

Campaign Review Summary

Alcohol Formative Audience Assessment

Prepared by PRR for OHA-PHD

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Executive Summary

Alcohol use is the third-leading cause of preventable deaths among people in Oregon. Excessive alcohol use—which includes binge drinking, heavy drinking, and alcohol use by people under 21 or pregnant women—can cause or exacerbate heart disease, diabetes, cancer, motor vehicle accidents, and violence.

The Oregon Health Authority – Public Health Division (OHA-PHD) hired PRR, a full-service communications firm, to conduct an Alcohol Formative Audience Assessment (AFAA) to inform the creation of messaging to influence excessive alcohol use behaviors and increase acceptance of alcohol policies to reduce alcohol consumption in Oregon. This assessment will support OHA-PHD’s strategic goal to reduce excessive alcohol consumption in the state.

PRR searched Google for campaigns focused on *prevention*, rather than *treatment* of excessive alcohol consumption. OHA-PHD simultaneously sourced campaigns to review from county and Tribal prevention partners. From OHA-PHD’s approved campaigns, PRR gathered insights such as:

- **General Adult Audience (Approximately Ages 25-54):** Drinking patterns change a lot at age 25, as many adults no longer live on a college or university campus. Long-term health consequences, such as cancer, resonate with many but not all adults. Adults want specific tips on how to reduce their drinking after they get the message.
- **Parent Audience (Approximately Ages 25-54):** Many campaigns use strengths based messaging to offer encouragement to parents and show them how to bond, establish boundaries, and monitor their teen. Meanwhile, harms related messaging focuses most on the developing brain. Campaign interviews stressed the need to remember parenting styles and practices differ widely by culture and avoid a judgmental tone parents will tune out. Finally, campaigns benefit from connecting advertising and social marketing to community interventions.
- **Youth Audience (Under Legal Drinking Age, Approximately Ages 14-20):** Fear-based messaging does not work for teens, and may even prompt some trial. In contrast, strengths based approaches emphasize the student’s passion as an alternative activity to drinking, such as dancing, school sports, ice skating, and cycling.
- **Young Adult Audience (Approximately Ages 21-25):** For the college campus audience, campaigns empower students to make healthier choices by providing tools and information, such as online self-assessment and peer-led presentations. Additionally, campaigns can target high-risk, young adult “Partier” culture, which tends to have high rates of binge drinking. This audience wants to know how to go out and have fun while not getting so drunk that they lose control and do regrettable things.

This is a summary of findings, including insights from the telephone interviews and supplemental online or written material.

Purpose

Alcohol use is the third-leading cause of preventable deaths among people in Oregon. Excessive alcohol use—which includes binge drinking, heavy drinking, and alcohol use by people under 21 or pregnant women—can cause or exacerbate heart disease, diabetes, cancer, motor vehicle accidents, and violence.

The Oregon Health Authority – Public Health Division (OHA-PHD) hired PRR, a full-service communications firm, to conduct an Alcohol Formative Audience Assessment (AFAA) to inform the creation of messaging to influence excessive alcohol use behaviors and increase acceptance of alcohol policies to reduce alcohol consumption in Oregon. This Audience Assessment will support OHA-PHD’s strategic communications activities to reduce excessive alcohol consumption in the state.

Findings will serve as a foundation for subsequent steps in the project, namely:

- Informing the creation of survey questions and the “In-the-Moment” qualitative online assessment’s activities and questions.
- Informing the analysis plan for the data collected through the survey and In-the-Moment questions.
- Informing the creation of initial messages for audience testing.

Campaign Review Methods

PRR searched Google for campaigns focused on *prevention*, rather than *treatment* of excessive alcohol consumption. PRR tried to find a mix of:

- Geographies: various city or statewide campaigns around the U.S., national campaigns, and examples from other countries
- Campaigns attempting to reach diverse and traditionally underserved audiences
- Campaigns reaching a variety of age ranges (underage youth, parents of underage youth, young adults, and general adult population)

PRR also hoped to find campaigns that connected individual prevention to a larger need for policy change or environmental change to support prevention. However, very few campaigns addressed the latter, even if the agency running the campaign also worked on policy.

OHA-PHD simultaneously conducted their own search, by sourcing ideas for campaigns to review from county and Tribal prevention partners. From the initial pool of 27 campaigns, OHA-PHD selected 16 campaigns to review, including nine selections for in-depth interviews. Of the approved interviewees, six participated in telephone interviews, two directed PRR to written information but did not participate by telephone, and one responded initially but did not schedule an interview.

The Campaign Review Summary highlights findings, including insights from the telephone interviews and supplemental online or written material. Specific details about individual campaigns appear in the appendices.

Key Findings

- Campaigns benefit from connecting advertising and social marketing to community interventions, with environmental prevention strategies relating to community norms, access and availability, media messaging, and policy and enforcement.

Key Findings by Audience

General Adult Audience (Approximately Ages 25-54):

- Evidence suggests drinking patterns change at age 25, when many adults no longer live on a college or university campus.
- Adults tend to drink in an after-work setting (at home, a restaurant or bar, or evening events) as opposed to binge drinking at parties.
- Long-term health consequences, such as cancer, resonate with many but not all adults.
- Some adults tune out long-term consequences, however, and need to know their excessive drinking may have immediate consequences.
- Adults tend to assume prevention messages are intended for someone else who they consider an addict.
- Positive framing does *not* work well for adult drinkers, i.e., “every drink you don’t have reduces your risk.”
- Adults want specific tips on how to reduce their drinking after they internalize the message.

Parent Audience (Approximately Ages 25-54):

- Strengths based messaging assures parents their teen wants to hear from them about alcohol and encourages them to promote alternative activities to drinking that foster a sense of purpose.
- Typically, campaigns using strengths based messaging offer tips on bonding, boundary-setting, and monitoring.
- Harms related messaging focuses most on the developing brain.
- Parenting styles and practices differ widely by culture: Parents from some faiths incorrectly assume their child does not drink because their religion prohibits it. Others assume only very strict parents care about drinking at home (social hosting), since there is no danger of drunk driving.
- Most parents do not want to be judged by others on their quality of parenting.

Youth Audience (Under Legal Drinking Age, Approximately Ages 14-20):

- Fear-based messaging does not work for teens.
- Fear-based messaging may even prompt some trial from teens who are risk takers or curious about the pharmacological effects described.
- Strengths based approaches emphasize the student's passion as an alternative activity to drinking, such as dancing, school sports, ice skating, and cycling.

Young Adult Audience (Approximately Ages 21-25, Primarily College Campus Setting):

- Online self-assessments and peer-led presentations on college campuses may help students decide to reduce their own alcohol consumption.
- Evidence suggests it's beneficial to focus on harm reduction rather than complete elimination of college drinking.
- Young adult "Partier" culture tends to have high rates of binge drinking coupled with a gross underestimation of the standard definition of "binge drinking."
- Partier culture members vastly prefer responsible drinking tips and messages over abstinence-focused messages, similar to the larger campus population.
- Messages about common consequences, such as getting sick or embarrassing yourself, resonate more than extreme consequences.
- In short, this audience wants to know how to go out and have fun while not getting so drunk that they lose control and do regrettable things.

Recommendations

Considerations for OHA-PHD's Audience Assessment Next Steps

Audience Segmentation:

1. Focus on adults aged 25-54.

Why prioritize this segment? Adults in the general population who are aged 25-54 reflect:

- The age of parents of middle and high schoolers
- The most effective adult age range (according to campaign interviews) to influence with adult-oriented, self-care prevention messages
- Residents who may support policy, environmental, and systems change in Oregon

Why not prioritize the other segments? Direct communication to youth is not effective, according to campaign interviews (though messaging to parents and other caregiving adults about youth is important). Additionally, young adults in college settings are a specialized audience, and a campaign intended for the campus setting will have a hard time resonating across Oregon more broadly.

Considerations for Future Campaign and Messaging Development

Messaging Approaches to Test in the In-The-Moment Qualitative Online Assessment Stage:

Messaging Recommendations for General Adult Audience

1. **Address an after-work evening drinking pattern**, as opposed to binge drinking at parties.
2. **Emphasize both short- and long-term health consequences:**
 - a. For short-term consequences, include alcohol's effect on physical appearance, such as weight gain (from calories in alcoholic beverages) and skin quality.
 - b. For long-term consequences, include a variety of specific disease states: If the audience feels message fatigue relating to heart disease and cancer, they may be more receptive to discussion of other diseases such as diabetes and Alzheimer's or they may rationalize that these are not diseases that they are likely to get. Assess which diseases Oregon residents ascribes only to others and which diseases they view as "equal opportunity."

3. **Provide specific tips on how to reduce drinking.** Once adults establish a routine, habits are hard to interrupt, and peer pressure exerts an influence on adults as well as youth. Share practical tips to curtail adult drinking at home and in social situations with friends, coworkers, and clients.
4. **Be prescriptive;** state exactly how many drinks per day is excessive and harmful. The alcohol industry is intentionally vague.
5. **Adjust messaging for older adults from prevention to health management.** While we recommend capping the audience at age 54 because chronic diseases are still preventable, compared to the risk of disease that emerges at age 55+, it may be necessary to include older adults. In this case, focus on health management vs. prevention, positioning alcohol reduction as a way to “take charge of your health.”

Messaging Recommendations for Parents

1. **Encourage parents to say they don’t want their teen to drink alcohol.** Reassure parents their teen wants to hear from them about alcohol consumption.
2. **Encourage parents to help teens find their passion,** as an alternative to drinking. Teens who have a purpose are less likely to drink.
3. **Provide specific tips to parents** on how to bond, establish boundaries, and monitor their teen’s activities.
4. **Create a sense of urgency with seasonal tips.** Help parents identify when underage drinking behaviors form and spike.
5. **Say “your child”** when talking to a parent of a teen, following the interviewees’ cautions on word and image choice.
6. **Be clear but don’t be judgmental.** Parents will tune the message out if they feel OHA-PHD is being moralistic, judgmental, manipulative, or dictatorial.
7. **Frame underage drinking prevention as a joint responsibility** between parents and the broader community.
8. **Provide specific tips for parents who drink themselves.** Motivate parents to make the connection between the fact that many Oregonians would step out of the room to smoke at a party but do not face social pressure to leave the room while having a drink when children are present. Provide messages on how to handle the social pressures of what a recent New York Times article called “mommy wine culture.”

Messaging Recommendations for Youth

1. **Do not message directly to underage youth.**

Messaging Recommendations for Young Adults

1. **Empower college students to make healthier choices by providing tools and information**, such as online self-assessment and peer-led presentations.
2. **Avoid abstinence-focused messages**. Focus on harm reduction rather than complete elimination of college drinking.
3. **Help students resolve ambivalence** about changing their behaviors.
4. **Help students understand the effects of alcohol**: neurological, psychological, and physiological.
5. **Establish social norms** by promoting accurate data about college drinking in conjunction with healthy and protective behavior.
6. **Target high-risk, young adult “Partier” culture** to reduce binge drinking.
7. **Provide “responsible drinking tips”** to Partier culture members on how to go out and have fun while not getting so drunk as to lose control and do regrettable things.
8. **Emphasize common, immediate consequences** (such as getting sick or embarrassing yourself), rather than cancer risk or other long-term consequences.

Other Recommendations for Messaging Testing (for Multiple Audience Segments)

1. Test a variety of samples: Show messages and creative samples from the campaign review. Have participants rate the examples and provide qualitative feedback about what they like or don’t like about the examples. What works in one community in one point in time may not work for all.
2. Test strengths vs. harms based messaging: Use sample messages customized for an Oregon audience.
3. Within harms based messages, assess options for tone:
 - a. For tone, test the impact of delivering the harms based message with positivity. Clearly describe the serious consequences of alcohol consumption while remaining positive that the resident can implement the prevention guideline.

Policy, Systems, and Environmental Change to Test in the In-The-Moment Qualitative Online Assessment Stage:

1. Test Oregon residents’ opinions on policy to limit excessive drinking, including:
 - a. Which limitations are most acceptable to them
 - b. Whether that can be included convincingly in creative or needs to be a separate conversation

The campaign review did not uncover many campaigns that made the pivot from individual prevention to policy, systems, or environmental level prevention (and

those who did work on policy change did not participate in interviews). In some cases, the interviewer confirmed they omitted policy from the campaign because of restrictions from the legislature. In other cases, it is not possible to say why the campaign does not discuss policy when the same organization is simultaneously driving policy change outside of the campaign.

2. Investigate whether Oregon residents will respond to individual and policy-level prevention messages in the same campaign, especially in the short amount of time that campaign messaging can hold a consumer attention span.
3. Investigate whether the target audience is amenable to a pivot message along the lines of:
 - a. “Drinking too much alcohol is harmful to your health, and your child’s health. That’s why Oregon is working hard to create a place where excessive alcohol consumption is rare.”
4. Explore parents’ response to the idea that it is the joint responsibility of parents and the larger community to protect youth. Policy, systems, and environmental change are not a substitute for parenting, but may play a supportive role. Test whether policy explanations can feel comforting to parents.
5. Explore whether craft beer culture can be used as a point of pride in Oregon to resist privatization.
6. Test reaction to the Washington state experience, in which privatization actually increased the price of alcohol to consumers, while also being associated with increased emergency department visits, vehicle crashes, and crime.

Considerations for Possible Further Assessment

1. Test audience preferences for specific methods for consuming future creative concepts, such as traditional media (paid and earned), digital/social media, and boots-on-the-ground community outreach efforts.
 - a. In this summary of findings, the highly-funded campaigns purchased more paid media and had the means to perform campaign evaluations; meanwhile, lower-budget campaigns tended to rely on community toolkits and non-paid digital media and did not perform evaluations. Therefore, tactical selection correlated more to funding level than audience response.
2. Depending on the final approved audience segmentation plan, some of the Considerations for Future Campaign and Messaging may no longer be applicable to the In-The-Moment Qualitative Online Assessment phase and move into this section.

Detailed Findings

General Adult Audience (Approximately Ages 25-54):

PRR suggests spending some time viewing the *Alcohol. Think Again.* campaign from the Government of Western Australia.

- The campaign has evolved over eight years. It represents high-level creativity, evidence-based strategy, and continually revises its approach based on evaluations. Please see the summary of *Alcohol. Think Again.* in Appendix A for descriptions and links to campaign samples, a discussion of the campaign's evolution, and data from campaign evaluations.

Age Range Considerations:

- Drinking patterns change a lot at age 25, as many adults leave the campus setting and – as campaign staff admittedly generalize – often settle down, marry, and work a full-time job. As a result, general adult campaigns address an after-work drinking pattern as opposed to binge drinking at college or university parties. (*Alcohol. Think Again.*)
- Campaigns cap audiences at age 54 because chronic diseases are still preventable, compared to the risk of disease that emerges at age 55+. (*Alcohol. Think Again.*)

Messaging the Consequences:

- Long-term health consequences, such as cancer, resonate with many but not all adults:
 - Long-term health consequences do resonate with many adults.
 - Other adults will tune this out (“you tell me everything causes cancer!”) and need to know that their choice to drink excessively may have immediate consequences. (*Alcohol. Think Again.*)
- Public health campaigns have the power to be prescriptive. The alcohol industry is intentionally vague about boundaries, but public health campaigns can specify exactly how many drinks per day is excessive and harmful. (*Alcohol. Think Again.*)
- Campaigns work hard to prevent adults from rationalizing the message is for someone else. Adults tend to assume prevention messages are for an addict. Campaigns mitigate against these rationalizations in several ways: They make it clear through visuals that “we’re talking to you.” For example, they choose settings that look like the typical audience member’s home. Also, they avoid focus on conditions such as liver disease that viewers rationalize only alcoholics get. (*Alcohol. Think Again. Costco Initiative.*)
- Positive framing does *not* work well for adult drinkers, i.e., “every drink you don’t have reduces your risk.” (*Alcohol. Think Again.*)

Messaging the Solutions:

- Adults want specific tips on how to reduce their drinking after they internalize the message, such as how to decline a drink in a social situation. (*Alcohol. Think Again.*)

Choices on Terminology, Visuals, Tone:

- Campaigns talk about “harm” and “harmful drinking,” not “risky drinking.” (*Alcohol. Think Again.*)
- Campaigns never show a beer bottle or other alcohol visual, even negatively, as it unintentionally glamorizes drinking to some audiences. (*Alcohol. Think Again.*)

Sample messages:

“Alcohol causes damage. Regularly drinking more than two standard drinks increases your risk of alcohol caused disease including stroke, cancer and heart attack.” (*Alcohol. Think Again.*)

“Reducing your drinking (number of drinking occasions and/or quantity at each drinking occasion) will reduce your risks.” (*Alcohol. Think Again.*)

“To reduce your risk of alcohol-caused disease, have no more than two standard drinks on any day.” (*Alcohol. Think Again.*)

“For some audiences, the accumulation message works: Alcohol’s effects add up over time, even if you’re not an alcoholic.” (*Alcohol. Think Again.*)

“For other audiences, near-term harms are important: Alcohol is toxic. Regularly drinking more than two standard drinks causes damage to your fragile body (now) and can lead to cancer (later).” (*Alcohol. Think Again.*)

Parent Audience (Approximately Ages 25-54):

The parent audience varied slightly by campaign.

