

Drug-free effort receives boost from Waukesha West students

'What's Your High' campaign features posters, videos

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WAUKESHA – Students at Waukesha West High School are again creating public service announcements with a drug-free message, which will air at the Marcus Majestic Cinema from June 15 to August 15.

The 30-second videos, which target marijuana, alcohol and prescription drugs, are produced in partnership with Waukesha County Drug Free Communities.

The “What’s Your High” campaign will focus on positive behaviors and dispelling myths about youth substance use. On the campaign’s Facebook page, for example, students can upload photos or videos of the activities that give them a natural high, such as sports, music, art, community involvement, etc. This demonstrates that students can have fun without using drugs or alcohol.

“Teenagers argue that they aren’t always perceived correctly,” said telecommunications teacher Mike Mueller, whose students are working with those in marketing and web design classes to deliver the message. “This ad campaign hopefully gets rid of some of those myths.”

This manner of building drug awareness is a departure from previous methods, such as videos of a fried egg meant to represent a brain on drugs or the ‘just say no’ campaign of D.A.R.E.

“The current trend in issues like this is ... instead of telling kids what not to do, we’re telling them to live life, to find things that give them good feelings and natural highs,” Mueller said.

In addition to the public service announcements, students were responsible for designing posters that communicate the drug-free message. Their posters are available for viewing at Waukesha West High School, the www.whatsyourhigh.com website, and on the group’s Facebook page.

Videos will debut at the school Wednesday, as part of afternoon announcements.

This is the second year students have made drug-free public service announcements. Last year’s videos are still available on the website. Creating this campaign gives the marketing, telecommunications and web design students valuable experience in these areas, Mueller said.

“It’s an opportunity for them to create something that’s in line with the career fields they’re considering,” he said.

Drug Free Communities is a federal effort to reduce youth substance use and the abuse of drugs and alcohol. Partners in this effort include schools; health care professionals; law enforcement agencies; media outlets; parents; youth; state and local agencies; and civic and volunteer groups.

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Submitted photo

Waukesha West High School student Carly Richter is featured on a poster that encourages students to be drug-free. These posters go hand-inhand with public service announcements and a Facebook page that asks students to celebrate the activities that give them a natural high.

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