

A Practical Guide To Social Marketing to Reduce Underage Drinking



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Be The Wall is a nationwide social marketing campaign, initially sponsored by the Florida Governor's Office of Drug Control, Florida Department of Children and Families, and the Strategic Prevention Framework State Incentive Grant.

**Social Marketing 101
Cheat Sheet**

Social Marketing Is NOT:

- **About your organization – many social marketing campaigns are completely devoid of the sponsoring agency's name or logo.**

- **About Blame - Social marketing provides consumers facts and then asks them to make a conscious choice to participate in or change a behavior.**

Social Marketing IS:

Changing the Way You Talk About the Problem – A Charlotte County, FL Case Study

When communities talk about a serious problem such as, substance use, it is tempting to paint a picture with the darkest colors possible. Often, we do this because we want the community to “get it,” we want communities to understand this is a “real problem” and with only a headline or a sound plug to accomplish getting the message across. When we do this, we often get the largest newspaper headlines, “above the fold” and prime time sound bites on the 5:00, 6:00, 10:00 and 11:00 news. Then, we think “sure, now they get it”.

In reality, consistent headlines that carry negative messages work against what coalitions are trying to accomplish: teamwork, community ownership and mobilization. When Charlotte County ranked the highest in youth substance use in the state of Florida, headlines read “Scarlett Charlotte” and “Charlotte Leads State in Youth Drug Use.” These headlines resulted in an onslaught of newspaper articles, television and radio talk shows, community round tables and heated community discussion. On one level this provided the “shake up” the community needed. However, as the coalition Director, I did not control the headlines, the headlines controlled me. Instead of using the media inquiries as an opportunity to educate the community about the “whole problem,” I was caught up by the “sky is falling” mentality of the community around me.

Discussions with the media often went like this:

Media: “So, how available do you think marijuana is in Charlotte County?”

Me: “Pretty available. A large percentage of our teens report using it.

Media: “What do you think the problem is?”

Me: “A lack of parenting, bored teenagers and an overall acceptance that it’s ok to try it.”

Media: “What about alcohol?”

Me: “It’s prevalent – it’s become a right of passage with our teens.”

As a result of these conversations, regarding the problem, no solutions or possibilities for improvement were identified. We received media attention, but it did little to provide the foundation needed to move forward. In reality, the negative headlines dug us deeper into a hole.

First, the media coverage conveyed negative norms to the community. **Teenagers could have easily interpreted the headlines as:**

“Everyone is doing it; I might as well do it”

OR

“See, I told you everyone is doing it, you may as well let me drink at home”

OR

“Everyone really is drinking and as a non-drinker, I’m more abnormal than I thought.”

Parents could have easily interpreted the headlines as:

“They’re going to do it anyway; I may as well try to control the situation as much as possible.”

OR

“I know everyone is drinking, but I don’t want you to drink.”

OR

“What’s the point of trying to talk to them about it, they’re going to do it anyway.”

The average community member or community leader perhaps received the most mixed messages of all. Their responses could have ranged as follows:

“I knew all of those kids were no good.”

OR

“Why would we throw money at an impossible situation?”

OR

“I don’t want them working for me!”

OR

“They’re all drunk and stoned and a waste of money if you ask me.”
(Actual quote from a community member)

OR

“Some community this is!”

The negative headlines also convinced people the problem was unsolvable and unapproachable.

When people believe this, they are less likely to come to the table, less likely to participate in special projects, less likely to change their current behavior, because they don’t believe their participation will make a dent in a problem so large.

How to Talk About Your Problem in a Positive and Realistic Light – General Rules

- Control your headlines; don't let the headlines control you.
 - In 2002, Charlotte headlines read “Community in Crisis: Charlotte Teens Using Drugs Faster than Teens across the State!”
 - By 2006, the headlines read, “Community Holds its Own Solutions to Substance Use.”
- Decide on the most important message for the community to hear.
- The message needs to be solution focused, not problem focused. For example, “Most of our teens are not drinking, however, of the 35% that are drinking, 25% are self-reported binge drinkers and this is dangerous for them.”
 - *(The following worksheets will assist you in identifying the most important message.)*
- Messages need to convey positive norms while realistically presenting the problem AND solutions.
- Most parents don't approve of teen drinking, however, there is a small minority of parents contributing to the delinquency of our binge-drinking teens.
- Once you've identified your messages, create your “Elevator Speech” or “Cheat Sheet” for yourself and your coalition members.
- Everyone needs to be on the same page with the same message, no matter who is speaking with the press.
 - *The power of a unified voice, over time, will cause headlines to shift and the community to have a better, holistic picture of the problem.*
- Mediate the negative messages e.g, do damage control on your past messages.
 - *This may involve a process of submitting editorials to the paper, running radio or print ads that convey your new messages.*
 - *This also involves watching and reading the media EACH DAY, and, in a perfect world, submitting rebuttals and corrections as necessary.*
- If your printed materials conveyed negative connotations, throw them away.
- If you've distributed posters to stakeholders or schools that have negative connotations on them, do your best to get them back. If possible, offer a replacement of your positive

messages, taking the opportunity to explain why the coalition made the shift to a more positive message.