- *Be the Parents* and *MADD* reached ages 25 to 54, with children in middle school or high school. *Parents Empowered* targeted parents of children ages 10-16. Each cited these as the ages where parents have the greatest ability to influence teens.
- Meanwhile, *Parents Who Host Lose the Most* targeted parents of underage youth 12-20, because of SAMHSA data showing the alcohol trial and binge drinking activity for this age range as well as parents’ social hosting as a leading factor. SAMHSA’s own *Talk. They Hear You.* campaign reaches parents of children ages 9-15.

Parents Empowered is perhaps the best example to review in detail, due to its number of years in the field and outcome evaluations.

- Interestingly, it views its approach as strengths based, but offers one of the more significant discussions of harms.
- PRR views it as a hopeful and optimistic view of parents' ability to prevent serious harms, which they don't avoid discussing.

Strengths Based Messaging:

- Many campaigns use strengths based messaging, particularly applying the model of Dr. Jeffrey Linkenbach of the Montana Institute to parents of teens. (Source: *Be the Parents, Parents Empowered.*)
- In fact, *Be the Parents* significantly rebranded their campaign in order to move from scare tactics to strengths based messaging.
- Strengths based campaigns tend to:
 - Offer encouragement to parents with a message that their teen really does want to hear from them about alcohol. (*Drinking Nightmare, Talk. They Hear You, Power of Parents.*)
 - Give specific tips to parents on how to bond, establish boundaries, and monitor their teen. Parents who understand they should have the conversation also need practical guidance on how to engage. Tips include strengthening the family unit – for instance, eating dinner together as a family – as well as how to have “the talk” about alcohol. (*Be the Parents, Parents Empowered, Talk. They Hear You, Power of Parents.*)
 - Encourage parents to help teens find their passion, as teens who have a purpose are less likely to drink. Note that passions will vary with urban and rural audiences, so it's necessary to show a multitude. (*Be the Parents.*)
 - Help parents know when to pay attention. Seasonality is important: prom, summer vacations, and start of the school year when new peer groups form. (*Be the Parents, Parents Who Host Lose the Most.*)

Sample messages:

“Does your kid have a passion? Learn how having a purpose keeps Idaho teens on a positive path. 1 out of 3 Idaho kids who have been drunk say their parents have no idea. Would you know? Learn the signs of underage drinking.” (*Be the Parents.*)

“I want our children to know they're our next generation, and by not drinking, they're going to take our nation to the next level.” (*I Strengthen My Nation.*)

“Parents and caregivers have a role in educating their teenage children about the possible consequences of excessive drinking and in setting clear behavioral boundaries.” (*Drinking Nightmare.*)

“Teenagers generally look to parents and caregivers for support and direction.” (*Drinking Nightmare.*)

“Engage. They want more.” (*mORe Campaign.*)

“mORe Oregon teens choose not to drink.” (*mORe Campaign.*)

Harms Related Messaging:

- Harms related messaging focuses primarily on the developing brain, with a variety of secondary messaging.
 - Harms related messaging focuses most on the developing brain. (*Parents Empowered, Talk. They Hear You.*)
 - Secondary harms related messaging includes: death, health problems/injury, risky sexual behavior, violence and assault, arrest, suicide, homicide, memory problems, use of other drugs, and social problems including the breakdown of relationships. (*Drinking Nightmare, Talk. They Hear You.*)

Sample messages:

"Teen drinkers are far more likely than adults to become addicted." (*Parents Empowered.*)

"The earlier your child starts drinking alcohol, the greater the likelihood of later addiction. It's a lifelong issue." (*Parents Empowered.*)

"Underage drinking can cause long-term damage to a teen's developing brain, impairing memory, learning, judgment, and impulse control." (*Parents Empowered.*)

"It's only a matter of time before your kids will be offered alcohol under the legal age of 21." (*Parents Empowered.*)

"Every kid will face the decision to try alcohol underage, so parents need to plan for the worst as well as the best. When parents set clear expectations and boundaries, kids are prepared when the moment arrives." (*Parents Empowered.*)

"For teen brains to grow, alcohol is a no." (*Parents Empowered.*)

"Underage drinkers are 4X more likely to suffer from depression. Set clear rules against underage drinking." (*Parents Empowered.*)

"No one wants to be a jerk. But there are times when a problem calls for it, and that's definitely true of underage drinking. We need people to stand up and say, 'If it takes a jerk to help keep kids away from alcohol, then I'm proud to be a jerk.'" (*Be a Jerk.*)

"And by the way, by 'kids' we mean anyone under 21. It's the kind of distinction a jerk would make - and it's an important one." (*Be a Jerk.*)

"Why do kids need jerks? Because kids and alcohol just don't mix. Why not? Drinking alcohol while brains are still developing can lead to permanent damage. Plus, underage drinking costs Hawai'i taxpayers hundreds of millions of dollars and kills more kids than all other drugs (including tobacco) COMBINED!" (*Be a Jerk.*)

"The vast majority of Hawai'i teenagers say that alcohol is easy for them to get. Which means we need to do more than just say no. We need to change the way we as a society think about underage drinking." (*Be a Jerk.*)

“Teenager’s brains aren’t fully developed yet. The teen years are an important time when the parts of the brain involved in self-control, emotions, and high-level thinking are growing and maturing. Because of the toxic effects of alcohol on the brain, heavy drinking in adolescence can change how the brain grows and can affect mental processes for the rest of a teen’s life.” (*Communities Mobilizing for Change on Alcohol*)

“The risks increase the younger someone is when he or she starts drinking.” (*Communities Mobilizing for Change on Alcohol*)

“Teens are wired to seek risks and act impulsively without considering how their actions today will affect their future.” (*Communities Mobilizing for Change on Alcohol*)

“Don’t be a party to underage drinking. It’s against the law.” (*Parents Who Host Lose the Most.*)

Community Norms:

- Parenting styles and practices differ widely by culture. Campaigns stress the need to plan for a variety of parental attitudes and backgrounds.
 - *Parents who have a “not my kid” kneejerk response:* For instance, parents from some faiths incorrectly assume that their child does not drink because their religion prohibits it. (*Parents Empowered.*)
 - *Parents who assume that only very strict parents care about drinking at home (social hosting):* Since there is no danger of drunk driving, these parents view drinking at home as a harmless and inevitable rite of passage. They are only thinking about the immediate safety concern that social hosting remedies, rather than developmental concerns that impact the rest of the child’s life. (*Parents Empowered, Be a Jerk, Parents Who Host Lose the Most.*)
- Regardless of strengths or harms focus, campaigns need to address various standpoints that parents have at the start of the campaign. (*Parents Empowered.*)
- Nevertheless, campaigns understand they need to be respectful of the parent and speak with sensitivity. Most parents do not want to be judged by others on their quality of parenting.
 - Campaigns must tell parents they can and need to do an even better job. But, campaigns need to deliver this directive in a way that avoids being moralistic, judgmental, manipulative, or dictatorial. Otherwise, there’s a good possibility parents will tune the message out. (*I Strengthen My Nation. Parents Empowered, Be a Jerk.*)

Choices on Terminology, Visuals, Tone:

- Campaigns refer to people under the age of 21 as “your child” when talking to parents – to draw on their emotions, and to reiterate that teens are not adults. (*Parents Empowered, I Strengthen My Nation, mORe Campaign.*)
- Campaigns avoid referring to teens who drink as addicts, abusers, or alcoholics; it may not be true, and the person/family will not likely self-identify as such in any case. (*Be the Parents.*)
- Campaigns never show a beer bottle or other alcohol visual, even negatively, as it unintentionally glamorizes drinking to some audiences. (*Be the Parents.*)
- Campaigns tap local cultural references, such as kuleana (personal responsibility) in Hawaii or freedom to buy craft beverages from local purveyors who would suffer under privatization in Oregon. (*Be a Jerk, Costco Initiative.*)

Community Outreach and Interventions (outside of traditional and digital media):

- Campaigns recommend choosing community partners carefully:
 - Many campaign staff feel that media campaigns need to be coupled with boots-on-the-ground outreach from prevention partners.
 - However, they have experienced disappointment working with non-profits who could not sustain their proposed activities. (*Be the Parents, Be a Jerk.*)
- Campaigns benefit from connecting advertising and social marketing mediums to community interventions, with environmental prevention strategies:
 - Every day, teens are exposed to messages from media and their communities that influence their opinions about alcohol. Seeing a liquor store on the way to school, weakly enforced underage drinking laws, invitations to parties with alcohol, and other environmental cues make alcohol more appealing. (*Communities Mobilizing for Change on Alcohol.*)
 - Community-based environmental prevention works because it:
 - Combines multiple, evidence-based alcohol prevention strategies to create changes at the community level. (*Communities Mobilizing for Change on Alcohol.*)
 - Goes beyond scaring teens into avoiding alcohol (which doesn't work well) by changing the environment that makes drinking alcohol easy. (*Communities Mobilizing for Change on Alcohol.*)
 - Gives community organizers a great deal of latitude in selecting goals, messages, and methods. (*Communities Mobilizing for Change on Alcohol.*)
 - Targets social hosting, DUI checkpoints, compliance checks and administrative penalties for merchants, hot-spot policing, and public support through media coverage. (*Communities Mobilizing for Change on Alcohol.*)

- Alternatively, features four similar environmental prevention strategies: community norms, access and availability, media messaging, and policy and enforcement, as well. (*Parents Who Host Lose the Most.*)

Youth Audience (Under Legal Drinking Age, Approximately Ages 14-20):

- In this audience, campaigns usually refer to teens as teens, not children. Campaigns employ hashtag strategies to promote social sharing. (*Above the Influence, Choose Your Vibe-Arrive Alive.*)
- Fear-based messaging does not work for teens. It may even prompt some trial from teens who are risk takers or curious about the pharmacological effects described. (*Communities Mobilizing for Change on Alcohol.*)
 - Nevertheless, some campaigns talk about drunk driving, pressure to have sex, dropping out of school, arrest, and poor academic performance. (*Choose Your Vibe-Arrive Alive.*)
- Strengths based approaches emphasize the student's passion as an alternative activity to drinking, such as dancing, school sports, ice skating, and cycling – similar to the approach taken with teens' parents. (*Choose Your Vibe-Arrive Alive, Be the Parents.*)
- For Native American youth, messaging and visuals illustrate that teens positively influence the other teens in their community when they choose not to drink.
 - A teen is never shown alone; the teen is always being watched by friends. (*I Strengthen My Nation.*)

Sample messages:

"Whatever your vibe is, it's better without alcohol." #MyVibeVA (*Choose Your Vibe-Arrive Alive.*)

"Drive safely, sober, with no distractions." #ArriveAlive (*Choose Your Vibe-Arrive Alive.*)

"Don't turn a night out into a nightmare." (*Drinking Nightmare.*)

"Drinking to intoxication can lead to socially unacceptable behavior and consequences that are regrettable." (*Drinking Nightmare.*)

"Avoiding drinking to intoxication can have a range of social and health benefits." (*Drinking Nightmare.*)

"You affect other people, even if you don't think you do. People notice your actions. You have influence. Think about it. What someone sees you do... can change their life. That one choice strengthens you, strengthens others, and strengthens your Nation." (*I Strengthen My Nation.*)

"Most Native teens do not use drugs and alcohol. Native American teens are actually the group that abstains from drinking the most." (*I Strengthen My Nation.*)

“It’s ok to talk to your parents. It’s ok to say no to alcohol.” (<i>I Strengthen My Nation.</i>)
“By standing up to pressure, you can strengthen yourself, influence your friends, and strengthen your nation.” (<i>I Strengthen My Nation.</i>)
“I choose not to drink, because I want more.” (<i>mORe Campaign.</i>)
“I love Oregon because kids make positive choices.” (<i>mORe Campaign.</i>)
“Every teen’s life is filled with pressure. Some of it good, some of it bad. The more aware you are of the influences around you, the better prepared you will be to face them, including the pressure to use drugs and alcohol. We’re not telling you how to live your life, but we are giving you another perspective and the latest facts. You need to make your own smart decisions.” (<i>Above the Influence.</i>)
“With all the hype around drugs and alcohol, you may not realize that most high school students choose not to use.” (<i>Above the Influence.</i>)
“There is a complicated list of reasons why people try, or abuse drugs and alcohol. Some people do it to change the way they feel; but by drinking or using drugs, they haven’t changed the situation. They’ve only distorted it for a little while. And since many of these substances are depressants, the ‘escape’ isn’t necessarily happy, and can be more unpleasant than not. People who have gone through recovery for substance problems, often say drugs and alcohol ended up isolating them from friends and family, and made them feel more alone.” (<i>Above the Influence.</i>)
“Remember, no one ‘plans’ to become addicted, and every one of the millions of people with a drug or alcohol dependency started out thinking they had it ‘under control.’” (<i>Above the Influence.</i>)
“Fact is that while you’re a teen (and even into your early 20s!), you’re still growing and developing, and drug abuse during these years in particular can have a lasting impact. Another fact to consider: the brain is much more vulnerable to addiction during these years. 90% of Americans with a substance abuse problem started smoking, drinking or using other drugs before age 18.” (<i>Above the Influence.</i>)
“More people die from overdose – including alcohol poisoning – than car accidents or gun violence. Everyone knows drinking and drug use can get real dangerous, but not everyone recognizes when a friend needs real help. That, plus the fear of getting in trouble, prevents too many young people from getting the emergency medical attention that could save a life.” (<i>Above the Influence.</i>)

Young Adult Audience (Approximately Ages 21-25):

Audience is approximately ages 21-25.

- Campus campaigns may also reach underage students without distinguishing them as such. No discussion of underage students appears in the campaigns, despite the presence of underage students on campus.
- Other campaigns may well focus on other types of young adult communities or specific types of campuses, outside of the campaigns approved for review.

General College Campus Audience:

- Campaigns attempt to empower students to make healthier choices by providing them with tools and information, such as online self-assessment and peer-led presentations. (*Up2u.*)
 - Campaigns focus on harm reduction rather than complete elimination of college drinking – they avoid abstinence messaging such as “just say no.”
 - Campaigns help students resolve their ambivalence about changing their behaviors.
 - Campaigns help students understand the neurological, psychological, and physiological effects of alcohol. Many students lack a thorough understanding of alcohol, blood alcohol levels, gender differences, tolerance, the size of a standard drink, and other relevant topics.
 - Campaigns establish social norms by promoting accurate data about college drinking in conjunction with healthy and protective behavior. Many students only hear the provocative stories of college drinking and do not realize these are outliers.

Partier Culture:

- To reduce binge drinking by young adults, campaigns target high-risk, young adult “Partier” culture. (*Check Yourself.*)
- The Partier culture tends to have high rates of binge drinking coupled with a gross underestimation of the standard definition of “binge drinking.” (*Check Yourself.*)
- This audience is receptive to:
 - Common consequences such as getting sick or embarrassing oneself, rather than extreme consequences that are not relatable.
 - Responsible drinking tips and messages, not abstinence-focused messages.
- In short, they want to know how to go out and have fun while not getting so drunk that they lose control and do regrettable things.

