

INFLUENCE THE CHOICE

Healthy Youth
Health Community



Our mission



Influence the Choice is a nonprofit, community-based, grass-roots organization dedicated to preventing substance use and promoting the mental, physical, and social wellness of our youth.

Who We Are



Sector Representatives and Board

- Youth
- Parents
- Schools
- Business
- Media
- Civic Organizations
- Youth Serving Orgs
- Faith-Based Orgs
- Law Enforcement
- Healthcare
- Government
- Prevention Orgs



Staff

- 5 Staff Members
- Marnie Maraldo – Executive Director
 - Cassandra Sage – Development Manger
 - Katie Moeller – Youth Services Manager
 - Morgan FitzPatrick – Youth Services Assistant
 - Andie Adee – Administrative Accountant



TECH

- Teen Encouraging Community Health
- ITC Youth Board
 - Approximately 20 students
 - Middle School & High School



Volunteers

- PTSA's
- Partner Organizations
- Service Organizations
- Community Members



Executive Committee

Barb de Michele – Board Chair

Michelle Peiker – Vice Chair

Don Burnett – Secretary

Trish Bloor – Treasurer

Ina Ghangurde – Past Chair

What we do



Public Awareness

Increase parent access to tools and skills to prevent substance use and misuse



Youth Leadership Development

Help students gain critical knowledge and leadership skills to become change agents in their community



Prevention Activities

Increase youth protective factor through engagement in activities such as POMPOW, ITC Video Contest, and TECH Podcast



Build Community

Engage our community through trainings, partnerships with other student-focused organizations, and our sector representatives



Map of Service Area

Issaquah School District

- Issaquah
- Sammamish
- Bellevue
- Newcastle
- Renton
- Unincorporated King County



How we're funded and supported



The Center for Disease Control and Prevention provides \$125,000 per year to strengthen collaboration among local partners and create an infrastructure that reduces substance use. There are more than 700 community coalitions across the country.

CADCA (Community Anti-Drug Coalitions of America) provides resources and materials designed to help coalitions be effective and sustainable, and offers customized trainings and signature events.

Community Partners

Together we are better!



Substances Targeted by Coalitions



Alcohol



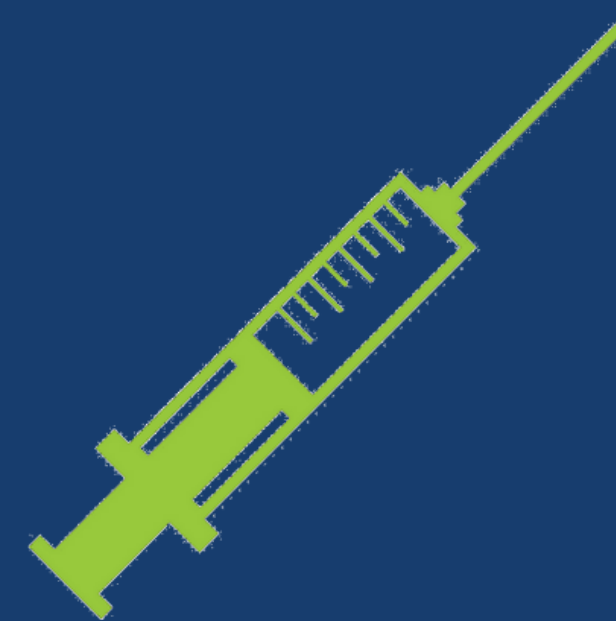
Cannabis



Prescription Drugs



Tobacco/Nicotine



Heroin/Fentanyl

Strategies for Change

Providing Information	Educational presentations, workshops or seminars or other presentations of data
Enhancing Skills	Workshops, seminars or other activities designed to increase the skills of participants, members and staff
Providing Support for Prevention Activities	Opportunities to support people to participate in activities/strategies that reduce risk or enhance protection.
Enhancing Access/Reducing Barriers	Improving systems and processes to increase the ease, ability and opportunity to utilize those systems and services

CADCA Website: <https://prevention.nd.gov/sites/default/files/CADCA%207%20Strategies%20for%20Strategic%20Planning.pdf>

Influence the Choice

Strategies for Change (cont.)

