



IM SO HI Above the Influence is a project of Coalition for a Drug-Free Hawaii in partnership with Kapolei High School and E Ola Pono Ma Kapolei. The project is led by a Youth Team consisting of Kapolei High School Students in grades 9-12. The campaign slogan **IM SO HI Above the Influence**, created by the Youth Team three years ago, promotes the message of being proud to be alcohol, tobacco and drug-free. The focus of the campaign is to: raise awareness, correct misperceptions, and convey factual and positive messages to their peers and community on the consequences of underage drinking and the message that most teens choose NOT to drink. The Youth Team develops and implements campaign activities as part of their outreach to the KHS student body through print media such as banners, fact sheets, brochures, school ID cards, posters, buttons, stickers, folders, incentives with messages, and face to face contact through lunch activities, interactive games, contests, assemblies, sign waving, public service announcements and social media.



For more information on IM SO HI Above the Influence contact 5453228 x35.