Sample messages:

“Abstinence from alcohol is the safest option but not always the most acceptable choice to students.” (*Up2u.*)

“Check Yourself is all about partying without going overboard.” (*Check Yourself.*)

“Check Yourself with water. Find yourself wobbling around like a cross-eyed penguin? That’s because alcohol dehydrates your brain. Keep your night fun, not dumb. Take it slow and drink water.” *(Check Yourself.)*

“Check Yourself to avoid a blackout. Piecing together clues from last night? Because alcohol is a depressant, it can prevent your brain from creating long-term memories. Add water between drinks to help you avoid blacking out.” *(Check Yourself.)*

“Check Yourself and eat. DRUNK YOU goes crazy without food. Eating slows the absorption of booze, giving you more time to enjoy the night’s fun. Foods that are super high in protein are the best. Just make sure you eat them BEFORE you start drinking.” *(Check Yourself.)*

“Check Yourself and go easy. When you’re sick, you’re often dehydrated, so alcohol can have a stronger effect. So if you choose to go out when sick, keep it light and drink extra water.” *(Check Yourself.)*

Appendix A: Campaign Interviews

Be the Parents

Idaho Office for Drug Policy

<http://betheparents.org/>

Advice from the Campaign

- **Use community partners with well-established connections.**
The liquor board was a good resource for them, whereas some community groups had good intentions but not the resources to follow through. Look for groups who can “carry water.”
- **Use digital media for rural areas with little traditional media.**
In a statewide campaign, it’s important to remember that not everyone has the same access to media and to resources. Pandora and web advertising were beneficial.
- **Be very careful to appeal to rural and urban youth.**
When they showed positive examples of “finding your passion” instead of drinking, they found these were not universals across Idaho – for example, road biking.

Goals

Idaho Office for Drug Policy created *Be the Parents* in 2010, with significant rebranding in 2015 including the relaunch of its entire website. A goal of the rebranding was to move away from scare tactics (i.e., what alcohol does to the developing adolescent brain) to positive, strengths based messaging parents can use with their children.

The message is to help kids find their passion, and that helps them avoid negative behaviors such as drinking and drugs. The campaign seeks to provide parents with tools – it’s not just a directive to bond with their teen, but specific strategies on how to have conversations. Campaign goals:

1. Showcase local teens finding their passion, rather than drinking.
2. Provide tips for parents on how to build connection and conversation with teens.

Audiences

Target audience is females aged 25 to 54, who are parents of middle school or early high school students. Past findings showed that this is the decision maker for the family (source unknown).

Regarding the audience’s values regarding alcohol, some Idaho parents think of alcohol as a rite of passage, but they generally do not support underage drinking or excessive drinking. A survey tested the campaign and it resonated with the target audience.

Messages

Campaign staff took a training on social norming with Jeff Linkenbach, director and chief scientist of the Montana Institute, which seeks to “change norms and transform cultures to create healthier, safer communities.” Idaho Office for Drug Policy found Dr. Linkenbach through a referral from Montana’s anti-tobacco program. The Montana Institute uses strengths based messaging. For example:

- A recent direct mailer from the campaign reads, “Does your kid have a passion? Learn how having a purpose keeps Idaho teens on a positive path. Visit BeTheParents.org/today.”
- Accompanying images depict a Native American dancer and a bicyclist.
- The reverse side reads, “1 out of 3 Idaho kids who have been drunk say their parents have no idea. Would you know? Learn the signs of underage drinking at BeTheParents.org/today.”
- Accompanying images show three teens of diverse ethnicities, two smiling and one not. (The same images are at the top and bottom of the website homepage).

The website’s messaging falls into two main categories:

- Be Aware (know the signs and learn the risks of underage drinking)
- Be Engaged (start talking, stay talking, check in, and find their passion).

Teen profiles on the website show passions including acting, baking, volunteering, cycling, music, and Native American dancing and crafts.

The messaging creates a sense of urgency with parents around times when underage drinking may be more likely.

- For example: prom season and summer vacations. (“Parents, pay attention *now...*”)
- They feel that parents appreciate this tip.

Messaging stresses that sober kids learn best, while substance use keeps kids from being their best.

- To create a social norm that underage drinking is not a rite of passage, they are careful to never make teen drinking sound funny, cool, or OK in any way.
- Because of state control of liquor, campaign staff aligns campaign’s messaging with the liquor board. However, they are careful not to put a liquor board logo on the campaign website/materials since that would be “uncool” to teens.
- They did not use distinct messaging for specific sub-audiences.

Consequences

- Idaho Office for Drug Policy ran a secondary campaign, Sticker Shock, which focused on the consequences of adults buying alcohol for minors – a misdemeanor. (Source was the law.)
- *Be the Parents*, however, mostly steered away from consequences in favor of strengths based messaging.
 - Nevertheless, they include a few mentions of harms. While it's lower in the hierarchy than the positive parenting advice, they do mention that “social hosting is illegal” and “the earlier your child starts drinking, the more likely they are to become alcohol-dependent.”

Terminology

- They did not feel they have been incredibly discerning about word choice in terms of how they generally discuss alcohol consumption.
- However, they are careful not to refer to drinkers as addicts, abusers, or having a disorder. Most people who drink do not self-identify in this category.
- They are cautious about imagery. They don't ever show a beer bottle, for example, as it unintentionally glamorizes what they don't want teens to do, even if they put the bottle in a red circle with a line through it.

Advertising/Social Marketing

- Parents' resources include conversation cards (formatted like a deck of playing cards) distributed at Back to School nights, PTA meetings, and coalition members' events.
- They've used TV, radio, web with video, and billboards. The 0:30 PSA (“Aspen”) for TV and other video uploads are available here.
- Next, they will start a 30 Day Challenge with activities for parents to do and track.
 - They intend to move away from giving parents passive reading material, towards inspiring them to take active steps such as having dinner with their teens.
 - They will also give mini grants to coalition members to implement in their communities.
- Schools are a new focus for distribution.
 - They are producing window clings for schools, e.g. inspirational messages about finding your passion, which students will find on a school bathroom mirror.
 - Idaho Office for Drug Policy is offering to provide participating schools with outcome data and guidance. For example, a school that participates will receive data about drinking behavior among students at that specific school, as well as a guide with specific tips such as hosting a lunch-and-learn with parents to help them.

Other Campaigns

Idaho Office for Drug Policy recommends *Parents Empowered* in Utah, and *Be the Parents* links to *Parents Empowered* in the Learn More resources on their site. They praised Utah's multimedia approach, including "amazing" PSAs for TV and radio, and noted *Parents Empowered* uses strengths based and actionable messages. ("Here's something good you can do for your kids...") *Be the Parents* also links to several pieces of material from Partnership for Drug-Free Kids.

Outcome Statistics

Because *Be the Parents* gets annual funding through the state legislature to prevent underage drinking, Idaho Office for Drug Policy wants to show they're spending the funding well.

The Idaho Office of Drug Policy shared the following outcome statistics.

- According media analytics, *Be the Parents* reached 72% of the target audience, females aged 25 to 54.
- In April 2017, the campaign recruited 320 Idahoans 25 to 62, with at least one child between the ages of 8 and 20, through Facebook to take a survey to measure outcomes. Under 13% of respondents reported seeing the campaign.
- The campaign also received a statewide evaluation of the media campaign, via the Idaho Parent Survey. The survey assessed Idaho parents' attitudes toward youth alcohol use, attitudes toward the activities and behaviors related to preventing youth alcohol use promoted by *Be the Parents*, and whether they followed through with those behaviors.
 - The findings showed:
 - No statistically significant differences between respondents exposed and not exposed to *Be the Parents*.
 - Results do suggest a campaign effect on the primary campaign message: "Children who participate in activities they are passionate about are less likely to drink."
 - More adults exposed to the campaign agreed with the message than those not exposed (90% vs. 72%).
 - Parents reporting campaign exposure overwhelmingly agreed the parenting practices promoted by the campaign were effective in preventing youth alcohol use.
 - The evaluators observed a ceiling effect:
 - Parents not exposed to the campaign agreed the parenting practices are effective with nearly the same very high frequency as exposed parents.
 - For all of the parenting practices, a large portion of parents agreed the practice was effective in preventing children from using alcohol.
 - Less parents reported *actually* engaging in the parenting practice with their own children in the past 6 months.
 - The evaluation noticed a pronounced disparity between parents doing activities that directly and indirectly address youth alcohol use

- Direct: setting clear rules about not drinking or discussing risks of use with children
- Indirect: involving children in extracurricular activities or asking children about their day
- Given these findings, the evaluation recommended campaign leaders consider providing parents with practical strategies to encourage them to take action on the activities and behaviors promoted by the campaign, particularly those that directly address their children's use of alcohol.
- The survey also asked respondents what they thought *Be the Parents* was trying to say.
 - Of the 30 respondents who answered the question, 19, or 63%, reported the campaign's message is "parents should be involved and set boundaries for children."
 - Respondents also said the campaign's message is "parents should take to/teach their children about alcohol," "youth should not use alcohol," "parents should deter alcohol use," and "involving children in other activities deters use."
- The survey asked respondents whether they had performed a series of activities considered to be good parenting practices with their children age 8–20 in the past 6 months. Overall:
 - Parents reported doing activities that directly addressed their children's alcohol use less frequently than practices that indirectly prevent their children from using alcohol.
 - For example, across both the exposed and not exposed groups, only 51% and 58% reported talking with their children about what to do if offered alcohol or the risks of alcohol use, respectively.
 - In contrast, almost all parents from both groups reported doing the activities that indirectly prevent alcohol use, such as knowing the location of their children after school and encouraging their children to discover activities that interest them.
- The evaluation did not find significant differences on any of these parenting practices between parents who were exposed to the campaign and those who were not. However, the small sample size of the exposed group might limit the ability to detect differences in the groups.
 - Although not significant, the data trends toward exposed parents more frequently reporting the direct activities than non-exposed parents.
 - For example, 74% of exposed parents reported having set clear rules with their children about not drinking while underage, compared to 64% of non-exposed parents.

As for other campaigns with outcome statistics, Idaho Office for Drug Policy recommended *Parents Empowered* as another campaign with good evaluation; they've seen it presented at conferences before.

Because of naysayers in the legislature, they pull statistics that generally show that media campaigns have an impact on social issues (for example, the Truth Initiative's success is helpful, even though it's not alcohol-related) and they show the legislature that they do test the campaign with their target audience.

Alcohol. Think Again.

<http://alcoholthinkagain.com.au/>

Government of Western Australia

Managed by the Drug, Alcohol and Prevention Services Division, Mental Health Commission (MHC)

Advice from the Campaign

- **Focus on what alcohol can harm now, not just long-term health effects.**
Some adults need to hear about short-term harms and the fragility of their body today. Others need to hear about long-term harms such as stroke, heart attack, and cancer.
- **Make it very clear that the campaign isn't talking to someone else.**
Creative shows the home environment as a visual cue that "we're speaking to you." The target audience should recognize the setting.
- **Use paid media.**
A media spend is necessary, to compete with alcohol brands.
- **Test messaging and creative concepts rigorously.**
Facebook analytics show surprises in which creative concepts interest the target audience. "Concept testing is key. People will surprise you."

As background, this campaign evolved significantly over the years, and includes a variety of very different creative concepts. Each of the hyperlinked pages below gives detailed explanation of campaign objectives, target audiences, messages, sample creative including TV spots, and, in some cases, evaluation.

Campaign staff discussed many of the campaigns during the *Alcohol. Think Again.* interview, since each campaign's evaluation informed the next, so PRR recommends viewing the campaigns online for context.

- The current campaign is "Glassbody," in which the human skeleton is depicted in thin glass tubes, with the effects of alcohol on organs visible inside.
- Previous campaigns part of *Alcohol. Think Again.* include:
 - "What You Can't See" with anatomical paintings (2010-2014)
 - "Could Happen to You" focusing on cancer (2012-2014)
 - "Spread" and "Stains" depicting cancer's link to drinking more than two glasses of alcohol per day (2010-2012) by showing red wine spills turning into cancer cells
 - "No Alcohol During Pregnancy is the Safest Choice" (2012-), and "Strong Spirit Strong Future" for aboriginal women who are pregnant (2010-2014)
- Underage drinking: A sub-campaign against adults buying alcohol for minors began in 2007.

- Underage drinking spiked in Australia when ready-made mixed drinks entered the market and became an “overnight problem.”
- MHC responded by asking teens what harms they experienced when drinking, e.g. fighting, vomiting, injuries, and bullying, and then shared that specific information with parents, along with stressing the effect on the developing brain.
- This was new information to parents, who had previously viewed denying their teen a drink at home as a matter of strictness in parenting vs. medical and social harm to their child.
- However, focus groups did not think the campaign gave enough proof of harm. Therefore, MHC convened a panel of experts – pediatricians, EMTs, school psychologists, etc. – who spoke to the diverse harms they witnessed, from bullying to school attendance.
- This commercial tested well, with respondents viewing the experts as “believable.” They ran the campaign for four years until March 2017, and will run it again with a refresh later this year.

Goals

Glassbody launched in 2016, to reduce excessive drinking (defined as more than two drinks per day), by making the target audience realize that it’s toxic today.

This evolves the conversation based on learnings from previous campaigns, especially *What You Can’t See*. Using their behavior change model, the campaign staff recognized that some people make changes earlier than others. While previous campaigns focused on long-term effects such as heart disease and stroke, *Glassbody’s* proposition is to consider what alcohol can harm *now*, not 20 years from now.

It’s worth noting the previous *Alcohol. Think Again.* campaigns on long-term health effects achieved success in their own right (see Outcomes section), and *Glassbody* is intended to build on that success by shoring up outreach to the part of the adult population who needed to hear something else.

Campaign objectives:

1. Increase awareness of the National Health and Medical Research Council (NHMRC) long-term harm guideline. The lifetime risk of harm from drinking alcohol increases with the amount consumed so the NHMRC stipulate for healthy men and women, drinking no more than two standard drinks on any day reduces the lifetime risk of harm from alcohol-related disease or injury.
2. Understand that alcohol is damaging and that regularly drinking above the guideline can place you at risk of serious alcohol-caused disease over your lifetime.
3. Increase feeling personally at being at risk of being diagnosed with alcohol-caused conditions.

Audiences

Adults aged 25 to 54 years.

- Drinking patterns change a lot at age 25, as many adults settle down, marry, and work a full-time job. (This is a generalization made by campaign staff.)
- *Alcohol. Think Again.* addresses an after-work evening drinking pattern rather than binge drinking at university.
- They cap the audience at age 54 because chronic diseases are still preventable, compared to the risk of disease that emerges at age 55+.
- Originally, the target group was women only, but they revised to men and women ages 25 to 54 after reviewing consumption data.
- Binge drinkers are not a target audience; once they start, they are unlikely to stop because of a campaign. Therefore, the focus is downstream, on prevention. Additionally, very few people self-identify as binge drinkers, so it's easy for them to dismiss a binge drinking campaign.

Messages

The campaign based its key messages on the NHMRC Guidelines on low risk drinking levels, with the assistance of multiple medical experts. The campaign focuses on the damaging effects of alcohol and emphasizes how the body is fragile and reducing alcohol consumption can reduce a person's risk of alcohol caused disease such a stroke, heart attack and cancer.

The campaign encourages people to reduce their risk, having no more than two standard drinks on any day in accordance with the NHMRC guideline for reducing the risk of alcohol-related harm over a lifetime.¹

Key messages:

- Alcohol causes damage. Regularly drinking more than two standard drinks increases your risk of alcohol caused disease including stroke, cancer and heart attack.
- Reducing your drinking (number of drinking occasions and/or quantity at each drinking occasion) will reduce your risks.
- To reduce your risk of alcohol-caused disease, have no more than two standard drinks on any day.

