

SAFE TEEN NEW MEXICO



Recognized by the Center for Association Leadership in Washington, DC as
ONE OF THE SIX BEST COMMUNITY-SERVICE PROGRAMS IN THE U.S.

Winner of ASAE & The Center's Summit Award.

Over 25% of New Mexico teens are sexually active and 57% of those report using condoms.

Youth, Risk and Resiliency Survey 2013

Over 40% of teen drivers have texted or emailed while driving.

Youth, Risk and Resiliency Survey 2013

New Mexico leads all states in teen pregnancy rates.

Center for Disease Control: Nat Center for Health Stats 2015

Over a quarter of NM high school students are overweight or obese.

Youth, Risk and Resiliency Survey 2013

Almost 2 in 10 high school girls (18.5%) and almost 1 in 10 high school boys (8.2%) say they have been electronically bullied.

Youth, Risk and Resiliency Survey 2011

Marijuana wax, oil or concentrates can raise the THC content from the standard street level of 15% to 65-85% THC.

Campus Safety Magazine, January 2015

Over one in four NM high school students currently use Marijuana.

Youth, Risk and Resiliency Survey 2013

Over 25% of NM high school students are currently using alcohol -

Over one in ten had their first drink before the age of 13.

Youth, Risk and Resiliency Survey 2013

What is SafeTeen New Mexico?

SafeTeen New Mexico is a youth driven non-profit organization. We partner with both public and private entities to fund and create programs that educate teens and parents about critical issues facing youth. Programs have included: distracted driving, underage drinking, drug abuse, date violence, body image and mental health.

SafeTeen's vision is to create awareness in order to facilitate healthy decision making. Students and schools work with SafeTeen to customize school-based programs as well as broad based social marketing campaigns. The SafeTeen organization exists to prevent injury, death and disability resulting from poor teen choices.

Program History

SafeTeen New Mexico was established in 2001 and is housed and managed by the Independent Insurance Agents of New Mexico. Our mission is to address the high rate of intentional and unintentional injuries among New Mexico's teens, especially resulting from motor vehicle crashes. SAFETEEN began by working to educate teenagers about the real consequences of reckless driving and to change their behavior behind the wheel. In 2005, SAFETEEN, Inc. incorporated as a 501(c)(3) entity and expanded it's vision to address a wide variety of issues impacting teen safety.

SAFETEEN Board of Directors

EXECUTIVE COMMITTEE

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Susan McKee
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La Cueva Crossroads Counselor



What Does SafeTeen Do?

"These events truly are a life changing experience."

Nicole Lasky, Student

SCHOOL BASED AWARENESS PROGRAMS

The number one killer of teenagers is car crashes. As a result, SafeTeen's initial focus was to develop a driver awareness program that resonated with teens. We found that customized, in-school assemblies worked well when the program was created and presented by the students themselves. To do this, SafeTeen works with student leaders chosen by their high school's staff. Armed with facts about teenage accident rates, clips from our documentary about distracted driving and input about what has been done at other schools, they are enabled to create an innovative, high impact experience that allows their peers to fully understand the dangers that exist when driving or riding in a car.

Each school controls the content and delivery of their particular message. Some like the all-school assembly format, while other schools prefer a more intimate setting with smaller groups viewing multiple presentations.

SafeTeen has been working with schools and teens since 2001 to create these types of programs. To date, over 100 programs have been viewed by well over 150,000 students at high schools throughout the state. With a decade of experience to draw on, including statistics gathered from 'pre' and 'post' assembly surveys, we have learned a great deal about reaching teens. First of all, teens will listen to their peers. Secondly, those peers are much more effective in delivering the message if they are invested in the process of creating that message. Finally, 'scare' tactics don't work. However, a personal testimonial from someone they know about the consequences of poor decision making will have a lasting impact.

SafeTeen uses our experience with Driver Awareness Programs to create in-school assemblies about other critical issues facing youth. These include the dangers of underage drinking, drug use, date violence, and mental health issues, among others. Since we have now created over 15 documentaries on a variety of topics in conjunction with our social marketing campaigns, we have a large library of video clips that can be used in assemblies to frame an issue and help capture the attention of teens who are so comfortable with video and media.

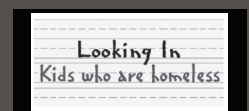
SOCIAL MARKETING CAMPAIGNS:

As a broad based outreach, SafeTeen creates a social marketing campaign each year around a youth safety issue. With topics selected in conjunction with our Youth Advisory Board, the campaign usually consists of a television broadcast documentary and statewide town hall meeting, other electronic and print media partnerships, as well as innovative outreach efforts including text messaging and internet components.

The programs are designed for parents and teens to watch together or for use in school classrooms and with other youth organizations. An accompanying viewer guide helps open discussion about teen choices and healthy decision making.

YOUTH ADVISORY BOARD:

Our Youth Advisory Board is comprised of teens from different organizations, including The Mayor's Youth Advisory Council in Albuquerque, the New Mexico Association of Student Councils, and the New Mexico Youth Alliance. These teens from across New Mexico ensure a youth perspective is driving the SafeTeen agenda.



net-iquette



Everyone's Business:
Protecting our Children

DATE
VIOLENCE



Since 2001 the SafeTeen Social Marketing Campaigns and In-School Issue Awareness programs have reached well over five million people. We have worked with schools to create over one hundred customized assemblies, and have produced numerous Emmy© Award winning documentaries that have been broadcast in primetime on the PBS, CBS, NBC and ABC local network affiliates.

"SafeTeen provided useful and lifesaving information to all of our students while allowing student leaders to be an integral part of the planning and implementation of the program. They have an amazing way of working with both youth and adults alike! It was such an enjoyable experience for all involved."

Kristin Deike, Activities Director Atrisco Heritage Academy HS

"Thank you so very much for the wonderful work you are doing! My students really respond to your DVD's because they are filmed in NM using NM teens. I am one of your biggest fans."

Kristin Risley, Health Teacher, Santa Fe Public School

"I've received some amazing feedback from last night's event! It was incredible! You and your team deserve all the credit. Thank you for all that you do!"

Todd Resch, Principal, La Cueva HS

"Tonight's assembly was brilliant - show what happens, don't judge/preach, let everyone decide. There were quite a few moments where, despite the huge crowd, you could have heard a pin drop! Whoever designed the structure for the assembly was a genius. It was the most powerful student assembly I've ever seen."

Dee Dee Penners, Parent

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BECOME A SAFETEEN SUPPORTER

To learn more about SafeTeen, Contact:

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