- If you are running radio ads, newspaper ads, theatre advertising, etc... conveying negative messages, stop, immediately and begin work on more positive messages.
- Meet with the Public Information Officers (PIO's) of your School District, Law Enforcement Agencies, Hospitals, Government Agencies, etc. and explain the new approach. Be certain they have talking points at hand to use as necessary with the press. Offer your PIO's this as a "service" and it will help to position your coalition as the credible expert for ATOD's (Alcohol, Tobacco and other Drugs).
- Practice and hold each other accountable. Use a facilitator during coalition meetings to practice press interviews to be sure everyone is saying the same thing. Note, the key is to say the same thing, but not in the same way. You don't want your messages to sound canned. It needs to be evident you all buy-in to the message in your own unique way.
- Implementation. As media releases leave your coalition or partner agencies, proof those to ensure your talking points are evident in every release. You may want to consider forming a media committee that will agree to proof things (quickly) and help to ensure your released media is on-target.

In Conclusion - Some Things to Expect

Much of your local media is built on sensationalism, this is what sells headlines. As you change your approach to exhibit positive messages, your local reporters are going to get frustrated and start knocking on the doors of others in the community in an attempt to get the negative comments they thrive upon. It is critical all of your stakeholders practice the same talking points.

Coalitions can create cultural change with the local media by consistently submitting stories, editorials, and pictures that are positive and unique to your issues. All news makers value relevant and current news. As you begin to offer them what they value most eventually they will sacrifice sensationalism for good and timely news stories. If this seems slow to occur, encourage your stakeholders, parents, and teens to write the Editor or Producer directly to request more positive stories.

Be Aware

When you have a positive relationship with your local reporters, you may experience very productive interviews with them, only to have the headlines the next day utilize a negative message. In many media markets, the reporters write the story and the Editors write the headlines. Be sure to provide reporters with a press packet that includes information you want them to have, including your talking points. Reporters share these packets with their Editors and that helps you gain Editor cooperation.

When your media partners simply will not cooperate, ask to meet with the Editors. Take key leaders within your coalition to the meeting with you to explain why negative headlines are a detriment.

If they still will not cooperate, submit letters to the editor or guest editorials to the paper as the negative headlines appear. Always start your remarks with a positive statement, such as

“I’d like to thank the Charlotte Sun for continuing to give media attention to the important problem of youth substance use in Charlotte County, however, I’d like to share some additional points.....”

Be prepared to defend your position with humility and authority. Do not be afraid to flood your media venues with the coalition’s “side” of the issue.

I recently had the opportunity to spend an hour with an elected school board official that had legitimate inquiries and challenges about our canned message “most of our teens are not using drugs.” When we first started the conversation, I thought, “are you kidding me? I have to go here again?” However, as we talked I realized that other things in the District were his priority when the headlines started to discuss youth substance use several years ago. He was just now hearing about the issue. It was a good lesson for me and one that I need to be more cognizant of the impact changing leadership has on the need to continually educate.

Leadership priorities and positions change within a community all of the time. Be prepared to MANAGE the message all the time, it will never manage itself.

Success Stories: Qualitative Measurements

I was recently going through three years worth of headlines for Charlotte County when I noticed it was very clear when the tide began to turn in the way we discussed youth substance use as a community. It was exciting to see the headlines change right before my very eyes as I thumbed through our scrapbook. Oh sure, we still get a rogue reporter every now and then – usually a new one from a large media market – that wants to ride the wave of sensationalism, but we’ve done such a good job as a community of framing the problem, that most of them get exhausted after hearing the same thing from phone call after phone call.

About a year ago, the head of the Health and Science curriculum of the school district came to me concerned over an “educational” newspaper insert that was intended for all middle and high schools. The content was reliable and factual and dealt with the consequences of drug use to the body. The pictures however, could not have been more negative. There was a girl snorting cocaine off of a mirror, a boy huffing, teens laughing with cigarettes in their hand, etc. I tried to explain to the newspaper that we, the community, went to great strides to change the way we talk and look at the problem of youth substance use, and that most of our teens are not using drugs or alcohol and that it is critical to our progress that we try to convey it consistently. The conversation fell on deaf ears. Within a week, 10,000 newspaper inserts were delivered to my office. Within 24 hours of delivery, they were filed in the recycling dumpster. This was an

incredibly painful thing to do. A little voice in my head said, “any education is better than no education” but my research and my gut told me otherwise. Beware of landmines such as these that could delay your progress considerably.