MHC reviewed attitudinal data gathered every November and mapped messages to life stages. Disease message testing showed that some people focus on the accumulation message (i.e., "alcohol's effects add up over time, even if you're not an alcoholic"), but positive framing did *not* work well (i.e., "every drink you don't have reduces your risk").

Others tune out long-term harms messaging. Because the campaign covered long-term effects so well previously, *Glassbody* focused on immediate vulnerability to speak to the

part of the audience who had not yet resonated with *Alcohol. Think Again.* campaigns. (Please see the Consequences section, for the progression of harms-related messaging and responses, from 2010-2018.)

They uncovered lifestyle and appearance as motivators for reduced alcohol consumption among the target audience—including managing weight and having healthier looking skin. Focus groups tested messages with representative samples of ages and socioeconomic groups in Western Australia.

As for sub-audiences, a sub-campaign targeted adults who serve or buy for minors. Previous efforts directed at pregnant women are included in the links above, but were not discussed during the interview.

Though they conduct testing on attitudes towards policy, they are not allowed to message about legislative change, as a government entity. They have to have an NGO partner do advocacy work.

Consequences

MHC evolved their approach to consequences over the progression of *Alcohol. Think Again.* campaigns:

- For *Spreads* and *Stains*, the visual and message of red wine turning into cancer cells was very simple and easy for the audience to understand.
 - However, the backlash was that, “You (health professionals) tell me everything causes cancer.”
- This is why *What You Can’t See* expanded beyond cancer. It’s meant to look like an anatomy book, showing all the potential areas for damage.
 - However, respondents rationalized that harms such as liver disease are only for alcoholics, not them (even if they consumed alcohol daily). People did not think they have a problem, and assumed it must be someone else the campaign is trying to reach.
- As a result, *Glassbody* focuses on present-day vulnerability of the human body rather than chronic diseases that may appear decades into the future.
- For *Glassbody*, they are now in the process of adding more tips, having received initial feedback that 4 in 10 drinkers want specific tips in how to reduce their consumption (such as how to decline a drink in a social situation).
 - They were surprised by the level of practical tips that people want in order to change their behavior.

Terminology

Language is consistent with NHMRC Guidelines. They speak about “harm” and “harmful drinking” rather than “risky drinking.” Also they do not ever show alcohol when they are talking about avoiding it, as it can unintentionally look appealing to the viewer.

Australia’s liquor industry uses a similar message to “please drink responsibly.” There, it is “Drinking: Do it properly.” The accompanying visual is a Don Draper-like character,

from the Mad Men era. MHC never repeats those words or images. The industry is deliberately vague in what drinking properly means; MHC tries to be prescriptive in specifying no more than two standard drinks per day.

Advertising/Social Marketing

The campaign uses TV, radio, social media (paid and unpaid), PR to reach parents, and web:

- Specific mediums vary depending on budget and time of year. Health campaigns are effective during the New Year's Resolutions time period. Youth campaigns for parents do well at Spring Break.
- TV is more affordable in Australia because they do not have cable, so they can effectively reach a large audience by buying on just a few channels.
- Apple TV pre-rolls, YouTube, and Facebook video are really effective digital media for getting spots to younger viewers.

Other Campaigns

MHC looked at evidence from tobacco campaigns because it was hard to find published articles on alcohol prevention other than college-age binge drinking. Victoria, Australia, did a thorough review that was helpful.

Outcome Statistics

MHC tests *Alcohol. Think Again.* campaigns during concepting and evaluation. In testing *Glassbody*, respondents said they thought about toxicity while drinking (in the moment).

- Because 98% understood the campaign's messages, MHC is "very confident" in the campaign approach.

As mentioned above, *Glassbody* follows previous attempts to speak about long-term health effects, in order to reach adult audiences who tune them out. That does not mean long-term health effects have no impact on adult drinkers. For example, outcome statistics were available for *Could Happen to You*.

- The vast majority of the community derives the correct message from the ad, with 91% recalling the message, "There is a link between drinking alcohol and getting cancer" as being part of the advertisement.
- A significantly higher proportion mentioned two standard drinks as the guideline to minimize long-term health risk compared to previous evaluations.
- Three-quarters of the community now know the guideline for reducing the risk of long-term alcohol-related harm is drinking no more than two standard drinks on any day.

- Approximately 20% of drinkers have recently taken steps to reduce their alcohol intake.

I Strengthen My Nation

<https://www.wernative.org/blog-posts/i-strengthen-my-nation>

(Note: We R Native updated its focus to teen dating and healthy relationships in February. I Strengthen My Nation content was more prominent on the site at the time of the interview.)

Northwest Portland Area Indian Health Board (NPAIHB)

Advice from the Campaign

- **To make the most of limited funds, consider an approach that does not require frequent updates.**

A side benefit to using a positive approach and uplifting message is that the campaign retains universality and doesn't become outdated as the audience's concerns change. Because they avoid using a lot of statistics, even the fact sheets do not require frequent updates. The campaign is one of the longest running and still looks relevant. It doesn't look five years old.

- **Depict teens watching each other.**

To visually emphasize that other teens see positive choices, teens are always shown in relation to each other, never alone.

Goals

Campaign started in 2013 to empower youth to make healthy decisions regarding alcohol and drugs and resist the pressure to consume alcohol. NPAIHB used a social marketing planning process to develop the campaign.

Audiences

Native American youth, intentionally avoiding focus on specific tribal affiliations.

- There are 43 tribes in the Oregon, Washington, and Idaho area, so any regional campaign would already need to factor in diverse experiences from tribe to tribe.
- However, the audience is not exclusive to the region.
 - NPAIHB received a grant from an individual donor who tasked them with creating a nationwide campaign.
 - The campaign was careful to avoid Pacific Northwest imagery or specific local tribes.
 - They made sure to feature a variety of settings where Native American youth live: urban, rural, suburban, and on the reservation.

Messages

NPAIHB brainstormed a variety of slogans, and then took them to conferences and tested them in surveys. *I Strengthen My Nation* is a result of that workshopping approach. This was in lieu of more formal testing of a campaign name.

Pre-campaign surveys showed that youth influence friends on alcohol and drug consumption. Therefore, the campaign stresses teens' positive influence on other teens in the community when they decline to drink. Data also showed teens are influenced by parents and other adults.

- You affect other people, even if you don't think you do. People notice your actions. You have influence. Think about it. What someone sees you do... can change their life. That one choice strengthens you, strengthens others, and strengthens your Nation.
- Most Native teens do not use drugs and alcohol. Native American teens are actually the group that abstains from drinking the most.
- It's ok to talk to your parents. It's ok to say no to alcohol.
- By standing up to pressure, you can strengthen yourself, influence your friends, and strengthen your nation.

Educators and parents also wanted a message for how to help youth avoid drinking. For example, teachers wanted to know what to say to a parent who thinks it's acceptable for their teen to drink in their basement because there's no risk of drunk driving if the consumption happens in the home.

It was important to create a message that is respectful of the parent:

- I want our children to know they're our next generation, and by not drinking, they're going to take our nation to the next level.

Consequences

Individual harms were not the point of the campaign. Other than a few facts on the fact sheet, consequences were not mentioned.

Terminology

The wording is "people are watching you" as opposed to "do the right thing."

- Emphasis is on the effect of individual behavior on the greater community's health, rather than harms to one's own health.
- While the message that one's behavior affects others' lives could be scary, the campaign worked hard to keep it hopeful.

They always use the word “child” not “teen” or “adolescent” when talking to adults about youth drinking.

- The words “your child” appeals to the parents’ emotions and pulls at the heartstrings.
- Also, the wording reiterates that people under the age of 21 are not legal adult drinker—because they are not adults.
- Since it’s an underage audience, they can be emphatic in saying don’t drink at all, as opposed to talking about what amount is excessive.

In terms of visuals, they never show a teen solo.

- They always depict teens watching each other in a group; friends see the choices teens make regarding drinking.

Advertising/Social Marketing

Methods included print materials (3 brochures and fact sheets) for teens and parents, 0:30 radio and video PSAs (including one starring Chaske Spencer, an actor from the Twilight saga), posters, lanyards, very popular t-shirts with the feather image from the / *Strengthen My Nation* logo, partner toolkit, social media, pop-up banner and PowerPoint for events, and window clings.

To promote youth engagement, they used a fill in the blank placard reading, “I _____ to strengthen my nation.”

- Teens would fill in the blank with a positive activity, such as skateboarding, rather than a negative activity such as drinking.
- Teens sent NPAIHB photos of themselves holding their signs at events.
- This happened prior to the hashtag era, which would have made it easier to track how many teens posted these photos on social media.

Other Campaigns

They are inspired by *Above the Influence* and the Truth Initiative. They also noted that Australia leads on alcohol prevention campaigns, and remembered seeing an Australian campaign about parents as influencers. Locally, they like the *mORe* campaign and related Positive Community Norms’ training from the Montana Institute. NPAIHB also referenced their own staff’s experience from previous work with teens on other issues, from HIV to bullying.

Outcome Statistics

The donor who funded the campaign did not give funding for evaluation, and the campaign did not track results. The directive was to spend the funds on implementation.

The campaign disseminated materials widely, often through partners, so they do not track the tools' use or behavior change. For instance, they gave hundreds of posters to various partner groups to distribute, and would have to go back to each partner to ask for feedback. Nevertheless, they have a lot of anecdotal responses that parents and teens expressed excitement about the positive messaging and resources.

Parents Empowered

<http://parentsempowered.org/>

Utah Department of Alcoholic Beverage Control (ABC)

Advice from the Campaign

- **Speak with sensitivity.**

Most parents believe they're doing a good job of parenting. The campaign must tell them they can and need to do an even better job. But, it needs to do it in a way that avoids being moralistic, judgmental, manipulative, or dictatorial, or there's a good possibility parents will tune the message out.

- **Parenting styles and practices differ widely by culture.**

Attention to these differences should be factored into campaign strategies.

- **While a lecture will not work, the campaign can't be "all fluff."**

Once parents are listening, the campaign must pivot to the follow-up message on bonding, boundaries, and monitoring.

- **Children age into adolescence every day, so there are always new parents of teens to reach.** The work is never done.

Goals

Parents Empowered is a media and education campaign funded by the Utah Legislature. ABC staff and stakeholders designed the campaign to prevent and reduce underage drinking in Utah, by providing parents and guardians with information about the harmful effects of alcohol on the developing teen brain along with proven skills for preventing underage alcohol use.

- When the campaign founders and stakeholders had their first discussions in 2006, marketing was new to a large part of the prevention community in Utah and people laughed out loud when ABC staff said they wanted to do ads.
- Nevertheless, the ultimate goal of "eliminate underage drinking in Utah, period" was powerful enough to break from their usual methods and silos.
- With underage drinking trending up while the national average was trending down in 2006, they agreed to work around reshaping a no-underage-drinking social norm.
- Today, SHARP data shows underage drinking percentages are dramatically down.

The 2017 communications objectives (latest available) include:

1. Increase perceptions that underage drinking is a dangerous problem and not a harmless rite of passage.
2. Motivate and empower parents to keep their children alcohol-free by adopting specific monitoring behaviors.
3. Change the “not my kid” mindset many parents have. According to the Centers for Disease Control and Prevention, the parental behaviors that empirically have the greatest effect on raising drug- and alcohol-free kids are:
 - Involvement in children’s lives and their activities
 - Use of positive reinforcement—praise, rewards, and rewarding positive activities
 - Effective limit-setting with clear rules and consequences for rule violation
 - Parental monitoring of children’s activities, including knowing all their friends and being involved with their schoolwork

In other words, bonding, boundaries, and monitoring: the three pillars of the Parents Empowered campaign.

Audience

Parents and guardians of children ages 10-16:

- This is the age range in which parents can make an impact.
- Past assessments showed that starting younger was not effective.
- After age 16, kids make their own decisions and have established peer groups, if their parents are not already involved.

ABC staff looked at *Strengthening Families* to identify which parenting skills to stress. This is the origin of their focus on bonding, boundaries, and monitoring. Parents often feel intimidated by the prospect of facing underage drinking alone and need support to establish and enforce rules about alcohol as well as understand the dangers that make it necessary.

Next, ABC considered what parents need to hear in order to actively use these skills. They conducted surveys and learned that talking about the developing brain was key. Parents need to worry about more than their teen surviving drunk driving one night; they need to consider the effect of that night’s drink on their child’s health for the rest of their life.

Parents Empowered is different from other strengths based campaigns in that it balances positive parenting skills with clear discussion of harms. ABC staff felt that, “We

know the solution. We needed a way to get it out there.” Thus, they selected a mass market campaign for broad distribution.

Sub-audiences:

- Adult influencers comprise a secondary audience – the faith leaders, community leaders, doctors, entertainment industry, business leaders, etc. who can support parents and generate media attention.
- Children and teens are not targeted themselves.
 - Targeting parents is more effective – both for preventing underage drinking and increasing youth perceptions of the danger of alcohol use (Office of National Drug Control Policy data).
 - However, the campaign does focus its resources towards parts of the state with the highest rates of underage drinking, based on SHARP data.
- For diverse audiences, website visitors can toggle from English to Spanish, and some TV spots have a Spanish translation.
 - However, they put greater importance on giving mini grants to local community partners who can reach diverse audiences, isolated rural audiences, and ski resort areas. The 12 mini grant recipients primarily do work on the county level.

Messages

Message development factored in diverse parenting styles in Utah.

- A sizeable religious community in Utah views drinking alcohol as morally wrong. This group needs little convincing that underage drinking is harmful but may experience a “not my kid” perception.
- Others in Utah generally disapprove of underage drinking (and always disapprove of drunk driving), but may view underage drinking as a somewhat harmless rite of passage.
 - In Utah, approximately 30% of the underage drinkers get their alcohol from home with their parent’s permission.
 - This group needs to understand that underage drinking is not an inevitable rite of passage and it is more than simply a safety matter that can be solved by preventing drunk driving. Underage drinking is a health/developmental concern and increases the potential to negatively affect the health and course of a young person’s life.

For both sets of parenting attitudes, ABC needed to change the norm and get parents to take underage drinking in their family seriously. Therefore, *Parents Empowered* often leads with a message that it’s not a matter of “if” – it’s a matter of “when” – someone offers the viewer’s kids (under the legal age of 21) alcohol, and shows teens from all

walks of life including religious communities. Then, they talk about the reasons why this matters.

As for harms, the two *most* resonant messages with Utah parents are:

- “Teen drinkers are far more likely than adults to become addicted.”
- “Underage drinking can cause long-term damage to a teen’s developing brain, impairing memory, learning, judgment, and impulse control.”

Consequences

The two *most* resonant consequence-related messages, which tested well with Utah parents, are:

- “Teen drinkers are far more likely than adults to become addicted.”
 - To put the early addiction curve into consumer terms, “The earlier your child starts drinking alcohol, the greater the likelihood of later addiction. It’s a lifelong issue.”
- “Underage drinking can cause long-term damage to a teen’s developing brain, impairing memory, learning, judgment, and impulse control.”

Additional consequence-related messages that tested well included:

- Underage drinking is a gateway to drug abuse
- Underage drinking leads to bad decisions
- Underage drinking prevents your child from reaching their full potential

Terminology

Wording emphasizes nothing good can come of underage drinking. The campaign uses no “be smart” about drinking buzz words, because they see no middle ground.

Advertising/Social Marketing

Traditional Media:

Parents Empowered uses paid traditional media – not a PSA. ABC decided early not to air PSAs because they wanted prime time viewership rather than a 3am airing. They use TV, radio, print, and outdoor advertising. In 2016-2017, the TV spots included the following.

- *Countdown* builds a sense of urgency among parents about preparing their child to say no to underage drinking by starting with the premise that it’s only a matter of time before someone offers their kids alcohol while they’re under the legal age of 21. The spot shows kids from all walks of life will face this decision, helping

parents have a moment of introspection. The spot was cast and filmed with producing a Spanish version in mind.