Changing Consequences

Altering the consequences for performing a specific behavior to increase or decrease the probability of that behavior occurring

Changing Physical Design

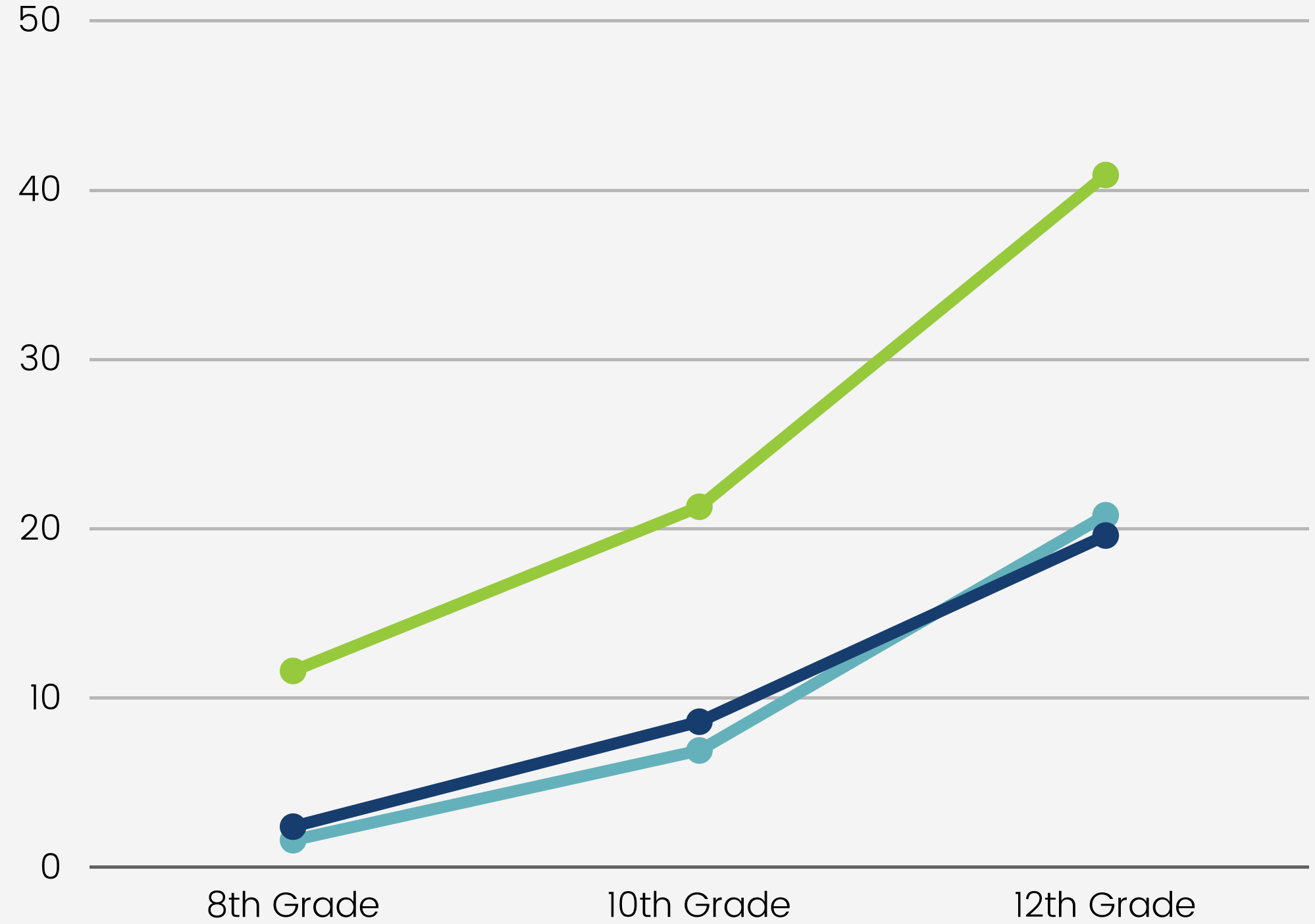
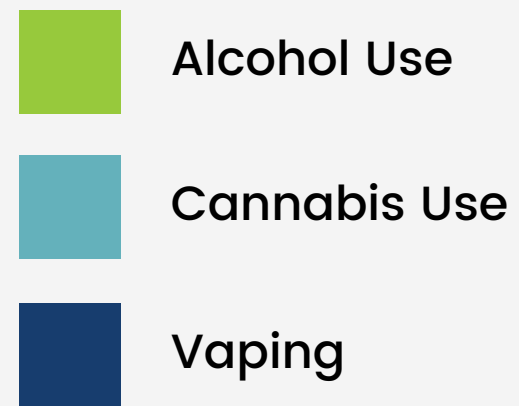
Changing the physical design or structure of the environment to reduce risk or enhance protection