A few years ago I also had the pleasure of being invited to participate in the committee that selected the new health books for the School District. I was absolutely shocked at the negative norms portrayed in the pictures of many of these books and had the opportunity to express this concern to the publisher’s representatives and the committee. In the end, this was a significant factor in the committee’s decision to choose one book over the other.



CHANGE THE WAY YOU TALK ABOUT THE PROBLEM – A CHECK LIST FOR PREPARING FOR YOUR SOCIAL MARKETING CAMPAIGN

- Agree as a community that there will be no more “chicken little” talk.
- When you talk about the problem, you will talk about it in a realistic way, with real data.
- When you talk about the problem, you will offer unified messages containing solutions and action steps.
- Mediate the negative messages and scare tactics you may have released in the past.
- Clean out your file cabinets of anything that hints of scare tactics or negative norms.
- Take down any previously released literature that hints of scare tactics.
- Agree as a community that you are making the turn towards the positive.

Create a bulletin of talking points for all of your stakeholders that they can keep in their offices. Talking points should include **local data, solutions, and action steps** that are relevant to your target population. As you progress in your campaign, you may have different talking points for different seasons, such as Back to School, Spring break, Prom, etc.

- Make talking points available to all stakeholders, but meet with key stakeholders to review them and explain the importance of being on the “same page.” Touch base with these key stakeholders regularly, by email, phone, or meeting, to review current events, research, and messages.
- Meet with all Public Information Officers of key community agencies and brief them on talking points and data sources. Make sure they have a “cheat sheet” that gives them a combination of talking points and data for ATOD topics. These agencies should include your School District, Law Enforcement Agencies, Government Agencies, Fire and EMS, Hospitals, etc.
- Practice your talking points with one another. For one of your coalition meetings, ask a local media partner or a SARG coach to come in and practice interviewing your stakeholders about the issue. Listen for negative connotations in responses and critique each other as necessary.

Prepare to control your headlines by utilizing earned media during special events and at-risk seasons such as Homecoming, Spring Break, Prom, etc.

- Look at the calendar well in advance and begin to prepare topics for your email blasts, newsletters, letters to the Editor, and guest columns. This responsibility should be shared among all of your stakeholders so that multiple people are contributing to the media.

- Meet with your local newspaper and inquire about the possibility of hosting a series of round-table discussions to be printed over the course of a few months.

Coalitions can take statements and headlines
and use them reflect identified priorities

Practical Exercise – Controlling the Headlines

| NEGATIVE | POSITIVE |
|--|---|
| 35% of teens report drinking in the past 30 days | 65% of teens report not drinking in the past 30 days, or not needing to drink in the past 30 days to have a good time |
| Parents are providing the majority of alcohol to minors | Most parents would never provide alcohol to minors, however a small minority may be responsible for the majority of underage drinking within our community |
| Marijuana is easily obtained in the community | While many perceive that marijuana is easily obtained, most teens report not using marijuana in the past 30 days or their lifetime. The Florida Youth Substance Abuse Survey Reports..... |
| Alcohol is a part of the high school experience | Most teens will make it through school without using alcohol or marijuana. The Florida Youth Substance Abuse Survey Reports..... |
| High School Teen arrested for bringing pills to school | While prescription drug use is a growing problem, we should remember that there were over 1,100 students at that school today who came ready to learn, and not do drugs |
| Another teen dies of pill overdose | A well known side effect of drug use is death – these headlines/events are unfortunate, but they should not continue to surprise us. If a community is going to control its drug problem, then it must first control the gateway by which it begins, and that is underage drinking. |
| Compliance Checks Net 2 arrests | Compliance checks show most retailers care about keeping alcohol out of the hands of minors. Two stores are still slow to catch on. |
| Prom and Graduation season most likely to be drunk fests for local teens | While most teens will celebrate their prom and graduation without alcohol, parents should be aware this is a season when alcohol may be more accessible to their teens. |

10 Steps to Creating Your Talking Points

1. Begin by looking at your Florida Youth Substance Abuse Survey and other data sources.

- What is your 30 day drinking rate and binge drinking rate? (For purposes of public speaking points, the phrase *lifetime drinking rates* tend to confuse the public and the issue – use 30 day drinking rates only)
- How many students are not drinking?
- What are the consequences of underage drinking in your community?
- What are some examples of teens doing positive things in your community?

2. Identify 3-4 facts about underage drinking in your community that you feel will increase public knowledge.

- Most students do not drink
- The most common source of alcohol to teens that choose to drink is in their own refrigerator
- Of the minority of students that choose to drink, research says that they are more likely to.....

3. Look at the facts and state them in a positive way, using the above grid as an example. If you need ideas, contact your Be The Wall coach or another substance abuse coalition with experience in social marketing.