- *Not Every Kid* is a touching example of how life can work out differently than how kids planned, but parents can lovingly support their kids in every situation. And, while not every kid will do everything they hoped, every kid will face the decision to try alcohol underage. Parents need to plan for the worst as well as the best. When parents set clear expectations and boundaries, kids feel prepared when the moment arrives.
- *Magic Marker* shows even “good” kids need help when it comes to underage drinking. It’s haunting as it shows immediate harms (poor academic performance, violence, promiscuity) and long-term harms (developing brains at greater risk for addiction and depression later in life). It’s also hopeful as it shows parents watching at home and realizing they still have time to teach their kids about underage drinking.

ABC purchased media on network TV (KSL, KUTV, KTVX, KSTU), cable TV (Comcast), Hispanic TV (KUTH, Comcast/Galavision), cinema-based advertising in rural areas with less media space (attached to major movie releases), and radio (general market and rural radio).

- The campaign flights media seasonally to focus on key times when youth use alcohol, such as: spring break, graduation, summer vacation, holidays, at the start of the school year when new friendships are formed, and Mother’s Day/Father’s Day when adults reflect on their role as parents.

They noticed that scare tactics are ineffective. Humor helps *Parents Empowered* ease into a conversation with parents about the need to step up their parenting behavior, followed by some teachable tips.

- For example, the *Expand the Talk* billboard shows a bird, a bee, and a beer glass.
- Another billboard reads, “Some parents believe their kids won’t be offered alcohol... and in unicorns.”
- The radio spot *Dad Jokes* narrates kids cringing at their parents’ corny jokes but definitely listening.
- *Weird Holidays* involves a mom going so far as to invent a national holiday to spend quality time with her son.

The point is the listener need not go to such great lengths, but should work on simple and consistent bonding, every day, to help prevent underage drinking. These radio spots, and some new TV spots, are available to view [here](#).

Digital and Social Media:

ABC used a variety of digital media including interactive banner ads, social media, Pandora. They kept *Parents Empowered* concepts simple here for small space:

- “For teen brains to grow, alcohol is a no.”
- “Underage drinkers are 4X more likely to suffer from depression. Set clear rules against underage drinking.” “
- Teens today drink at an earlier age and drink more in one sitting.”

Social media strategies included:

- Using real families’ positive stories about setting boundaries to resist peer pressure
- Videotaping focus group attendees for social media content
- Using hard-hitting facts

In 2017, ABC increased the reach of *Parents Empowered* on Facebook by 89 percent and the fan base by 40 percent.

As a result, ABC plans to capture more video for Facebook in the future, featuring parents’ challenges, triumphs, and experiences dealing with underage drinking in a testimonial style. They also plan to partner with the U.S. Ski and Snowboard team and leverage the athletes’ fan base on social media.

Non-Traditional Media:

Additionally ABC uses novel approaches to cut through the clutter:

- For instance, they created *Parents Empowered eNOjis* to help parents set boundaries and say no to requests they receive over text message.
- Additionally, they were first to wrap Utah’s garbage trucks with creative, and cities donated the truck ad space for free. The garbage trucks travel past 18 million homes per year, with messages reading:
 - “Utah is the driest state in the nation. Let’s keep it that way.” (Image of desert landscape.)
 - “Teen brains are melting at an alarming rate. Set clear rules against underage drinking.” (Image of brain made out of snow, in polar icecap setting.)
 - “Alcohol endangers teens. Set clear rules against underage drinking.” (Teen caught in six-pack rings, like an ocean animal.)

Other Notes on Media:

- PR is used to promote newsworthy events.
- The website is foundational, but traditional/digital advertising and community partners are what really get the message out to the masses.
- They also decided not to make Parents Empowered about branding ABC's name and "checked their ego at the door." They are appropriately disclosed as the manager of the program, but not prominent.

Other Campaigns

Rather than study other campaigns, they reviewed the science on reducing underage drinking and building collective responsibility, particularly the National Academy of Sciences report to Congress.

Outcome Statistics

Parents Empowered goes through yearly evaluations in order to be accountable to the state legislature. In addition to SHARP data, ABC's vendor has conducted 20 waves of surveys since 2006.

Results from the 2017 SHARP survey show:

- Lifetime use of alcohol (youth who have ever tried alcohol) continues to decline overall among all grades, dropping from 18.8 percent to 18.1 percent, with the largest drop among tenth-graders.
- However, some areas of the state are experiencing a modest increase in underage drinking, highlighting the need for continued vigilance.

Additionally, in 2015, ABC undertook a 10 year review of Parents Empowered, and concluded:

- The outcomes are positive. The 2015 SHARP Survey highlights that youth lifetime, 30-day use, and binge drinking percentages show statistically significant decreases since 2005. From 2005 to 2015, alcohol use rates are down in all measured categories:
 - Lifetime (ever drank alcohol in your lifetime more than a few sips) = down 33%
 - Past 30 days = down 45%
 - Binge drinking (5 or more drinks in a row in past 2 weeks) = down 45%
- Utah's underage drinking rates are lower and decreasing faster than the national average.
 - Underage drinking in Utah has decreased every year since the Parents Empowered campaign was launched in 2006.

- Compared with the 2009 Utah State SHARP survey, the 2015 SHARP survey indicated:
 - 13,056 fewer Utah children that have ever reported trying alcohol in their lifetimes
 - 9,139 fewer teens used alcohol in the past 30 days; and
 - 6,201 fewer kids engaged in binge or heavy drinking.
- Despite great progress, much remains to be done.
 - Approximately 500,000 kids (K-12) are currently enrolled in Utah schools. An additional 13,000 new kids will enter school each year.
 - Thus, the potential number of underage drinkers (and their parents) increases each year.
 - This growth creates an opportunity to provide valuable knowledge and parenting skills to help communities understand the seriousness of underage drinking, for generations to come.

Initiative 1183 (The “Costco Initiative”)

Spoke with the Protect our Communities who ran the *No on I-1183* campaign

After the interview, OHA-PHD and PRR also received communication from the former principal investigator for a Robert Wood Johnson grant to study the impact of I-1183 in Washington, now on staff at OHA. Her data and analysis are summarized on the following page, following the *No on I-1183* campaign’s interview, and largely support the *No* campaign’s hypotheses and suggestions.

Advice from the Campaign

- **Address any failure to offset effect on public safety through taxation.**

Before I-1183 passed, Costco introduced a previous attempt, which failed because of the high cost to state and local government to maintain public safety. This made it easy to defeat the initiative. For I-1183, Costco pivoted and added a giant tax on private alcohol sales to cover public safety.

- If Costco tries to privatize alcohol sales in Oregon without taxation, talk about the effect on public safety and enforcement.
- Assuming they build in this tax, go after the facts in your response. Make a case against the initiative, or demand a better policy. Costco may win eventually, so the pragmatic approach may be to fight for a higher level of taxation.

- **Share Washington as a cautionary tale.**

“Everything you were warned about up there came true. Don’t let it happen here.” Costco will make promises that no harms will increase, but Oregon will be able to pull statistics from Washington’s example. State stores were better at underage enforcement.

- “If we were to take them on now, our message would be: We told you so.”
- **Public health harms:** Look for increased rates of consumption, DUIs, underage drinking, binge drinking private liquor stores near schools, worse enforcement, loss to public coffers, and alcohol-related theft (for example, Safeway started locking up its alcohol after losing thousands of bottles of alcohol in the first month, probably to teens – which offers good imagery for depicting the dangers to underage audiences as well as a new hassle for legal purchasers to find a clerk).
- **Broken promises on consumer benefits:** While alcohol is available in more locations, the prices did not go down as promised, and most large retailers do not offer a greater variety of choices. The retail experience is underwhelming. “You got some convenience – but at what cost?”

- **Choice message:** Many members of the public do not like that large food retailers dictate their food selections and favor big brands over local choices. This can extend to alcohol. There's no reason to believe that supermarkets would offer shelf space to Oregon's craft distillers and brewers over national brands.

Messaging

Costco led with a message promising:

- More convenience
- Lower price for alcohol

Advertising/Social Marketing

- The *Yes on I-1183* campaign, largely funded by Costco, spent more than \$20 million on the campaign (\$20,094,891).
 - Costco itself placed Initiative 1183 messaging in-store, as well as advertising on TV and direct mail.
 - This was before the era of sophisticated digital advertising and social media presence, so digital choices would be different today. Costco flooded everything that they could at the time.
- A snapshot of *Yes on I-1183* campaign spending is online [here](#), and PRR can provide a detailed breakdown of one of their larger buys via PDF attachment. PRR also has copies of the direct mail pieces used by *No on I-1183* from Protect Our Communities.

Audience

The audience is registered voters in Washington, ages 18 and older.

Within this audience, *Yes on I-1183* found several target segments:

- Some Washington residents do not support government control of anything, and value individual liberty.
- More residents simply do not think of themselves as alcoholics or substance abusers, so they feel inconvenienced without perceiving a benefit from the state's protections.
 - This group assumes the safeguards of state run liquor are meant for someone else who has a real drinking problem.
 - Meanwhile, the limited hours and locations are inconvenient for them.
 - The mindset was there for Costco to tap: "Why do I have deal with this level of oversight and go to the state liquor store when I don't have a

drinking problem and just want to buy one bottle to bring over to by buddy's poker game?"

In Washington, an initiative just needs to win King County, including its suburban cities as well as Seattle, in order to win.

- *Yes on I-1183* and *No on I-1183* used direct mail throughout King County rather than hyper-target specific sub-audiences with particular values throughout the state.

Suburban voters spend a lot of time in Costco, and forget Costco has corporate interests.

- They don't trust industry organizations in the abstract, such as trade associations, and they don't like mini marts (an Achilles heel). But, Costco is trusted and beloved.
- Members view Costco as a "hometown hero" as opposed to a large corporation and they receive Costco's messages throughout their shopping trip.

"Impact of Washington State Initiative 1183"

Robert Wood Johnson Foundation-funded review, including the following publications:

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4608622/>

<http://europepmc.org/articles/pmc4987069>

When I-1183 passed in 2011 by nearly 59 percent, it promised more tax revenue, greater convenience, and tight restrictions to protect youth, despite critical concerns about increase in liquor availability and increase in negative public health concerns.

Two years after implementation, this study reviewed the change in regulatory environment and consumption to analyze the benefits and costs to residents.

Findings include the following, with the most salient points in bold:

- Increased availability and sales
 - Spirits retailers: 328 to 1400+
 - Potential maximum hours of sale: 73 to 140
 - \$31 million net gain in spirits revenue: "extra" \$45 million for off-premise sales partially offset by loss of \$14 million in on-premise sales
 - Resources for enforcement did not increase (number of State Liquor Control Board officers)
 - Retailer "compliance" with law did not change (90%+ refuse sales to underage operatives)
- Youth alcohol use and binge drinking continued to decline

- On-trend with U.S. trends
- Some predictors of future youth drinking initially increased but diminished over time (perceived easier access at retail, as in the Safeway example above)
- Adult drinking increased modestly
 - Includes “any” alcohol drinking and spirits-specific drinking
- **Sales of liquor increased**
 - **About 1.8 million “extra” liters of spirits sold in Washington by off-premise retailers**
 - 3-4% increase overall by volume
- **Alcohol-related emergency department visits increased significantly, with thousands of extra visits**
 - Statistically significant increases in visits for minors (14% in King County; 25% for youth on Medicaid)
 - Statistically significant increases in visits for adults ages 40+ (14% increase in King County)
 - Effect stronger for males than females
 - No change for adults ages 21-39
 - “Bump” effect: initial large increase that later declined
- **Vehicle crashes increased significantly for young drivers, with about 700 extra crashes**
 - Among drivers under the age of 21, there was a 35% increase among males and 30% increase among females
 - Estimated 700 excess crashes among young drivers in 2-year post-law period
 - “Bump” effect for first 6 months, but overall rate remains higher than pre-law
 - No significant effect for older driver groups
 - DUI arrests declined – this is unclear but strains on law enforcement may impact this, due to less ability to identify DUIs
- **Addiction treatment admissions increased for certain groups, including underage drinkers**
 - Readmissions for adults significantly increased (however, adult alcohol dependence treatment did not change overall)
 - Youth treatment for alcohol as the primary substance increased 5-6%
 - Together, these groups reflect 2,000+ “extra” treatment units
- **Crime increased during the post-law period, by more than 10,000 incidents**
 - 10,000+ “extra” crime incidents in Washington state police jurisdictions

- Significant increase (about 5% each) for burglary, larceny (shoplifting), and stolen property (receiving/buying/selling)
- **Broken promise: Voters were told privatization would decrease cost, but it actually increased**
 - Liquor prices increased substantially in Washington
 - The same level of increase was not seen in bordering states of Oregon and Idaho (it's not part of a larger phenomenon)
 - 750 ml size increased by 15.5% in Washington
 - 1.75 liter size increased by 4.7% in Washington
- **Voter attitudes changed against I-1183 after it passed, and it likely would not pass today**
 - 20% of people who voted "Yes" would now vote "No," while only 4% of people who voted "No" would now vote "Yes"
 - This is enough to alter the election results, since I-1183 passed in 2011 by 58.7% to 41.3%
 - Women are more likely to want to change their votes
 - Those who feel I-1183 was not a success are more likely to report that the number of liquor stores should be decreased, suggesting the abundance of stores selling alcohol post-privatization was underestimated by some voters
 - Opinions on taxation were not relevant (neither to wanting to change one's vote nor to viewing I-1183 as a success)
 - Older age, higher education, and being a spirits buyer/drinker were significantly associated with voting vs. not voting on I-1183 at all
 - Hispanic ethnicity and being a spirits buyer/drinker were the only significant indicators for voting "Yes" rather than "No" on I-1183
 - Spirits buyers/drinkers' voting behavior may have anticipated more variety and decreased cost with privatization, but they likely now face disappointment with the continued price increases; communicating accurate price predictions may help decrease support for privatization

Be a Jerk

<http://www.beajerk.org/>

City and County of Honolulu

Advice from the Campaign

- **Choose partners carefully, considering their ability to sustain a program long-term.**

“Don’t give away your grant money to non-profits. They never have a sustainability plan for how they’ll continue the program when your money goes away, and they just stop working on the issue.”

- **Hire a passionate staff person to talk to businesses, community partners, and the public.**

Be a Jerk stalled for a while before they realized they needed to hire a high-energy community organizer too.

Goals

Be a Jerk seeks to decrease the rate of underage drinking in Honolulu, by getting parents and other adult influencers to help keep kids away from alcohol. The project began with a \$2 million SAMHSA grant, which they largely gave to non-profits for direct services, evidence-based programs in communities, and coalitions to support the campaign.

Audiences

Adults who interact with teens, not teens themselves:

- **Parents:** A large percentage of the parent population has no problem with a 19 year old drinking, for instance. They need to feel at ease in order to engage on the topic rather than perceive an accusation of being a bad parent.
- **Adult Influencers:** In addition to parents, the adult influencers targeted by *Be a Jerk* include employers in the three major industries in Honolulu—military, tourism/hospitality, and government.
 - The campaign wanted these employers to, respectively, talk to young soldiers, train bartenders and wait staff not to serve underage drinkers, and understand the impact of drinking on staff’s absenteeism.
 - *Be a Jerk* includes and somewhat conflates youth and young adults.

Messages

Be a Jerk talks about the impact of underage drinking on families when adults allow teens to drink on their properties.