Modifying, Changing, Developing Policies

Formal change in written procedures, by-laws, proclamations, rules or laws with written documentation and/or voting procedures

Lifetime use of Alcohol, Cannabis and Vaping

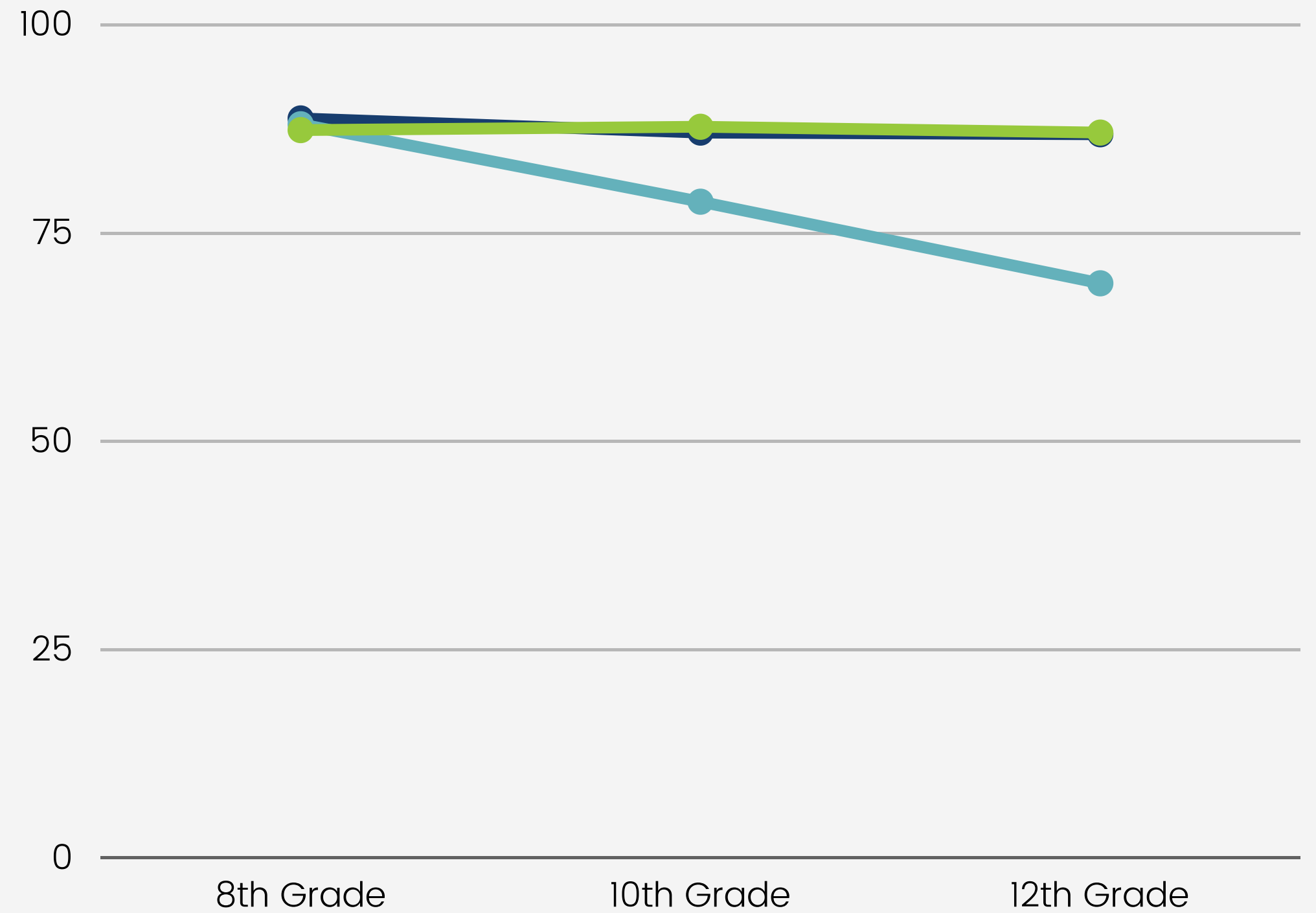