4. Decide what else you want the community to know about underage drinking. These statements should be empowering and motivating.

5. Include solutions to the problem, even if they are to occur over time.

- We encourage parents to talk with their teens regularly.
- By making sure our teens cannot get their hands on alcohol, we stand to exponentially reduce our teen drinking rates.

We encourage parents to communicate clear, no-use messages to their teens when it comes to alcohol.

We encourage our teens and adults to report parties where teens may be using alcohol.

6. Include action steps that the general community member would be able to complete and “Feel” as if they contributed to the solution.

We encourage all residents to remind their local store managers that you appreciate their efforts to keep alcohol out of the hands of teens.

We encourage all residents to remind the teens in their lives that you’re proud of their decision not to drink.

By consuming alcohol in a responsible manner, we set a positive example to the young people in our community.

7. Review the talking points during a coalition meeting and come to a consensus about their final wording.

8. Distribute the talking points to all stakeholders and other key spokespersons within the community.

9. Your talking points should “sound” something like this:

In Charlotte County, 67% of high school teens report not needing alcohol to have a good time with their friends. In fact, 74% of teens report that they do not approve of parents that provide alcohol to minors. While alcohol and marijuana remain the primary substances of choice for 33% of Charlotte County teens, most Charlotte teens continuously choose to reject alcohol as a part of growing up.

The Florida Youth Substance Abuse Survey reports that ____ County teens are choosing to reject alcohol and marijuana as a part of growing up. With a continued community response to underage drinking, ____ County can continue to empower its teens to make the right decisions when it comes to alcohol and other drugs. A special thanks is extended to parents across the community – their communication with their teens is clearly working!

In a recent law enforcement check, 67% of stores successfully asked for and checked the ID of an underage operative. Keeping alcohol out of the hands of teens is a critical step in the community's response against underage drinking.

10. Practice your talking points in a coalition meeting. Consider bringing in a reporter to stage questions so that you all can practice your responses.

Getting Started with “Be the Wall”

There are some benefits to being part of a statewide social marketing campaign and it's important that your stakeholders understand them.

- The costs of creating well developed social marketing messages can typically run from \$10K to \$40K for a campaign. By utilizing the state campaign, funds that would have gone towards creative development now go towards utilizing more marketing materials to reach your target audience.
- The coalition also saves on the staff time necessary to monitor and test message development.
- By blanketing the state with messages in other communities, there is a greater likelihood that your target population will be exposed to the message in other venues they may work, travel, or vacation in.
- By utilizing a state approach, radio air time and possibly theatre time is purchased through a Florida Department of Children and Families contract with Clear Channel. This results in thousands of dollars of savings for the coalition.

A step by step procedure to getting started – Phase I

1. Identify a committee that will work on the social marketing project –
2. All members of the committee should receive social marketing training from a social marketing coach (Drug Free Charlotte County, through the Be The Wall Campaign).
3. Committee members should complete “Preparing for Social Marketing Steps” – assign the steps to committee members as necessary.

4. The coordinator should email or fax the completed checklist with completion dates, meeting minutes, or notes indicating that each step has been completed to a social marketing coach.
5. Include with the checklist the “TALKING POINTS” your coalition will work from as you engage in social marketing strategies. Use the 10 Steps to Creating Your Talking Points as a guide.
6. Schedule a conference call with a social marketing coach to review the talking points.
7. Present the talking points to your coalition general membership and explain the importance of moving away from the negative.

A step by step procedure to getting started – Phase II

1. Review the menu of marketing materials available to you and the associated marketing grid.
2. Staying within your budget, decide with your committee the most appropriate activities, time frames, and marketing mediums to reach your target population. Feel free to work with a social marketing coach as you complete this task.
3. Submit your marketing plan and order form to a social marketing coach for approval.
4. Submit payment for your order.
5. Launch your campaign based on your marketing plan.

A step by step procedure to getting started – Phase III

1. While you are waiting for your materials to come in, identify focus groups within your target population. (See guidelines for picking focus groups.)
2. If you are conducting face to face focus groups, schedule dates and locations in advance.
3. If you are going to conduct survey information, be sure to have emails of your participants in advance.
4. Identify areas within your message release area that you will be able to conduct intercept surveys.
5. Make arrangements and mark on your calendar to conduct intercept surveys every 4-6 weeks.
6. While you are waiting for your materials, decide who will respond to increased requests for information that generate as a result of the campaign. It is likely that you will have increased requests for speaking engagements, additional educational materials, etc. If you need assistance identifying some “canned” presentations on alcohol topics, consult your SARG coach.

Managing Your Campaign – Phase IV

1. Store your campaign materials in a central location. It is not recommended that you divide them up by committee member or agency.

