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
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. Anuhea -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.
Drive High. Get a DUI.
#SteerClear