From 2021 Healthy Youth Survey



Perception of Risk

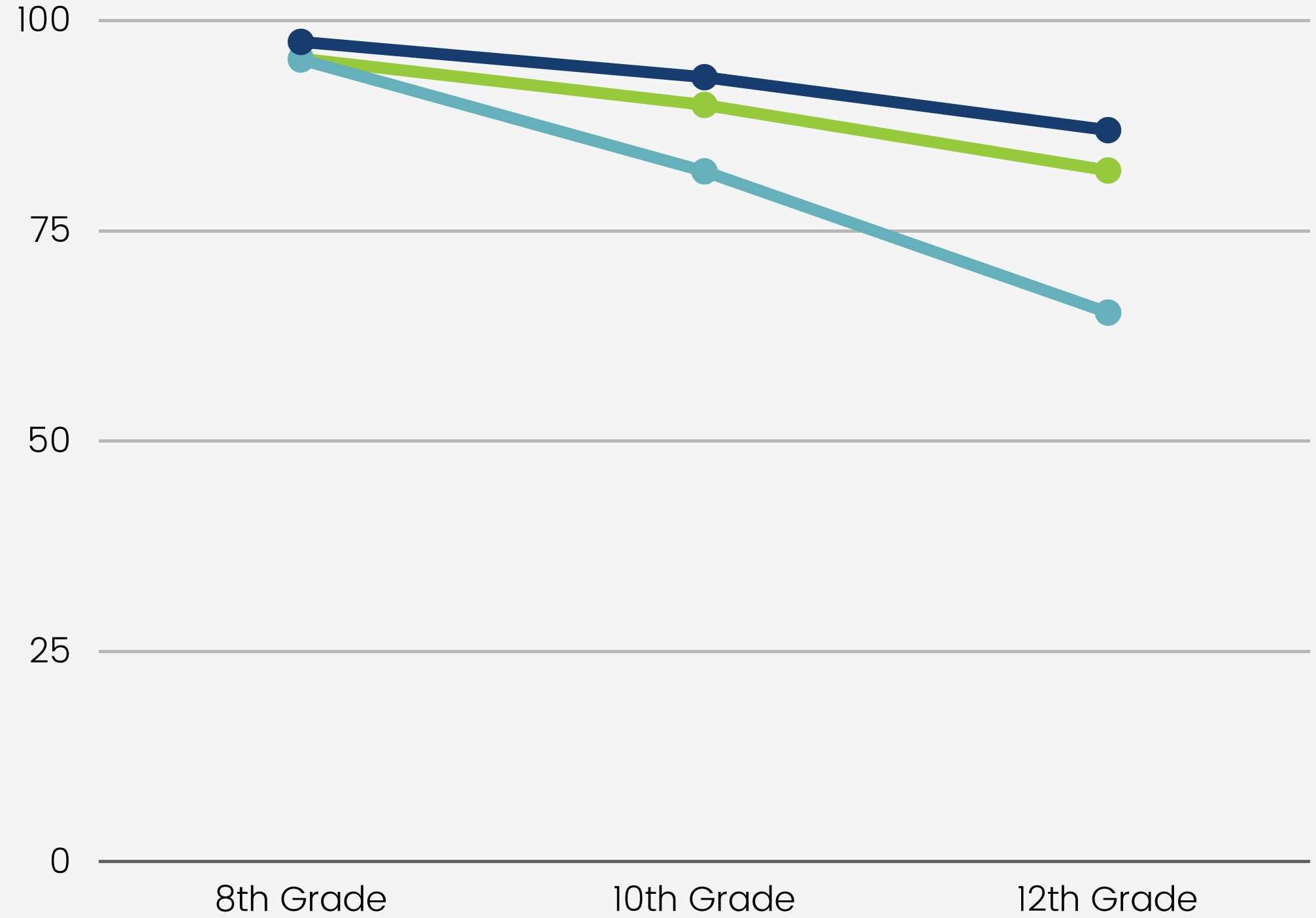
From 2021 Healthy Youth Survey

- Believe consuming alcohol is risky
- Believe using cannabis is risky
- Believe vaping is risky