2. As materials go out for dispersal, utilize the tracking grid to keep track of what went out, the quantity and where (see attached worksheet). This is very important to your evaluation process. If your target audience is unable to recall your message, you'll need to look at your 'dosage' or what and how many materials they were exposed to, to be able to make adjustments.
3. Once the materials are out, **utilize a press release, email blast, e-newsletters** and other creative ways to alert the community about your new campaign. A sample press release has been included for your use. As media opportunities arise, feel free to consult with your social marketing coach for ideas and trouble-shooting.
4. Your committee should meet or conference no less than bi-weekly during the first six weeks of your campaign. During this time you should be referring back to your marketing grid to be certain you are on target with your plan. In addition, there may be new opportunities that arise that should be added to your marketing grid.

Special Note – It is very easy in a campaign to “say” that you are going to take advantage of a public event, or special speaking engagement and then have it creep up on you in no time. When managing your campaign, try to keep a six week lead on the marketing grid. This way, you can order special materials or re-order supplies as necessary without being caught unprepared.

Remember, you must work this message or the message will work you.

Managing Your Campaign – Phase V

1. The campaign has one core poster and five supporting posters. The core poster features the wall image. The additional poster speaks to parents about the teen brain and impulsive behavior and encourages parents to communicate to their teen clearly about their stance on alcohol.
2. There is no correct order of release, except to say the **BRICK WALL poster should come first.** Your target population should have time to be exposed and connected to the core poster. This should take 4-6 weeks.
3. The supporting posters should be released separately and times in the year that correlate with your marketing strategy. For example, if you are targeting parents of high school students, you may choose to release your posters and supporting media activities surrounding homecoming, spring break, prom, graduation and summer break.
4. If you would like to transfer any of the additional poster messages to promotional items, contact Chrissy Bynum, Drug Free Charlotte County at 941-979-2760, and she will work with you to identify the most appropriate medium for your population.
5. Work with your coach to personalize an evaluation plan and long term marketing plan that grows with your needs as your coalition becomes more skilled in using social marketing strategies effectively.

Appendix

Focus Group Guidelines

Tactics Description

Product Description

Marketing Grid

Sample Campaign Press Release

Sample Happy/Nasty Gram

Pricing and Order Forms

Focus Group Guidelines

There is no reason to be intimidated by the word “focus group.” For the purpose of marketing, focus groups are really quite simple and difficult to do “wrong.”

In some cases, focus groups can be used to test messages. However, in the case of this campaign, messages have been tested and mediated as much as possible to make them pleasing to the audience. Suffice it to say, not everyone will care for the image, color, font, etc.

At the local level, the purpose of the focus group is to gauge message recall and possibly gather some information about ways to creatively expose your target population to the message. It may also assist you in gauging the perceptions of your target population and help focus the extent of the work you need to do with changing perceptions, increasing knowledge, etc...

Pick your participants

Participants should be geographically located within your area of release and should fairly represent your target population. You should strive for a balance of male, female, parent, non-parent, etc. All of your participants should be adults, as this is a campaign targeted to adults.

Ideally, you would want to conduct focus groups at each “end” of your release area. For example, if you released to the entire county, you would want to conduct groups at the North, South, East, and West end of the County. If you released to the parents of two schools, you would want each school to be represented within the focus group. You may do one at each school or combine them. If you released to four of the largest employers in the county, you would want each employer represented. You may conduct one at each site or combine them.

Introduce yourself and the purpose of the focus group. You may stick to the script provided or you may ad-lib. However, be certain not to interject any personal opinions about the campaign. For example, don't say, “We're going to talk about this awesome campaign we've been doing.”

Ask each member to respond to the questions on paper first. This is very important. The dynamics of group conversation can very easily taint your focus group. Some individuals are more dominant than others, some are more sensitive to a “band wagon” effect, some may mimic negative comments by another individual, etc.

Collect the paper responses and then open the discussion, working from top to bottom on the response forms. Have another individual who is not participating in the focus group or leading the conversation record responses. It is not recommended that you audio-tape the discussion. This often limits participation and input.

After the focus group have your recorder type out their notes. Review the responses and review the notes. You should be able to come to some conclusion about the effectiveness of your message exposure. If it all seems to “run together”, do not hesitate to call a Coach to receive some technical assistance for making sense of your first focus group.

Focus Group Script

Thank you for taking the time today to participate in this focus group. We will only take 1 hour of your time. My name is _____ and _____ will be taking notes during our discussion.

We're here today to gather some information about a campaign that we released in your area. First, we will ask you to respond to 10 questions. The questions are deliberately open ended, and provide plenty of lee-way for you to share your honest opinion. There is no right or wrong answer, but we ask that you do try respond to each question.

All of the questions have to do with the image provided to you on a separate piece of paper. You may refer to it as often as you like.

After everyone has responded to the questions, I will collect your surveys and then facilitate a short conversation about your responses. You may interject comments at any time during the conversation, but please be respectful of the opinions of other people.