They provide parents with tips on ways teens disguise their alcohol and give advice on how to engage teens in conversations that lead to family bonding. The tone is informal, non-academic, and non-accusatory:

- No one wants to be a jerk. But there are times when a problem calls for it, and that's definitely true of underage drinking. We need people to stand up and say, "If it takes a jerk to help keep kids away from alcohol, then I'm proud to be a jerk."
- Here are a few things jerks do:
 - Help people realize it's not okay for kids to drink.
 - Make it harder for kids to get alcohol.
 - Help reduce alcohol advertising that targets kids.
 - Help create laws and policies that keep alcohol away from kids.
- And here are a few things jerks don't do:
 - Give alcohol to kids.
 - Buy alcohol for kids.
 - Sell alcohol to kids.
 - Allow kids to drink alcohol in their homes... or anywhere.
- And by the way, by "kids" we mean anyone under 21. It's the kind of distinction a jerk would make - and it's an important one.
- Why do kids need jerks? Because kids and alcohol just don't mix. Why not? Drinking alcohol while brains are still developing can lead to permanent damage. Plus, underage drinking costs Hawai'i taxpayers hundreds of millions of dollars and kills more kids than all other drugs (including tobacco) COMBINED!
- The vast majority of Hawai'i teenagers say that alcohol is easy for them to get. Which means we need to do more than just say no. We need to change the way we as a society think about underage drinking.
- Who are all these jerks? There are thousands of us. We're parents, we're aunties and uncles, older brothers and sisters, and friends. We're also shopkeepers, restaurant owners and bartenders. All tackling the problem of underage drinking on a personal level, on a neighborhood level and on a community level. And we're getting things done.

For parents and caregivers:

- As a parent, you have the power to help shape the world in which your kids are raised - at home, in their schools and in the community. Here are just a few things you can do:
 - Work with your kids to create and enforce your family's rules about alcohol.
 - Make sure your home is a safe place where kids and adults are confident that minors cannot get their hands on alcohol.
 - Partner with other parents in your child's network to make sure that parties and other social events do not expose kids to drinking in any way.
 - Support and reward the decision by young people NOT to drink. Working with other parents and parent groups, you can make changes on a school-wide and community-wide level.
 - Be a positive role model by not drinking excessively, by avoiding alcohol in high-risk situations (e.g., when driving a motor vehicle, while boating, and while operating machinery), and by seeking professional help for alcohol-related problems.

Consequences

- For Youth: *Be a Jerk* highlights consequences including truancy, arrests, overdose, and death, pointing out local cases.
- For Parents and Adult Influencers: Harms for adults include the idea that “your child drinking is a sign that there’s a breakdown in the family.” A key concept is the impact on the larger group when a young person drinks, whether that is the family unit or the work culture.
- For Elected Officials: *Be a Jerk* campaign staff provides data for the specific community the official represents, to show that this is a problem affecting their constituents. This speaks to them both personally and professionally.

Terminology

The campaign creator intended *Be a Jerk* to be a bold, catchy, conversation starter and household name.

- The goal is for people ask what it means, rather than immediately disclose that it is an alcohol prevention program.
- The provocative name plays on adults’ fear of the teen response to refusing to buy/serve them alcohol. “Be proud to be called a jerk. Own it!”

The campaign also applies the concept of Host Culture, which they believe resonates for both Native and Western populations in Hawaii. The term “kuleana” is used extensively in *Be a Jerk*’s messages.

- Kuleana is loosely translated as “personal responsibility,” but it has a reciprocal quality.
- For example, Hawaiian people have kuleana to the land and when they care for and respect the land, the land has kuleana to feed, shelter, and clothe the Hawaiian people.
- Similarly, parents have kuleana to make their child successful in school, and prevent underage drinking as a means to achieve that outcome. In turn, a child who is supported in resisting peer pressure and excelling in school is a child who contributes to the wellbeing of the family unit.

Advertising/Social Marketing

Be a Jerk uses Facebook, Twitter, Instagram, pledges, promotional items, videos, a partnership with a local band, and a mascot for parades and events (though it is often too hot to use).

Campaign staff review the data for the most compelling and shocking statistics, such as Hawaii’s youngest drinker is only 7 years old, and put those facts on social media.

They have not been able to afford TV, and they have a website that they feel is outdated and hope to obtain funding to improve. Despite challenges expressed above, coalition partners are important.

Other Campaigns

They based their model on *Communities Mobilizing for Change on Alcohol* (CMCA), working through CMCA’s intervention guide and then creating their own.

Outcome Statistics

At the end of the SAMHSA grant, they did an evaluation that did not show a correlation between their program and a reduction of underage drinking.

They are undeterred knowing that it takes time, in terms of behavior change, social norms, and policy. For instance, they know it took a decade to win anti-tobacco policies that now prevent smoking on the beach. However, they no longer have a funding mechanism to track any long-term improvement.

Drinking Nightmare

<http://www.drinkingnightmare.gov.au/internet/DrinkingNightmare/publishing.nsf>

Department of Health, Australia

Interview declined, but directed PRR to some written information

Goals

Drinking Nightmare is the name of the social marketing campaign associated with the National Binge Drinking Strategy, a response to high levels of binge drinking among young Australians. At the time, alcohol-related harm caused around 3,000 deaths, 65,000 hospitalizations, and \$15.3 billion in cost of alcohol-related social problems to the Australian community, annually. In its first two years of funding, *Drinking Nightmare* was a \$20 million social marketing campaign, as part of the \$53.5 million Strategy.

Campaign objective: Contribute, along with the range of existing education, policy and regulatory initiatives, to a reduction in harm associated with drinking to intoxication amongst young Australians.

Strategic approach: Focus on short-term (acute) harms, as these are the most relevant to episodes of intoxicated drinking, to:

1. Raise awareness of the harms and costs associated with drinking to intoxication, for example:
 - Road accidents (and death/severe injury)
 - Alcohol-related violence (as a perpetrator, a victim or a witness)
 - Trauma-related admissions to hospital emergency departments
 - Unsafe sex and risk of a sexually transmitted infection (sti) and/or unwanted pregnancy
 - Social and personal consequences such as impact on families and social embarrassment

Increase, among young people and their parents, perceptions of the possibility of personally experiencing these potentially negative outcomes from intoxication, as well as increasing personal perceptions of the seriousness of these outcomes.
2. Deliver personally relevant messages to encourage, motivate and support the primary target groups to:
 - Reconsider the acceptability of the harms and costs associated with drinking to intoxication
 - Assess their own drinking behavior
 - Make changes to their own behaviors where necessary

3. Deliver personally relevant messages to encourage, motivate and support the secondary target group to:
 - Examine their own attitudes and behavior around alcohol consumption (including the way they talk about drinking to intoxication)
 - Talk to their children about alcohol use, misuse and the consequences of drinking to intoxication
 - Model appropriate behavior for their children around alcohol use

Audience

The campaign primarily targets teenagers aged 15-17 and young adults aged 18-25 years.

- Evidence shows that a high proportion of the alcohol consumed by both adolescent and young adult drinkers is at risky and high risk levels. For these reasons, 15-17 year olds and 18-25 year olds represent important target audiences for a campaign targeting the harms associated with binge drinking.
- The secondary target audience consists of parents of 13-17 year olds. While many parents believe they cannot influence their teenagers' drinking, teenagers look to their parents to provide guidance and set boundaries of acceptable behavior with respect to drinking alcohol.

Messages

The campaign and key tagline, 'Don't turn a night out into a nightmare,' intend to encourage teenagers and young adults to think about the choices they make about drinking, and particularly the possible negative consequences of excessive alcohol consumption. Excessive drinking can lead to alcohol related harm. Specifically, the campaign messages per age group include:

For teenagers aged 15-17 years and young adults aged 18-25 years:

- Drinking to intoxication can lead to socially unacceptable behavior and consequences that are regrettable; and
- Avoiding drinking to intoxication can have a range of social and health benefits.

For parents of 13-17 year olds:

- Parents and caregivers have a role in educating their teenage children about the possible consequences of excessive drinking and in setting clear behavioral boundaries; and
- Teenagers generally look to parents and caregivers for support and direction.

Consequences

Harms included health problems, injury, violence and social problems such as the breakdown of relationships.

Advertising/Social Marketing

Drinking Nightmare included advertising in all media types (TV, radio, print, online, cinema, outdoor) and an online interactive game.

Other parts of the National Binge Drinking Strategy included grants-based programs for community partners, sports club partnerships, and early intervention/diversion programs.

Outcome Statistics

Drinking Nightmare experienced high levels of awareness of its:

- Advertising
- Message on negative effects of drinking
- Message associating drinking with violence and crime

Additionally, *Drinking Nightmare* was particularly successful in reducing behaviors such as:

- Last occasion drinking
- Supply of alcohol by friends and acquaintances
- Intended use of certain controlled drinking strategies
- Current and intended drinking to get drunk
- Frequency of certain negative alcohol-related experiences
- Increasing parents' reporting of discussions prompted by advertising

However, none of these improvements were found in more than two of the three age categories for measures that applied to 15-25 year olds, or to more than two of the four categories for measures that applied to 15-25 year olds plus parents.

Furthermore, behaviors deteriorated in regard to three indicators during the campaign:

- Risk level of the highest drinking occasion in the last three months
- Current and intended use of some controlled drinking strategies
- Incidence of discussions about alcohol

Similarly, evaluators noted mixed results in regard to changes in awareness of alcohol-related harms.

Evaluators concluded:

- “The results provide preliminary evidence that the campaign has had a positive, though modest, impact on the primary and secondary audience.”
- They suggested reviewing the effect of time of year on drinking behaviors in subsequent waves of advertising and evaluation.

Communities Mobilizing for Change on Alcohol

Multiple locations, including trial with the Cherokee Nation in northeastern Oklahoma and 20+ Midwestern U.S. communities

Interview declined, but directed PRR to written information.

Advice from the Intervention

What does not work:

- **Fear-based and Information-only Programs:**

Programs attempting to persuade students not to use alcohol by scaring them do not work to change behavior. Emphasizing the dangers of alcohol may even attract those who tend to be risk-takers. Programs providing information about the pharmacological effects of alcohol may arouse curiosity and lead to drinking.

- **School Zero Tolerance Policies:**

Zero Tolerance policies automatically punish students who bring alcohol or drugs on school property or to school events, without exception. The objective is to scare students so they won't break the rules, but these policies can lead to unreasonable punishments, for example, students being expelled for possessing "drugs" such as cough drops or mouthwash. These policies also discourage students from reporting dangerous behaviors in order to protect their peers from extreme punishments. Zero Tolerance is also associated with poorer grades and higher rates of dropout and expulsion.

- **Media-Only:**

Communities Mobilizing for Change on Alcohol (CMCA) stresses that media campaigns are ineffective when they operate without interventions to address the structural, policy, and related conditions that facilitate/encourage drinking or directly provide alcohol to teens.

Goals

CMCA uses a community organizing process to make changes in communities, local institutions, and families. These changes include reducing underage access to alcohol in social circles, stores, and the community.

Instead of focusing on changing behavior of certain individuals, CMCA uses a public health approach to reduce risks for all teens in a community by changing the things in their environment that put them at risk. CMCA appears on the SAMHSA National Registry of Evidence-based Programs and Practices.

CMCA gives community organizers a great deal of latitude in selecting goals, messages, and methods. However, CMCA states that goals for reducing underage drinking *should* include:

- Create awareness about the problems associated with underage drinking

- Create awareness about commercial and social sources of alcohol to youth
- Mobilize community members to take public action on remedies that reduce the exposure of alcohol to teens
- Educate people about evidence-based formal and informal alcohol prevention measures, including policies, practices, and family rules
- Increase active enforcement of alcohol regulations at city/county, institutional/organizational, and family levels
- Change community norms regarding underage alcohol use

CMCA literature says its methods work because CMCA combines multiple, evidence-based alcohol prevention strategies to create changes at the community level, in an environmental prevention strategy. Every day, teens are exposed to messages from media and from their communities that influence their opinions about alcohol. Seeing a liquor store on the way to school, weakly enforced underage drinking laws, invitations to parties with alcohol, and other environmental cues make alcohol use more appealing. Environmental prevention goes beyond scaring teens into avoiding alcohol (which doesn't work well) by changing the environment that makes drinking alcohol easy. They focus on:

- Norms: The rules of acceptable behavior in a group or community
 - Teenagers learn norms by observing the people around them and learning what kind of drinking behaviors are normal and accepted in their family, their community, and among their friends
- Media messaging: The beliefs and expectations about alcohol that teens see through the internet, magazines, billboards, movies, and TV
 - Some kinds of messages, like funny beer commercials, are obvious, but even product placements on a TV show or lyrics in a song can influence teenagers' ideas about drinking
- Laws, rules, and policies: Different levels of governance, such as city and county councils, or administrations of businesses and schools can determine and enforce rules about alcohol use and availability
 - Examples of these kinds of policies include: limiting where and when alcohol can be purchased, limiting areas where people are allowed to drink, how schools handle alcohol-related disciplinary issues, how local police departments enforce liquor licensing laws, age of sale laws, etc.
- Accessibility: How easy it is to obtain alcohol
 - Accessibility issues influencing teen drinking include: how many stores selling alcohol are in the area, how cheap alcohol is, the presence of alcohol in the home or workplace, etc.

Environmental prevention strategies include:

- Social Hosting: Targeting adults who provide alcohol to underage teens and getting them to stop
- DUI Checkpoints: Setting up DUI checkpoints to prevent drunk driving
- Merchants:
 - Performing compliance checks to make sure stores aren't selling alcohol to minors
 - Enforcing administrative penalties on businesses that violate alcohol sales laws
- Hot-Spot Policing: Encouraging law enforcement to conduct policing in places where teens are known to gather and drink
- Public Support for Environmental Change: Gaining support from the public and policymakers through news media coverage

Audiences

CMCA reaches adults about preventing underage drinking. Much of its work is within the Cherokee Nation in Oklahoma for the following reasons.

- Native American teenagers drink at similar rates to the broader population but experience disproportional rates of damaging health and social consequences. Moreover, Native American and rural audiences are underrepresented in health intervention trials.
- The Cherokee Nation is the largest Native American tribe with 347,880 citizens, about half of whom live within the 14-county jurisdictional service area in northeastern Oklahoma.
- It is not a reservation. Cherokee citizens comprise a significant proportion of the population in this region, but these are multi-ethnic, rural communities with mainly Native American (10-44 percent) and white (44-79 percent) populations.

A "SAMHSA model programs" report notes that other communities can use the CMCA model broadly. It is appropriate to impact underage drinking for ages 13-20, diverse racial/ethnic groups, male and female youth, in rural, urban, and suburban settings.

Messages

As stated above, CMCA gives community organizers a great deal of latitude in selecting goals, messages, and mediums. However, the following harms-related messages appear in their invention guide:

- Teenager's brains aren't fully developed yet. The teen years are an important time when the parts of the brain involved in self-control, emotions, and high-level thinking are growing and maturing. Because of the toxic effects of alcohol on the brain, heavy drinking in adolescence can change how the brain grows and can affect mental processes for the rest of a teen's life.
- The risks increase the younger someone is when he or she starts drinking.
- Teens are wired to seek risks and act impulsively without considering how their actions today will affect their future.

Advertising/Social Marketing

CMCA does not centrally produce advertising, and much of the intervention work is the boots-on-the-ground effort of community outreach. However, it does recommend the following media-related tactics to community organizers.

- Use Facebook, newspaper articles, newsletters, and Twitter to educate the community on alcohol prevention and build support for your cause.
- Spread marketing on signs, websites, and in bulletins.
- Provide letters of support, editorials, and speeches.
- Be physically present at important meetings and events.
- Distribute fliers and marketing materials, such as the CMCA Community Factsheets.
- Help create marketing materials, newsletters, and press releases.

We inquired whether it provided any content for community organizers to send to media or if they needed to create their own media materials.

- While we did not receive a direct answer, CMCA provided several examples where residents (volunteering as community organizers) self-selected how to use local media strategically to advance their objectives in changing policies and standard operating procedures in their communities.
- Based on the mention of CMCA Community Factsheets, some pre-fabricated materials may also be on offer.
- Actual examples of decentralized, self-created media relations activities include sharing with the media:
 - If the resident finds police are lenient or engaging in improper behaviors
 - If the school board is preventing a needed action from happening
 - If the high school coach is hosting teen drinking parties, providing alcohol to minors, flirting with students who are under the influence, etc.
 - If the prosecutor is making deals relating to teen alcohol infractions

- If a teacher or police chief needs to be terminated because of behaviors supporting underage drinking, or just need to be put on notice to correct their behavior

These examples are typical, not far-fetched. Local action teams of residents may do these activities hundreds of times, creating a relationship with the media and feeding them information and perspectives when the time is right. The residents create the pressure for change, and work through the media to apply that pressure.