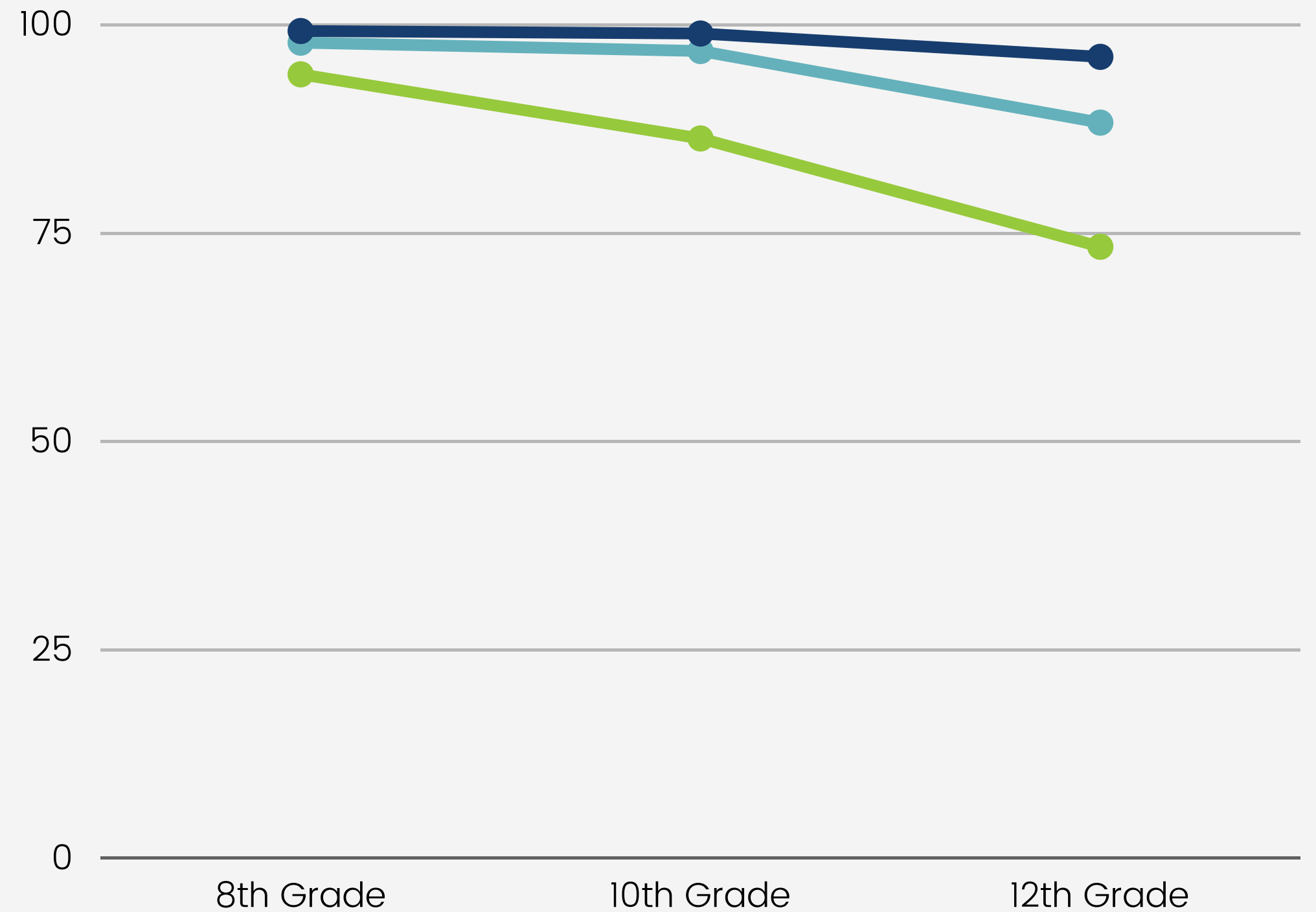
Perception of Peer Disapproval

From 2021 Healthy Youth Survey



Perception of Parent Disapproval

From 2021 Healthy Youth Survey



Public Awareness



Presentations and Webinars – Hidden in Plain Sight, Action Forum for Youth, Teen Talks



Access to Resources on our website – Influencethechoice.org



Positive Messaging – Message campaign using Positive Community Norms



Social Media presence – Talk, They Listen campaign

Youth Leadership Development

TECH

A YOUTH-LED COALITION DEDICATED TO SUBSTANCE ABUSE PREVENTION AND MENTAL WELLNESS THROUGH POSITIVE OUTREACH AND ADVOCACY.

Power of Me, Power of We

AN EMPOWERING YOUTH LEADERSHIP CONFERENCE, WHERE STUDENTS FIND THEIR LEADERSHIP VOICE.

The Ripple Effect

STUDENTS WHO CONSIDER THEMSELVES LEADERS LEARN HOW TO SHARPEN THEIR LEADERSHIP SKILLS.

Spring Youth Forum

A FUN CONFERENCE TO RECOGNIZE AND REWARD YOUTH PREVENTION TEAMS THAT HAVE IMPLEMENTED A SUCCESSFUL PREVENTION PROJECT WITHIN THEIR COMMUNITIES.

Prevention Activities



Substance-free events throughout the year that engage youth



TECH Podcasts promoting protective factors and positive choices



Resilience and Thriving Training



ITC Video Contest and Award Ceremony