Focus Group Work Sheet
(Fill in Date and Location Before Printing)

First Name: _____

Today's Date _____

| Age Range | Parent Status |
|-----------------------------------|--|
| <input type="checkbox"/> Under 30 | <input type="checkbox"/> Currently Raising Children Under 13 |
| <input type="checkbox"/> 30-40 | <input type="checkbox"/> Currently Raising Children 13-18 |
| <input type="checkbox"/> 40-50 | <input type="checkbox"/> Children are 19 or above |
| <input type="checkbox"/> Above 50 | <input type="checkbox"/> I am not a parent |

1. Have you seen the attached image?

2. Can you name all of the places you have seen it? (None is a legitimate response)

3. About how many times per week do you believe you see this image? (Not at all is a legitimate response)

4. In your own words, what does the message say?

5. Even if you have not seen it before today, what is your initial reaction to the message?

6. Do you agree with it? Why or why not?

7. The message contains some facts about the teen brain. Did you already know this information or is it new information for you?

Focus Group Work Sheet - Continued

8. Does the information about the teen brain change your opinion about teens and alcohol?

9. Does the information about the teen brain make you believe that?

| | | | |
|-------------------------------------|-----|----|------------|
| Alcohol is more dangerous to teens? | Yes | No | No opinion |
|-------------------------------------|-----|----|------------|

| | | | |
|-------------------------------------|-----|----|------------|
| Alcohol is less dangerous to teens? | Yes | No | No opinion |
|-------------------------------------|-----|----|------------|

Adults need to talk more to teens about the dangers of alcohol

| | | |
|-----|----|------------|
| Yes | No | No opinion |
|-----|----|------------|

10. Are there any other thoughts you'd like to share with us?

Intercept Survey
(Fill in Date and Location Before Printing)

| Age Range | Parent Status |
|-----------------------------------|--|
| <input type="checkbox"/> Under 30 | <input type="checkbox"/> Currently Raising Children Under 13 |
| <input type="checkbox"/> 30-40 | <input type="checkbox"/> Currently Raising Children 13-18 |
| <input type="checkbox"/> 40-50 | <input type="checkbox"/> Children are 19 or above |
| <input type="checkbox"/> Above 50 | <input type="checkbox"/> I am not a parent |

1. What is Your Zip Code?

2. Have you seen the attached image?

Yes No Don't Recall

3. Can you name all of the places you have seen it?

4. About how many times per week do you believe you see this image? (Not at all is a legitimate response)

5. In your own words, what does the message say?

Be the Wall – Tactics Descriptions

Radio Spots:

Radio spots will be purchased across the state through Clear Channel. However, you can also use the pre-recorded spots in a variety of ways: Local high schools can play during sporting events, local agencies can play while people are on hold, schools can have them play as their web sites launch, schools can play in the hallways during open houses, etc.

Screen Saver:

The screen saver comes to you on a CD that you may copy. Ask local libraries, schools, churches, etc. to load the screen savers on their computers. You may also burn CD's and give them to parents to load on their personal or work computer

Posters:

You will receive six images - one image of a wall and five supporting images that talk about the teen brain. You must release the wall image first and focus primarily on this image for the first months of your campaign. Work with your coach and committee to determine the best way to release the subsequent posters.

Be creative in the way you hang posters. Ask employers to place them in their break-rooms, bathroom stalls, or for fun, on a ceiling panel. Use smaller versions of the poster image provided to you on CD to place in newsletters, newspaper ads, etc.

Sidewalk Adhesive:

The adhesive is all-weather and tends to get people's attention since they are not expecting to see a large sticker on a floor or sidewalk. Use these indoors in hallways where parents frequent or outside during a special event or area where parents are likely to see the message.

Sidewalk Stencil:

Sidewalk stencils are great for guerilla marketing techniques. Using sidewalk chalk, grab a team and go stencil a parking lot, sidewalk, tree, poll, etc. This is especially effective if you do it before a large community or school event, because you have the element of surprise. You can also use the stencil with food coloring on the beach or spray paint on plywood, etc.

Banners:

Banners have traditional uses for tabling, special events, etc. But you can also utilize community partners by rotating the banners from chamber member to chamber member or business partner to business partner. Try to get one business for each month to hang the banner and allow you to distribute promo items once per week. This is a great way to get into venues you would not have normally had access to and to build relationships with your business partners.

T-shirt (Polo's also available by special order)

T-shirts have traditional uses for tabling, special events, also. A more creative use for campaign t-shirts is to stage walks. Grab 10-15 volunteers and meet at the mall at a busy time. Everyone should wear a shirt and circulate the mall like they usually do. As people notice or comment on the shirt, feel free to give a few away. You can also do this at school events, Wal-Mart, etc...

