

Subtle influences in the PSA

Scene 1:

The Court House Metro Station sign is used to show that with continued use of a substance, the risk of being involved with court services increases.

Scene 2:

In the morning alarm scene, the student wakes to the cell phone alarm and looks for any missed notifications. This demonstrates the attachment young people have developed to electronic devices. Notification updates also make people feel included, even indirect notifications.

Scene 3:

A text is received by someone named "Reggie". Weak marijuana is referred to as "Reggie. The text "going out of town" refers to scheduling a time to make a purchase. This is a tactic used by sellers to move their product. They create demand by announcing they will be out of town.

Scene 4:

When the next text is received, Reggie begins the "grooming process". He does this by calling the student "bro" in an attempt to befriend the student.

Scene 5:

The panoramic view shows that substance use is an issue in all Arlington schools.

Scene 6:

The bathroom scene was selected based on student feedback. Students state that vaping in school bathrooms is a big problem and we wanted to draw attention to this issue.

Scene 7:

The purpose of this scene is to demonstrate that young people need continued support. Sending a text to a teen to remind them of their progress is a great way to show support and empower them. Small gestures go a long way.

Scene 8:

Displays the aggressive pressure to make a purchase before the day is over.

Scene 9:

With parent support, the student was able to find his voice and reply, "Nah, I'm good" while erasing the term "bro" before sending the text. A comment as simple as, "nah, I'm good", is a healthy and safe way of utilizing refusal skills. The last scene also shows how repetition is sometimes needed when saying no.