



FOR IMMEDIATE RELEASE

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Local Students Awarded for Their Work to Prevent Drug Use among Peers
Cleveland County Substance Abuse Prevention Coalition Sponsored the Second Annual Think Again Contest Awards Ceremony April 29th

(Shelby, NC)—At an awards ceremony hosted Tuesday, April 29th at 6:00 pm at the Episcopal Church of the Redeemer in Shelby, local middle school and high school students were awarded for their production of 30 second-1 minute videos promoting the message, “If you think most kids do drugs, think again!”

This contest, sponsored by the Cleveland County Substance Abuse Prevention Coalition (SAPC), is based on the premise that many young people overestimate the number of their peers who drink and use drugs. DeShay Oliver, SAPC Coordinator, says, “When young people believe the majority of their peers are drinking and using drugs, it makes them more likely to do it. The belief that *everybody is doing it* makes substance abuse seem normal and more socially acceptable. The Think Again Contest is an opportunity for middle and high school-aged students to tell their peers that everybody IS NOT drinking and using drugs. Young people are often most influenced by their peers and we wanted to provide Cleveland County students with a platform to promote positive messages to their peers concerning abstinence from drug use.”

Results of the 2012 Student Drug Use Survey, entitled the PRIDE Survey, indicate that 81.2% of ninth grade Cleveland County students have not consumed alcohol in the past 30 days. Furthermore, in the past 30 days, 81% of ninth grade Cleveland County students have not smoked marijuana, 94.1% have not abused a prescription drug to get high, and 78.8% have not used tobacco. Positive social messages such as these were the focus of the Cleveland County Substance Abuse Prevention Coalition’s *Think Again!* Initiative.

The following teams and students were recognized on April 29th for winning first, second and third place in the Second Annual Think Again Video Contest:

1st Place Team: **The Anti-Alcohol Group (TAGG)**
Team Members: Kaleb Estridge-Kings Mountain Middle School
 Luke Satterfield-Kings Mountain Middle School
 Dillon Heaton- Kings Mountain High School
Team Prize: \$500 to be split equally among team members



First Place Winning Team, pictured from left to right: Henry Earle, Think Again Contest Coordinator; Luke Satterfield, Kings Mountain Middle School; Kaleb Estridge, Kings Mountain Middle School; DeShay Oliver, SAPC Coordinator

2nd Place Team: **Smash It**
Team Members: Hunter Lee-Burns High School
 Kennedy Brunner-Burns Middle School
 Savannah Gray-Burns High School
 Hunter Bridges- Burns Middle School
Team Prize: \$300 to be split equally among team members

3rd Place Team: **Music Cinematic**
Team Members: Cody Lovelace-Burns High School
 Austin Gray-Burns High School
 Kerragan Brunner-Burns Middle School
Team Prize: \$200 to be split equally among team members

The Cleveland County Substance Abuse Prevention Coalition congratulates the winners of the 2nd Annual Think Again Video Contest and thanks ALL students who participated in the contest. “We realize it takes courage for young people to take a stand against youth drug use. We would like to thank each and every student who participated in this contest for their efforts to influence their peers in a positive way and for being a part of the solution to the challenges young people face,” says DeShay Oliver, SAPC Coordinator.

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