Magnetic Pop Out Picture Magnet:

This is a corny promo-item that gets a lot of exposure! Contact schools/Pop Warner/ Bryn Allen, etc and find out when school pictures, athletic pictures, homecoming, prom, graduation pictures are scheduled to be released. Inquire whether or not they will place a magnet in the envelopes of parents. These are also great for tabling, presentations where parents or grandparents are present. As a guerilla marketing technique, you can leave magnets in a targeted venue stuck to metal for parents or others to take with them.

Brick Pledges:

A pledge designed to look like a brick that parents sign agreeing to keep alcohol out of the reach from teens. Solicit the help of a school to obtain pledges. As they are obtained, make your own brick wall out of the pledges at the school or in a more public location. You can do this once or a number of times, especially during more at-risk seasons such as homecoming and prom,. As the wall grows, email pictures to your email lists and press contacts.

You can also couple this with a celebrity lock-in or roof-top protest. Get key leaders in your community to be locked in or stay on a roof top until a certain amount of pledges are signed. This serves as a great media event and an efficient way to get the community to start talking about teens and alcohol (be sure to have press packets ready).

Static Clings:

These static clings are shaped like bricks that cling to any metal or glass surface. Businesses and schools can display these proudly. Or, as a guerilla technique, you can team up with teens and other parents to leave them in dressing rooms, bathrooms, etc in an identified venue. You can also mail these to your mail list with a letter explaining the campaign.

Post Card:

This is an oversized post card that works well as a bulk mail or as a hand out on a table. The text addresses common drinking myths as well as facts about the teen brain. The right side is fashioned so that you can also attach a single alcohol test kit. The post cards are great to give to parent groups, coaches or others who are communicating with parents..

Air Fresheners/post it notes/pens/bumper stickers:

Your standard promo items are limited only in the way you distribute them. The more creative you are, the more likely they are to get used in a manner that other people will see the brand.

Key Tag:

The plastic key-tag for parents promotes www.bethewall.org and encourages them to text their teen from the site. Give these away at grocery stores, parent events, during camp or school registrations, etc...

Drug Wear Fashion Show:

Utilize your youth or another youth group to scout local stores for clothing that glorifies alcohol use or drug use (stay away from branded items such as BUD, etc. these are too obvious). Have students take pictures or model the clothes. Place the pictures into a special bulletin and news letter and distribute by email blast. Parents, teachers, and school administrators especially will appreciate the “heads up.”

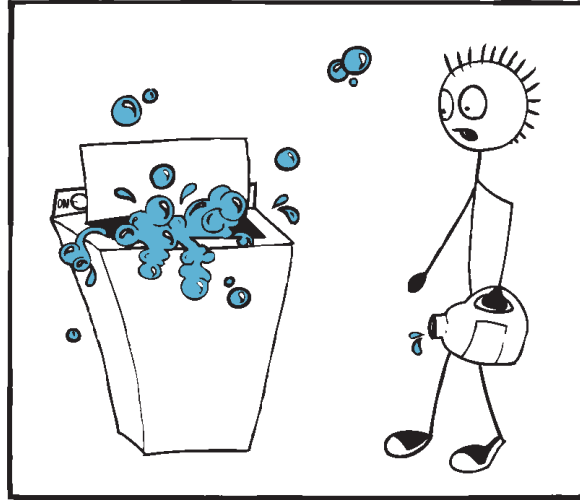
Brand Buttons – Retail or Parent

Simple Buttons that have a message of “meet the wall,” appropriate for parents or alcohol servers. Wear them at work, during sporting events, coalition meetings, etc... Provide special prizes to coalition members “caught” wearing their buttons, utilize a special patrol to provide prizes to parents wearing their buttons or partner with a local radio station Provide special prizes to coalition members “caught” wearing their buttons, utilize a special patrol to provide prizes to parents wearing their buttons or partner with a local radio station to host a “button stop” where people can pick up a button, sign a pledge or get a t-shirt.

PRODUCT DESCRIPTIONS

1500 Posters (250 each of 6 designs) (what size?)
1 Table Banner (what size?)
1 Large Banner (what size?)
10 Floor Adhesives
1,000 Static Clings
1,000 Bumper Stickers
1,000 Magnetic Photo Frames
1,000 Pens
100 T-shirts
5,000 Pledge Cards
2,500 Post Cards with Glue Dots
1,000 Buttons
Posters - 12"x18", Full Color, One-Sided, 6 Different Designs
Table Banner - 2'x6' Full Color, with Grommets
Large Banner - 3'x8' Full Color, with Grommets
Floor Adhesive - 24"x24" Removable, Full Color
Static Clings - 4"x4", Cling on Front, Full Color
Sidewalk Stencils - 36"
Bumper Stickers - 10"x3", Full Color
Magnetic Photo Frames - Rectangular 4"x3.5" with Punch out Center
Pens - Medium point, Black ink
Key Tags - Large Rectangular Soft, One Color Imprint
Post-Its - 3"x4", 25 sheets per pad, One Color Imprint
Air Fresheners - Full Color, 1 scent
T-shirts - White Gildan Ultra Cotton, 2 color imprint
Pledge Cards - 3"x5" Full Color (need to be bigger)
Post Cards - 6"x18" (6"x9" folded), Full Color, and Double-Sided
Buttons - 4" Round, Full Color