Outcome Statistics

CMCA's initial study evaluated CMCA in a randomized trial across 15 communities.

- Data collection included: in-school surveys of ninth and twelfth graders, telephone surveys of 18- to 20- year-olds and alcohol merchants, direct testing of the likelihood of alcohol sales to youth (using underage-looking youth to attempt purchases), and monitoring changes in relevant practices of community institutions. Because the study communities were randomly selected, they did not request the introduction of CMCA and were not necessarily ready to address the issue of underage drinking. Results showed:
 - Alcohol merchants checked IDs more often and were less likely to sell to minors.
 - 18-20 year-olds were less likely to provide alcohol to other teens and were less likely to try to buy alcohol, drink in a bar, or consume alcohol.
 - Arrests of 18-20 year olds for driving under the influence decreased.

In the Cherokee Nation in 2015, a prevention trial was conducted in northeastern Oklahoma within the 14-county Cherokee Nation jurisdictional service area.

- The trial involved two distinct interventions randomly assigned across six communities. Several communities received a community organizer to initiate the CMCA intervention. Each CMCA chapter chose a specific focus. These included: conducting alcohol outlet compliance checks, improving local alcohol control ordinances, working with law enforcement to increase social host enforcement, and policing efforts. Interventions included enforcement checks at retail, hot-spot policing, and paid and earned media. (Examples of media materials were not included.) Results showed:
 - High school students were less likely to drink alcohol and drink heavily (5 drinks in a row).
 - High school students reported fewer alcohol-related consequences.
 - Reductions in alcohol use varied over time and were most pronounced when the CMCA chapters were most active.

A 2017 multilevel prevention trial also found:

- Reductions took place in current use (13 percentage points), heavy episodic drinking (12 percentage points), and alcohol-related consequences (8 percentage points).
 - The degree of effect varied over time, averaging at numbers stated above but leveling off over time.
 - These results amounted to 22-25 percent reductions in outcomes relative to the control condition.
- Differences between Native American and white students were not statistically significant.
- The authors noted the community members performing the interventions may have an impact because they are fellow residents, rather than an organization or institution.

A 2018 paper provided further analysis of a randomized controlled trial showing effects of a community organizing on alcohol acquisition by youth situated in the Cherokee Nation in northeastern Oklahoma (50% male, 45% Native American).

- The study design included student surveys (four times per year over three years ending in 2017, among 1,399 high school students) and 31 waves of alcohol purchase attempts at 113 stores licensed to sell alcohol in the survey communities.
- During this time, community organizers continued to advance policies, procedures, and practices of local institutions in ways to reduce youth access to alcohol and foster community norms opposed to teen drinking.
- The study found:
 - Alcohol purchases by young-appearing buyers declined significantly, an 18 percentage-point reduction over the intervention period.
 - Student survey results show statistically significant differences in the trajectory of perceived police enforcement, increasing 7 percentage points; alcohol acquisition from parents, decreasing 4 percentage points; acquisition from 21+ adults, decreasing 6 percentage points; from underage peers, decreasing 8 percentage points; and acquisition from stores decreasing 5 percentage points.
 - The authors concluded CMCA is effective in reducing the availability of alcohol to underage youth in the United States.
 - Furthermore, results indicate that the previously reported significant effects of CMCA on teen drinking operate, at least in part, through effects on alcohol access.

Appendix B: Other Campaigns Reviewed

mORe Campaign

<http://www.oregonmore.org>

Oregon Health Authority and Center for Health and Safety Culture (Montana State University)

Goals

The *mORe* project's goal is to reveal concern and hope about underage drinking in Oregon, in order to promote meaningful change and transformation. Its series of communication campaigns intend to guide conversations about underage drinking and correct misperceptions.

The campaigns balance two goals:

1. Confront the seriousness of underage drinking
2. Build hope that communities can work together to reduce risk and create positive change

Audiences

- Parents of teens
- Teens themselves
- Influencers including law enforcement, merchants, and policymakers

Messages

The campaign uses strengths based messaging.

- While more than 170,000 underage drinking episodes occur monthly among Oregon high school students (according to 2010 data), the majority of Oregon teens choose *not* to drink alcohol (according to 2012 data).

The tagline of “mORe Oregon teens choose not to drink” in posters, photos, and videos. The tagline reflects the dedication of Oregon prevention leaders to support and nurture this positive norm throughout the state.

- High School Student to Peers: I choose not to drink, because I want more.
- Supporting Parent Involvement: Engage. They want more.
- Adult Social Norm: Most Oregon adults disapprove of underage drinking.

- Adult Social Norm: Most Oregon adults agree that parents should NOT let their underage children drink alcohol.
- Supporting Provider Intervention: I love Oregon because health care providers motivate us to make healthy changes.
- Supporting Policing: I love Oregon because law enforcement officers protect our communities.
- Supporting Policy Change: I love Oregon because elected officials step up to make their communities better.
- Supporting Retailer Checkpoints: I love Oregon because alcohol retailers promote responsible behavior.
- Supporting Child: I love Oregon because kids make positive choices.

The tagline, “mORe Oregon teens choose not to drink,” supports each of the messages above.

Materials directed at students add social norming statistics, such as:

- 74 percent don’t drink alcohol in a typical month
- 86 percent don’t ride in a vehicle with someone who has been drinking

Materials directed at parents add statistics on bonding, boundaries, and monitoring:

- 87 percent agree that parents should not let their underage children drink at home
- 86 percent usually/always require their child to check in or call when they are out

Consequences

No consequences, such as health or social harms, appear in materials.

Terminology

The campaign always refers to a teenager as an “underage child.”

Materials do not describe alcohol in detail (no further than in the messages above).

Advertising/Social Marketing

- Distribution of the *mORe* campaign happens through community toolkits, segmented by: adults, students, parents, school leaders and staff, law

enforcement officers, healthcare providers, alcohol retailers, community wide and state level organizations (key leaders).

- Local outreach once occurred at county and tribe levels, but the *mORe* website deactivated community coordinator links at some point.
- The website continues to house posters, photos, and PSA-style videos.

Outcome Statistics

None stated.

Check Yourself

<http://checkyourselfvt.com/>

Vermont Department of Health

Goals

Check Yourself focuses on reducing binge drinking by young adults. The campaign serves as a high-risk drinking prevention campaign targeting young adult “Partier” culture.

Audiences

College-aged young adults in Vermont:

- As of 2016 SAMHSA data, the rate of binge drinking among Vermont young adults (49.5%) is much higher than the national rate (39.7%).
- Based on these estimates, Vermont has the 7th highest rate of young adult binge drinking in the U.S.

The Rescue Social Change Group in San Diego performed formative assessments with this audience. They conducted two phases in January 2014 and June 2015 prior to campaign development.

In phase I, they recruited 20 young adults from bars and clubs to participate in two focus group discussions (eight participants each) and four individual interviews about their knowledge, values, and beliefs surrounding alcohol consumption and binge drinking. They also examined whether specific segments of young adults were more likely at-risk for binge drinking, and tested a variety of prevention ads for message and creative receptivity.

Key findings indicated:

- Higher rates of binge drinking behavior among the “Partier” subculture
- A gross underestimation of the standard definition for “binge drinking”

Feedback on other prevention campaigns indicated ads should be realistic and not exaggerated.

- Audience members showed more receptivity to common consequences such as getting sick or embarrassing yourself, rather than extreme, seemingly unrelatable consequences.

- The audience vastly preferred responsible drinking tips and messages over abstinence-focused messages.

In phase II, testing during campaign development focused on potential brand names, designs, and video ad concepts, via two focus groups with eight participants each.

- Based on the formative assessments, one big idea drives this campaign: the audience wants to go out and have fun while not getting so drunk that they lose control and do regrettable things.
- The resulting *Check Yourself* campaign focuses on three types of education:
 - Basics of alcohol and drinking
 - Dispelling common myths about drinking
 - Simple and easy-to-remember tips to drink “better”
- By developing a mix of lifestyle and messaging content, and disseminating it using a targeted paid digital media strategy, the campaign creators strived to develop a credible brand that delivered drinking tips in a way that was believable, memorable, and clear.

Messages

- *Check Yourself* is all about partying without going overboard.
- *Check Yourself* with water. Find yourself wobbling around like a cross-eyed penguin? That’s because alcohol dehydrates your brain. Keep your night fun, not dumb. Take it slow and drink water.
- *Check Yourself* to avoid a blackout. Piecing together clues from last night? Because alcohol is a depressant, it can prevent your brain from creating long-term memories. Add water between drinks to help you avoid blacking out.
- *Check Yourself* and eat. DRUNK YOU goes crazy without food. Eating slows the absorption of booze, giving you more time to enjoy the night's fun. Foods that are super high in protein are the best. Just make sure you eat them BEFORE you start drinking.
- *Check Yourself* and go easy. When you’re sick, you’re often dehydrated, so alcohol can have a stronger effect. So if you choose to go out when sick, keep it light and drink extra water.

More messages are available [here](#).

Consequences

As mentioned above, the campaign focuses on immediate harms such as a blackout or embarrassing oneself in front of one’s friends, rather than long-term harms such as cancer.

The campaign appears quite permissive, almost defining how to “drink responsibly.”

- Possibly, an audience member who follows *Check Yourself's* guidance to drink water between each drink of alcohol thereby halves their alcohol intake over the course of an evening, so an alcohol reduction benefit may exist.
- However, the campaign never explicitly states alcohol reduction as an instruction to the audience because of the long-term harms of binge drinking. This is likely intentional in order not to alienate “Partier culture” young adults.

Terminology

Language is frank, idiomatic, humorous, and provocative to pique attention of young adults engaging in high-risk behavior. Some is unprintable in this summary of findings.

Advertising/Social Marketing

- Campaign is digital-only: web, Instagram, Facebook, and Youtube. Nearly all of *Check Yourself's* social media followers are on Facebook.
- Website includes a quiz on how to avoid a blackout, hangover prevention tips including eating and hydration, tips on how to “go easy,” and animated video for many of the tips. Videos are all archived here.

Outcome Statistics

None listed. The “evaluation” results provided online are actually audience formative assessments for understanding how to communicate to the young adult binge drinker. We understand that a lot of planning and assessment went into the campaign and it is now under evaluation, but it will be some time before results are available.

Above the Influence

<http://abovetheinfluence.com/>

Partnership for Drug-Free Kids

Goals

Above the Influence's goal is to help teens stand up to negative pressures, including the pressure to drink.

As background, *Above the Influence* moved in March 2014 from its original home at the National Youth Anti-Drug Media Campaign, a program of the Office of National Drug Control Policy, to the Partnership for Drug-Free Kids – and thus from federal oversight to a non-profit campaign.

In both locations, the campaign derives inspiration from what teens say about their lives, and how they deal with the influences that shape their decisions.

Note: The National Youth Anti-Drug Media Campaign (the original home of *Above the Influence*) is also the creator of the *My Anti Drug* campaign. In 2006, the Government Accountability Office concluded a 5-year evaluation finding *My Anti Drug* ineffective and likely counterproductive. Evaluators associated greater exposure to *My Anti Drug* with weaker anti-drug norms and increases in the perceptions that other youth use marijuana. This may at least partially explain the transfer of *Above the Influence* to a new home, and the focus of *Above the Influence* on a teen's desire for self-sufficiency.

Audiences

Teens themselves, not parents or caregivers, nationwide.

Messages

General pressure:

- When you reach the moment where you have to ask yourself, who am I really? Press pause. Hit reset. And remember, you're *Above the Influence*.
- Every teen's life is filled with pressure. Some of it good, some of it bad. The more aware you are of the influences around you, the better prepared you will be to face them, including the pressure to use drugs and alcohol. We're not telling you how to live your life, but we are giving you another perspective and the latest facts. You need to make your own smart decisions.
- We know how smart you are when it comes to the messages you see and hear.
- We hope that this site helps you to be more aware of the influences around you, and that you carefully consider the risks when you're faced with tough decisions.

Pressure to use alcohol and drugs:

- There's a lot of "information" floating around, and even some misinformation. The movies, music, and other media don't always portray the risks accurately either. With all the hype around drugs and alcohol, you may not realize that most high school students choose not to use.
- There is a complicated list of reasons why people try, or abuse drugs and alcohol. Some people do it to change the way they feel; but by drinking or using drugs, they haven't changed the situation. They've only distorted it for a little while. And since many of these substances are depressants, the "escape" isn't necessarily happy, and can be more unpleasant than not. People who have gone through recovery for substance problems, often say drugs and alcohol ended up isolating them from friends and family, and made them feel more alone.
- Remember, no one "plans" to become addicted, and every one of the millions of people with a drug or alcohol dependency started out thinking they had it "under control."
- Fact is that while you're a teen (and even into your early 20s!), you're still growing and developing, and drug abuse during these years in particular can have a lasting impact. Another fact to consider: the brain is much more vulnerable to addiction during these years. 90% of Americans with a substance abuse problem started smoking, drinking or using other drugs before age 18.
- More people die from overdose – including alcohol poisoning – than car accidents or gun violence. Everyone knows drinking and drug use can get real dangerous, but not everyone recognizes when a friend needs real help. That, plus the fear of getting in trouble, prevents too many young people from getting the emergency medical attention that could save a life.

Consequences

The #GotYourBack sub-campaign focuses on helping teens identify when a friend is in immediate physical danger from excessive drinking, including whether to let them sleep or call 911.

More broadly, *Above the Influence* emphasizes the emotional challenges of pressure.

Terminology

Focus is on pressure. Teens are referred to as teens, not children.

Advertising/Social Marketing

- Campaign assets include: website, Facebook, YouTube, Instagram, Twitter, and Tumblr.
 - Nearly 1.5 million people follow the Facebook page.

- The #GotYourBack sub-campaign encourages teens to get the facts and make a pact together before they go out.
 - Recognizing that it's better to risk getting grounded than risking a friend's life, the pact asks teens to promise to get help if a friend shows signs of alcohol poisoning or overdose.

Outcome Statistics

None listed.

Parents Who Host Lose the Most

<https://preventionactionalliance.org/about/programs/parents-who-host-lose-the-most/>

Prevention Action Alliance (National)

Goals

Parents Who Host Lose the Most educates parents about the health and safety risks of providing alcohol to teenagers, and increases awareness of and compliance with underage drinking laws.

The campaign's operator, Prevention Action Alliance, is a non-profit based in Ohio, with sponsors including Verizon underwriting their work. *Parents Who Host Lose the Most* features four environmental prevention strategies: community norms, access and availability, media messaging, and policy and enforcement. More detail about these strategies follows:

- **Change Community Norms** so high risk and illegal use of alcohol, tobacco, and other drugs is not acceptable.
 - *Parents Who Host Lose the Most* strives to create consistent parental and community norms that underage drinking is not only illegal, but is unsafe, unhealthy and unacceptable.
- **Decrease Access and Availability** of alcohol, tobacco and other drugs.
 - By increasing parental awareness and understanding of the health, safety and legal consequences of allowing underage drinking, *Parents Who Host Lose the Most* reduces the number of parents who allow underage drinking on their premises and property, which decreases underage access to alcohol.
- **Address the Community's Media Messages** about alcohol, tobacco and other drugs.
 - *Parents Who Host Lose the Most* provides clear, consistent, unified messages that are easy for every sector of the community to communicate.
 - The program kit contains many customizable materials to distribute to media, businesses, parent groups, churches, schools, law enforcement and other community sectors.
 - In addition, the campaign encourages organizations to blanket their community with the message through outdoor advertising such as yard signs, banners, and billboards.

- **Address Policy and Enforcement.**

- It is important for communities to consistently review the appropriateness and sufficiency of existing laws and policies related to alcohol, tobacco, and other drugs.
- However, policies are only effective when consistently enforced. Ohio has a Social Host law; Ohio Revised Code 4301.69.
- *Parents Who Host Lose the Most* improves enforcement consistency by offering suggestions to help communities improve local enforcement of underage drinking laws.
- The program provides many opportunities for law enforcement to partner with community leaders to communicate clear community standards related to underage drinking.

