

# DRUGS & DRIVING

A CALL TO ACTION

## CONFERENCE LUNCH PANEL Inspiring Youth Engagement

Attend our Inspiring Youth Engagement lunchtime panel and hear directly from those highly affected by drug-impaired driving: young adult drivers. On the panel are four MADD Hawaii youth ambassadors who have led the charge on our **Drive High. Get a DUI.** social media campaign. Hear from our target audience the effect of peer-to-peer campaigns as well as how to reach their demographic to activate participation in important causes. A box lunch will be provided to enjoy during this presentation.

- Youth and Young Adult Ambassadors from Kamehameha Schools & Hawaii Pacific University:  
Lucy Lee, Meleana Grey, Sofia Aguirre, Daria Parkington
- Moderator: Sitarani Crevier, Senior Director at The Bennet Group
- Project Lead: Alicia Todd



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### YOUTH PANEL QUESTIONS & ANSWERS

**Q. How have drugs affected the private school sector? What education is available to address the substance abuse issues?**

A. Hawaii state law mandates treatment program for public schools but private schools turn a blind eye - not talked about; heavy separation from school and private lives; in general private schools students have more access to "party"; younger kids (middle school) are exposed to drugs from older family members; drugs are at both private and public schools; as college public health students there is education about drugs and drug use; start prevention education in middle school-high school is too late; parents also need to participate in the anti use messaging; MADD brand can play a role

**Q. Why do youth use drugs? Is it lack of coping skills, getting high because others are doing it? What skills need to be taught?**

A. For HS age - no control over every aspect of life, but partying is something they can do; not skill but culture-it is culturally accepted in Hawaii to smoke weed, so the myths about drugging and driving is ok and safe need to change; the drunk driving messaging was pretty effective with youth, now need to impress upon them same with drug driving

**Q. After house parties what are the barriers to taking Lyft or Uber home; Does it occur to their age group to have a designated driver?**

A. Parents don't know they are at a party, no debit/credit card, perceived safety issues with taxi, uber, lyft drivers, the myth of "I drive better when stoned", shame of not being able to take care of self

**Q. Speaking of "Don't get caught," what would deter you from engaging in impaired driving when the odds of being caught are close to zero?**

A. Being a part of developing a culture that admits partying is occurring BUT please be safe when you do it; agreements with parents re if I call for a ride-no questions asked; develop an accepted culture where you hold yourself and each other accountable-don't let friends drive while impaired; DUI checkpoints work-culture of warning of one ahead; peer to peer conversations about developing this culture will work best

**Q. Can you name some local influencers you follow?**

A. Anuheia -inspired by her music love all her pictures on instagram; mostly musical artists,

**Q. Do youth pay attention to the ads shown before the feature movie in theaters?**

A. 3 different answers-Sometimes; I walk in late, but ads are good for these who show up on time-not our generation; yes if it seems relevant to me or it's a brand that I recognize and like/support-ie MADD

**Q. Youth: if there was one thing you could say to get your peers attention to bring awareness what would it be and why and where?**

A. Sophia-share new statistics about drugging and driving, because its bad and I want to support good, Instagram; Daria-emotional messaging ie do you want to be responsible for taking someone's life, your little brother for instance?, Instagram; Lucy-multiple face to face conversations with my friends, they can feel my genuine emotion, personal stories (Kaulana) have the greatest impact; Meleana-electronic highway signs, catchy phrase-pidgen, drive lolo-get attention, message needs to reach audience, relatable, humorous, short high impact video/psa's, also personal stories (Kaulana), parent telling the stories of losing their child is very impactful; story of drunk driver family - they have impact as well.

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**#STEERCLEAR YOUTH CAMPAIGN  
BUMPER STICKER OR WINDOW CLING**