Compliance Happy-Gram (Insert Wall logo)

Dear Retailer,

Congratulations! You have passed your most recent alcohol compliance check. On (insert date), an underage person attempted to purchase alcohol at your establishment and was refused. Hiring, training, and supervising responsible staff is essential to keeping your business in compliance with the laws and ordinances that regulate the sale of alcohol. Locally, we know that --% of teens choose not to drink and --% choose not to use tobacco. Research tells us that a teen's brain is still developing until their mid-twenties. Until then, they are more likely to act impulsively and make irrational decisions – including the decision to try to purchase alcohol. For this reason, we appreciate that your staff continues to be the wall to a teen that may want to purchase alcohol. Once again, we appreciate your continued commitment to keeping alcohol out of the hands of our teens.

The (insert law enforcement agency name) will regularly use compliance checks as a tool in our efforts to keep alcohol out of the hands of teens. By working together we can ensure a safer and healthier community. Please congratulate your employees for us.

Your community anti-drug coalition, (insert name), offers store signage, training and other resources to help your business keep alcohol out of the hands of teens, feel free to contact us if would like to access these resources.

We would also like to extend an invitation to you or your staff to attend our coalition meetings. (Name of coalition) meets (details of meetings)

Sincerely,

Compliance – Nasty Gram

Dear Vendor,

Recently your business was cited for selling alcohol to an under age person. We are certain that was not your intent. (Insert county name) anti-drug coalition, (insert coalition name) is striving to create partnerships with government, schools, churches, and businesses to prevent underage drinking. One of our goals is to inform and make available to organizations the many different resources available for alcohol prevention.

Currently, most – County youth choose not to drink. However, of the --% of –County youth that report drinking in the past 30 day, --% are reported binge drinker. These figures are cause for concern, as new research indicates that a teen’s brain is still developing until approximately 22 years of age. Until then, the introduction of alcohol, especially in a situation where binge drinking occurs, may be detrimental to brain development and increase a teen’s natural tendency to be impulsive and take risks, leading to accidents, trouble with local law enforcement, or a host of other consequences.

Underage drinking is a problem for all of us. It makes our highways less safe, our schools less effective, and the future of our teens less certain. The sale of alcohol to a minor reflects negatively on your store and our community. We are counting on your staff to be the wall to a teen that wants to purchase alcohol. In the coming weeks, we would like to meet with you and share with you some of the strategies we are undertaking to prevent underage drinking in our community.

The purchase and possession law for 21-year-olds was enacted to save lives, and when enforced, it works! Please be a part of our community wide effort to save young lives.

For further information, please contact (insert information) or feel free to attend one of our coalition meetings (insert meeting information)

Sincerely,

Press Release – Sample

Date (Insert)

For Immediate Release

(Name of Coalition) Launches Campaign to Decrease Underage Drinking

This week, (coalition) launches a multi-media campaign intended to encourage and support parents, retailers, and community members in their efforts to keep teens from drinking.

Over the next year, (coalition) in partnership with (list key partners) will ask the community to Be the Wall between teens and alcohol. The simply stated campaign is designed on the premise that while alcohol may be the primary substance of choice for teens across the state and country, underage drinking should be the single most preventable at risk behavior among our teenagers. (Insert spokesperson name and title) states, “Underage drinking comes down to access – if our teens cannot get their hands on it, they cannot use it. We are asking all community members to help us limit access to alcohol for teens once and for all”

In (Insert County) the Florida Youth Substance Abuse Survey reports that most teens are not drinking. However, of the --% that report drinking on a 30 day basis, --% are self-reported binge drinkers. Current research indicates that the teen brain is still developing until the mid-20. The introduction of alcohol, particularly in large quantities, may impair brain development. The developing teen brain also makes teens more impulsive and less likely to consider consequences of their behavior – for this reason; the campaign encourages all adults to be firm, clear and consistent when talking with teens about alcohol.

The multi-media campaign is part of a partnership between (county) and the Department of Children and Families and Florida Office of Drug Control. Its components include an interactive web site where parents can text their teen, humorous posters about natural communication gaps between teens and parents, community displays, guerilla marketing strategies and more.

Local agencies and businesses wishing to participate in the campaign by displaying images should contacts (insert contact)

Questions about the local campaign may be directed to (insert contacts). Questions about the statewide campaign should be directed to : contact person name and phone number