Audiences

Parents of underage youth (12-20 years old):

- According to a 2013 SAMHSA report, 8.7 million youth aged 12 to 20 had recently drunk alcohol, and 5.4 million of them were binge drinkers.
- *Parents Who Host Lose the Most* is a public awareness program implemented in all 50 states, Canada, the Virgin Islands, Puerto Rico, and Japan. It addresses social hosting, by parents and other adults, as one of the leading factors behind underage and binge drinking.

Messages

Don't be a party to underage drinking. It's against the law.

Consequences

The focus is the legal consequence of social hosting.

Terminology

Unclear without paid access to member-only site.

Advertising/Social Marketing

Parents Who Host Lose the Most strives to be universal, easy to implement, and user-friendly. The campaign intends to offer a turn-key program for community mobilization.

- After registering at the Member Center, which involves paying a fee, communities can download 30+ educational materials, community engagement strategies, and planning tools that can help parents and community members mobilize, partner,

and share the message that teenage alcohol consumption is unacceptable and serving to minors has serious consequences. Banners, pledge cards, and other bulk materials carry an additional fee.

- In terms of seasonality, *Parents Who Host Lose the Most* targets celebratory times for youth, such as homecoming, holidays, prom, and graduation.
- Similar to CMCA, *Parents Who Host Lose the Most* suggests media strategies (run a story, write an editorial, promote the program through interviews, place the logo in articles, etc.) but does not make media messages and materials readily available. They may be housed in the Member Center.

Outcome Statistics

None listed.

Talk: They Hear You

<https://www.samhsa.gov/underage-drinking>

Substance Abuse and Mental Health Services Administration (SAMHSA)

Goals

The federal agency, SAMHSA, seeks to reduce underage drinking in the *Talk: They Hear You* campaign, by helping parents and caregivers start talking to their children early about the dangers of alcohol. The goals are:

1. Increase parents' **awareness of the prevalence and risk** of underage drinking
2. Equip parents with the **knowledge, skills, and confidence** to prevent underage drinking
3. Increase parents' **actions to prevent underage drinking**

Audiences

U.S. parents and caregivers of children, ages 9-15.

Messages

Parents and caregivers: You are the leading influence in your child's decision not to drink.

Tip-oriented messaging:

1. Show you disapprove of underage drinking.
More than 80% of young people ages 10-18 say their parents are the leading influence on their decision to drink or not drink. So they really are listening, and it's important that you send a clear and strong message.
2. Show you care about your child's happiness and well-being.
Young people are more likely to listen when they know you're on their side. Try to reinforce why you don't want your child to drink—not just because you say so, but because you want your child to be happy and safe. The conversation will go a lot better if you're working with, and not against, your child.
3. Show you're a good source of information about alcohol.
You want your child to be making informed decisions about drinking, with reliable information about its dangers. You don't want your child to be learning about alcohol from friends, the internet, or the media—you want to establish yourself as a trustworthy source of information.
4. Show you're paying attention and you'll notice if your child drinks.

You want to show you're keeping an eye on your child, because young people are more likely to drink if they think no one will notice. There are many subtle ways to do this without prying.

5. Build your child's skills and strategies for avoiding underage drinking.

Even if your child doesn't want to drink, peer pressure is a powerful thing. It could be tempting to drink just to avoid looking uncool. To prepare your child to resist peer pressure, you'll need to build skills and practice them.

Terminology

The campaign uses the #WeTalked hashtag for parents to share that they initiated a conversation on underage drinking and create a social norm.

They use #TalkTheyHearYou for broader conversation.

Advertising/Social Marketing

- PSAs are archived [here](#), including print, radio, TV, and Spanish translation.
- Web banners/buttons and posters are also available on the website.
- A mobile [app](#) helps parents practice having the conversation ("the talk") through interactive simulations that help parents learn the do's and don'ts of talking to kids about underage drinking.

Outcome Statistics

None listed for the *Talk: They Hear You Campaign*.

A 2012 report on related town hall meetings is available [here](#).

Power of Parents

<https://www.madd.org/the-solution/power-of-parents/>

MADD (National)

Goals

Power of Parents is MADD's campaign to help parents have ongoing, intentional conversations about the dangers and consequences of underage drinking.

Audiences

Parents of middle school and high school students.

Messages

- Three out of four teens say their parents are the leading influence on their decisions about drinking. Start the conversation now.
- As a parent, you have power to equip your child to make smarter, safer choices and to help prevent tragedies.

Consequences

- The campaign addresses alcohol's impact to the developing brain, including becoming more susceptible to alcohol's harms later in life.
 - For instance, youth who start drinking before the age of 15 are five times more likely to develop alcohol dependency in their lifetime.
- Other physical harms mentioned are:
 - Death, injury involving the ER, risky sexual behavior, arrest, assault, suicide, homicide, memory problems, and use of other drugs.
- Campaign creative shows social consequences such as: not being able to play in the basketball game after being discovered drinking.
 - In the creative, the consequence is established by the parent setting strong boundaries and disciplining the child.

Consequences

Power of Parents cites studies showing young people who drink are a danger to themselves, their friends, and others.

- For more than 20 years, hundreds of high quality clinical studies in the United States and Europe have shown that, the earlier in life young people drink, the more frequent and severe the problems they face in the short and long term.

- Science shows that a child's brain works differently from an adult's brain. It is important to realize that no matter how mature young people act they are not simply small versions of adults. Young peoples' brains are still in a critical period of development well into their 20's. Alcohol interferes with both how brains and bodies grow.

Terminology

- Terminology is direct/factual. While encouraging parents that they can stop underage drinking, the campaign never strays from harms. (For example, the campaign does not talk about encouraging teens' dreams).
- *Power of Parents* leverages the MADD brand: "Kids who start drinking young are seven times more likely to be in an alcohol-related crash. MADD knows that by preventing underage drinking today, we can end drunk driving tomorrow."

Advertising/Social Marketing

- PowerTalk 21 (April 21) is the national day for parents to talk with their kids about alcohol, supported with a national press event in Washington, DC, and a hashtag strategy.
- The website includes resources such as:
 - A quiz to determine if the viewer's teen has a drinking problem
 - A quiz to determine their parenting style and how it impacts teen decisions regarding alcohol
 - Alcohol alternative strategies to practice with the teen before a peer offers them alcohol (including alternatives to celebrate, lower stress, express feelings, go along with friends, lift mood, and fit in)
 - A detailed Power of Parents handbook in English and Spanish

Outcome Statistics

None listed.

Up2u

<http://studenthealth.oregonstate.edu/prevention-center/up2u>

Oregon State University

Goals

Up2u empowers students to make healthier choices by providing them with effective tools and information.

The *up2u* program is an education-based campus prevention effort that focuses on the reduction of high-risk alcohol use and other drugs.

Audiences

Oregon State University students.

Messages

Abstinence from alcohol is the safest option but not always the most acceptable choice to students. Therefore, *up2u* focuses on harm reduction rather than complete elimination of college drinking.

Choosing to drink, and how much you drink, is always up to you. However, if you choose to drink, it's important to know the role of alcohol in your life. We want to provide useful information to help you make healthy choices about alcohol.

About the user assessment: The eCHECKUP TO GO (eCHUG) is designed to provide you with personalized information and feedback regarding your alcohol use and how it might affect your health, your relationships, and your career and life goals.

Presentations may include messaging on the following topics:

- Why Do We Drink?
- What is a Standard Drink?
- High Risk Behaviors Identification
- Pouring Demonstration
- Alcohol 101
- Social Norms Clarification
- Blood Alcohol Content
- Biphasic Effects of Alcohol
- Drug Interactions with Alcohol
- Marijuana
- Sexual Consent
- Strategies for Lowering Risk
- Alcohol and Academics
- Bar Lab Experiment
- Alcohol and Performance

- Cost of High Risk Alcohol Use – Financially, Academically, Physically, and Personally
- Alcohol Induced Blackout
- Alcohol Myopia
- Addiction and Dependency
- Alcohol Poisoning Symptoms and Detox
- How to Help a Friend
- Alcohol and Performance

Consequences

Students can use e-CHUG (alcohol) and e-TOKE (marijuana) to receive anonymous information about their own use. These free online tools provide students with information in a meaningful way by comparing their use to campus data, calculating cost spent and calories consumed, and providing specific risk factors.

Terminology

Unavailable without access to up2u presentation.

Advertising/Social Marketing

Presenters engage with students in the following ways, in a fun, interactive, positive and intellectually stimulating manner:

- B.A.S.I.C.S.
 - Brief Alcohol Screening and Intervention for College Students is a nationally recognized and empirically validated program for helping students reduce high-risk alcohol behaviors. It focuses on helping students identify negative and harmful consequences of their use.
 - It acknowledges that abstinence from alcohol is the safest option but not always the most acceptable choice for students. Thus, the program focuses on harm reduction as opposed to a “just say no” approach.
- Motivational interviewing
 - Motivational interviewing has gained widespread acceptance in chemical abuse treatment and college counseling. It is a focused and goal-directed approach to working with college students. It attempts to meet students where they are in terms of change.
 - In this context, the ultimate goal is to help students explore and resolve their ambivalence to changing behaviors around alcohol use.
- Social norms
 - Social norms approaches assume that students may have inaccurate perceptions about the quantity and frequency of alcohol use of their fellow college students. Often students hear the most provocative and salacious

stories about other students. They rarely hear what usually happens as it makes for less outrageous stories.

- Thus, social norms seek to gather accurate use data and then promote the accurate data in conjunction with healthy and protective behaviors.
- Education and skills building
 - Many students lack a thorough understanding about many aspects of alcohol and its effects. *Up2u* helps students understand the neurological, psychological, and physiological effects of alcohol, blood alcohol levels, gender differences, tolerance, the size of a standard drink, and other relevant topics.
 - *Up2u* participants receive a customized blood alcohol card to understand the effects of alcohol specific to their weight and gender. Presenters also link the negative academic effects of high risk alcohol use using current campus data.
- Use assessment
 - In order for students to make safer choices, students must have an understanding of their current use. This includes quantity of alcohol consumed, frequency of consumption, type of alcohol, peak use, and typical use.
 - The *up2u* program enlisted e-CHUG, an online tool, to assess alcohol use, incorporate social norms data, and provide students with interesting feedback such as, “How many cheeseburgers you drank last month” and “How long would you have to run to burn off what you drank last month.”

Up2u is a voluntary program, and presentations are available upon request by faculty, staff, coaches, student organizations, and the Greek community. Students can also meet with *up2u* staff to ask questions or receive information.

Outcome Statistics

Since 2000, OSU’s Student Health Services has participated biennially in the National College Health Assessment (NCHA, revised in 2010 to become NCHA II). The following data come from the 2012 and 2014 administration of NCHA at OSU, as well as a comparison to national data on blood alcohol level (BAL) and estimated number of drinks consumed. In 2014, OSU achieved a 93.1% student response rate with 1,796 respondents.

TABLE 1. 2014 ACHA-NCHA DATA FOR FREQUENCY

Frequency of use	OSU 2012 (%)	OSU 2014 (%)	National 2014 (%)
Never used alcohol	17.3	19.1	20.6
Used, but not in the last 30 days	11.3	10.8	13.4
30 day prevalence (1-9 times)	46.5	49.5	50.7
30 day prevalence (10+ days)	24.9	20.6	15.3

TABLE 2. 2014 ACHA-NCHA DATA FOR HIGH-RISK ALCOHOL USE

High-risk use is defined as five or more drinks in a single sitting over the past two weeks.

Variable (excludes non-drinkers)	OSU 2012 (%)	OSU 2014 (%)	National 2014 (%)
High risk - men	50.4	47.3	44.0
High risk - women	38.9	35.3	31.0
High risk - total	45.0	40.0	36.1

TABLE 3. 2014 ACHA-NCHA DATA FOR BAL MEASURES

Variable (excludes non-drinkers)	OSU 2012	OSU 2014	National 2014
Avg. # of drinks "last time partied" - men	7.01	6.98	6.48
Avg. # of drinks "last time partied" - women	4.92	4.51	4.26
Avg. # of drinks "last time partied" - total	6.00	5.58	5.01

Blood Alcohol Level - men	0.08	.08	0.08
Blood Alcohol Level - women	0.10	.08	0.08
Blood Alcohol Level - total	0.09	0.08	0.08

TABLE 4. 2014 OSU NCHA DATA - FREQUENCY USE/NEGATIVE CONSEQUENCES

Frequency of negative consequences (students who drank alcohol in the last 12 months; non-drinkers excluded)	OSU 2012 (%)	OSU 2014 (%)	National 2014 (%)
Doing something later regretted	43.8	40.3	38.2
Forgetting where they were/what done (black-out)	42.8	36.7	34.5
Physically injured yourself	20.9	18.6	16.3
Unprotected sex	25.2	21.9	21.3
Physically injured another person	3.6	2.0	2.0
Someone had sex with you without getting your consent	2.8	2.0	2.4
Had sex with someone without getting their consent	1.1	0.4	0.6
Got in trouble with the police	7.1	3.8	3.3
Seriously considered suicide	2.2	1.3	2.7

In addition, OSU determined the level at which students engaged in behaviors that may reduce or limit the risks and harms of excessive alcohol use. Information on harm reduction behaviors (Table 5) provides a way to determine areas needing more education and whether OSU students use any means of protecting themselves from possible alcohol-related harm.

TABLE 5. 2014 OSU NCHA DATA - HARM REDUCTION BEHAVIORS

Behavior (non-drinkers excluded)	OSU 2012 (%)	OSU 2014 (%)	National 2014 (%)
Alternate non-alcoholic with alcoholic beverages	26.4	31.0	31.6
Determine in advance not to exceed a set number of drinks	32.3	36.0	38.8
Choose not to drink alcohol	18.8	19.6	23.2
Use a designated driver	77.6	81.4	86.0
Eat before and/or during drinking	76.8	79.6	79.3
Have a friend let you know when you have had enough	32.8	35.9	37.1
Keep track of how many drinks being consumed	56.0	60.0	64.6
Pace drinks to one or fewer an hour	21.8	24.4	27.2
Avoid drinking games	22.5	26.1	32.4
Stay with same group of friends the entire time drinking	78.1	81.7	83.4

Stick with only one kind of alcohol when drinking	38.9	39.8	45.8
<i>Reported one or more of the above strategies</i>	95.5	96.7	97.5

More than 96 percent of OSU students who drink report using at least one harm reduction strategy to stay safer if they choose to drink.

Choose Your Vibe - Arrive Alive

<http://www.vahperd.org/>

Virginia Association for Health, Physical Education, Recreation, and Dance

Goals

VAHPERD's *Choose Your Vibe - Arrive Alive!* campaign is a social media campaign to promote healthy, alcohol free lifestyles and the avoidance of consequences to health and wellness, academic and career achievement that results from engaging in illegal underage drinking and drinking and driving.

Audiences

High school juniors and seniors in Virginia, their parents, and their schools.

Messages

- The campaign encourages high school juniors and seniors to drive safely, sober, with no distractions.
- The origin of the #MyVibeVA hashtag is messaging about finding your passion (artist, ice skater, student athlete, scholar) rather than drinking. Whatever your vibe is, it's better without alcohol.

Consequences

- The #ArriveAlive hashtag refers to the dangers of drunk driving, as the most immediate harm.
- However, a variety of text cards include brief mentions of pressure to have sex, dropping out of school, arrest, and poor academic performance.

Terminology

The primary hashtags, #MyVibeVA and #ArriveAlive, are augmented with other messages, such as:

- Buckle Up. Phone down. #ArriveAlive.

Advertising/Social Marketing

- #MyVibeVA #ArriveAlive social media ambassadors are teens who apply to be a role model, earn money (\$400), support peers, and celebrate alcohol-free lifestyles via their social media accounts.

- *Choose Your Vibe - Arrive Alive* is a digital campaign on Facebook, Twitter, and Instagram.

Outcome Statistics

None listed.