

Under Your Own Influence Campaign



Under Your Own Influence is a social norms campaign developed by the New Trier High School Prevention Team with the goal to decrease marijuana use among New Trier students.

Through monthly posters, activities and giveaways, the campaign promotes awareness that most New Trier Students choose not to use marijuana.

The Under Your Own Influence campaign is based on the principles that...

- Teens think that most of their peers use marijuana, when in fact, most do not.**
- Most teens make decisions and act based on how they believe the majority of their peers behave.**
- The misperception that most NTHS teens use marijuana contributes to higher rates of substance use. By correcting this misperception, use rates will decrease.**
- When perceptions are corrected, NTHS teens are more likely to choose not to use those substances in order to conform to the actual norm.**