producer
 - Cleo Award winning commercial producer
 - Professional athletes, musicians, government leaders, etc.
 - Cable Television personnel
 - Teachers, parents, school administrators, police officers, Board of Education members, etc.
- Financing provided by:

The Turn 2 Foundation, Christopher D. Smithers Foundation, The Elks National Drug Awareness Program, Putnam County, NY Department of Social Services, The Lions Club of North Salem, and The H.O.P.E. For Youth Foundation.

Guests on “Peers Influence Peers” Cablecasts...

National Football League

- Mike Sherrard
- Sean Landetta
- Scott Gragg
- William Roberts
- Matt Bahr
- Thomas Lewis
- Charles Way
- Howard Cross
- Joe Morris
- Jeff Burris

National Basketball Association

- Glen “Doc” Rivers
- Charlie Ward
- Elton Brand
- Hubert Davis
- Greg Graham

Major League Baseball

- Derek Jeter
- Tony Kubek

Some of the Special Programs Featured

- 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

Others..

- Governor and Mrs. George Pataki
- General Barry McCaffery, Former Director of National Drug Control Policy
- Floyd Patterson, Former World Heavyweight Boxing Champion
- LL Cool J
- Bill Boggs
- Joe Piscapo
- Sean “Puffy” Coombs
- Brandy
- Danny Glover
- Star Jones
- 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 Center on Addiction and Substance Abuse, Columbia University
- Adele Smithers-Fornaci, Founder of the Christopher D. Smithers Foundation