Legislative Advocacy – laws and regulations around marketing, availability and access targeting youth

Building Community



Sector Reps

CBO's

Individuals

12 sectors as defined by Centers for Disease Control and Prevention

Examples: Friends of Youth, Issaquah Schools Foundation, Issaquah Food Bank, The Garage

Volunteer for and/or attend ITC Events

Reaching members of the sectors to engage in ITC work

Find areas where work aligns

Work on ITC Committees such as Positive Community Norms Campaign

Bring in data, ideas and concerns from the sector

Cross-sharing information, promotion of activities

Share out ITC work and/or events to those within their influence

Shares out ITC work, events, results back to the sector

In-Kind donations from CBO to ITC (e.g. Issaquah Highlands meeting room)

Donate to ITC!

What's Next?



October 2023

- Grant ends Sept. 29, 2023
- Self-sustaining organization
- Continue main focus on prevention work
- Room to expand farther into cities partially served by current grant

**We THANK YOU for
your continued
support!**

Upcoming Events

Virtual Teen Talk: Parent Edition
Teen Vaping Thursday, April 28th 7 pm

Virtual Action Forum for Youth
Tuesday, May 10th

ITC 10th Annual Video Contest
Wednesday, May 18th, 7pm
Liberty High School Auditorium
Doors open at 6:30pm