

BE SEEN. BE HEARD. BE THE DIFFERENCE.

Become a Youth Ambassador for Better Without It (BWI) Kentucky

Better Without It (BWI) Kentucky is a youth-centered video campaign that highlights real young people who are choosing purpose, creativity, and connection over substance use. It's about showing what you're building—not what you're avoiding.



We're looking for inspiring youth (ages 13–26) who want to share what drives them.

Our Youth Ambassadors will be featured in a short video that highlights their passions and the positive choices they are making in life. Whether it's sports, music, art, farming, gaming, or something totally different—we want to amplify young voices and tell stories with youth across the state of Kentucky.



Get featured in a statewide video series



Inspire others with your story



Represent youth who are better without it



online application form

Scan the **QR code** to apply or nominate someone today!