



Maine Community Youth Assistance Foundation

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Slogan by Local Teen Chosen for Regional Campaign

The winning slogan “Live Better, Not Lesser” created by senior Michelle Banda from Maine West High School has been selected for use in a regional campaign for *Above the Influence*. The slogan will be used at bus stops, in convenient stores, on cable TV billboards, posters, and possibly radio stations in the Chicago area.

The slogan was one of 76 entries developed by District 207 high school students who participated in a one-day activity sponsored by MCYAF, the Maine Community Youth Assistance Foundation, and the *Above the Influence* campaign. Students were asked to design a personal slogan that represents who they are and how they live in order to remain above the influence of alcohol and drugs.

Above the Influence is a national campaign created and implemented by the National Youth Anti-Drug Media Campaign, a program of the Office of National Drug Control Policy. *Above the Influence* informs and inspires teens to reject drugs by using TV, print media, Internet and radio advertising in partnership with community organizations such as MCYAF. Its goal is to help teens stand up to negative pressures and influences.

Although most teens in Maine Township don’t drink or use drugs, the more they are aware of the influences around them, including pressures to use alcohol or drugs, the better prepared they’ll be to stand up to them and make smart decisions.

Ms. Banda’s slogan will also be considered for the *Above the Influence* campaign on the national level.



Maine West High School senior Michelle Banda with her winning slogan

About MCYAF

The Maine Community Youth Assistance Foundation is a not-for-profit organization whose mission is to provide Maine Township residents with a foundation to make healthier choices. MCYAF works with parents, schools, police, youth, government, health care providers, social service, faith and civic organizations toward a common goal of healthy youth. MCYAF secures federal and state grants as well as corporate and private donations for programs and services that promote improved health for residents. For more information, see www.mcyaf.com or contact us at (847) 858-7090.

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