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Youth Keep Saying "Most Teens Don't" Jackson County Youth Attend Countywide Meeting

Jackson, MI (March 9, 2011)

Beginning its second campaign year, Most Teens Don't (MTD) is off to a positive start. Seven schools, including 30 MTD Ambassadors and their school adult representatives, attended the first countywide MTD meeting of 2010-2011, despite being the day after the 2011 blizzard (some schools were closed).

The meeting provided an overview of the campaign, individual school marketing plans were created and marketing materials were handed out. The teen Ambassadors previously voted on the marketing materials to be purchased this year including: t-shirts, wristbands, shoelaces and sunglasses. Posters are currently in the works with radio ads and billboards forthcoming.

The students will take the information and marketing materials back to their schools to spread the word about positive behaviors. Schools are holding interactive informational booths at lunch, monthly Ambassador meetings at their schools and distributing marketing items at school sporting and community events.

The MTD campaign is supported through multiple avenues to include: Allegiance Health, Breakout Drug Education Program, Drug Free Communities Grant, Family Services and Children's Aid, Hirst Electric, Inc., Jackson County Health Department, Jackson County Substance Abuse Prevention Coalition, Jackson County Youth Center, Jackson Intermediate School District, Jackson Public Schools, LifeWays, Michigan Abstinence Program, R. W. Mercer Company and the Walton Insurance Agency.

"Great partnerships with local Jackson agencies and making the campaign youth-led has made this campaign a success," said Wendy Murdock, DFC Coordinator. "While 11 county schools are currently involved in the MTD campaign, it is the coalition's hope that all schools will eventually incorporate the campaign." Upcoming countywide meetings are scheduled for March 22 and May 5.

If you are interested in joining the campaign or want more information, visit www.facebook.com/mostteensdont or contact Wendy Murdock at (517) 796-5129 or email wmurdock@uwjackson.org.

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