

Maine Office of Substance Abuse

Parent Media Campaign

Materials You Can Use!

Effective communication strategies

Communication strategies are more likely to be effective if you do the following:

- Reach many people in the community multiple times.
- Present messages that appeal and are appropriate for the target audience and corrects their misperceptions associated with underage alcohol use.

- Place messages where the target audience will most likely receive them.
- Tailor messages to the particular audience.
- Avoid the use of authority figures and admonishments, as well as the demonstration of harmful substances

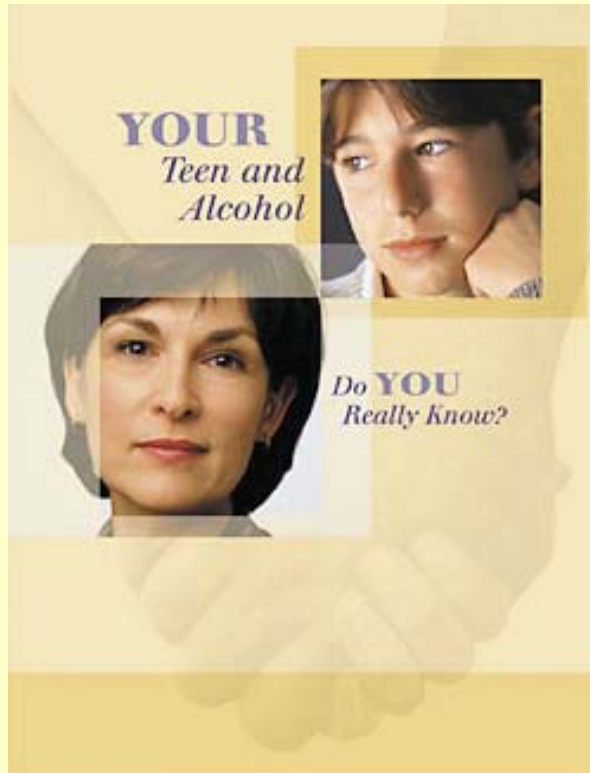
Adapted from: Communications Fact Sheet

<http://captus.samhsa.gov/northeast/resources/prevention%5Fmaterials/communications/communcation.pdf>

2002

YOUR *Teen and Alcohol*

Do YOU Really Know?



Goal:

to heighten the awareness of Maine parents about their teenager's risk related to alcohol.

Components of

YOUR *Teen and Alcohol*

Do YOU Really Know?

- **Parent's Booklet**— *Currently in revision to include updated data and material.*

- *TV ads*

- *Print ads*

2006

Find out *More*

Do More

*Monitoring and Modeling Campaign
for parents*

Find out *More*

Do More

Two components of the campaign

- **Monitoring**—helps parents of teens be more proactive in monitoring their teens to curb underage drinking. It provides practical tips parents can use and reinforces the fact that monitoring works. *(relates to HMP required Objective 3.2)*
- **Modeling**—reminds parents that their actions and words have an affect on children or youth. Goal is for parents to recognize messages they may unknowingly be sending children about adult alcohol use. *(relates to HMP optional Objective 3.7)*
- www.maineparents.net.

Find out *More* *Do More*

*Parent
Meeting Kit*

Find out *More*
Do More
www.MaineParents.net

Parent Meeting Kit

Everything you need to know about how to organize a parent meeting.

Material is also included on CD in formats you can customize for your organization.

How you can use the Parent Meeting Kit

- School
 - Open houses, parent groups & athletic nights, etc.
- Work place
 - Lunch & learn events, display boards, paycheck stuffers
- In the community
 - Display in the town hall, during voting days, sports clubs (Little league) Scout Parents, where ever you find parents

DVDs

Messages about modeling and monitoring.

- Town Hall Underage Drinking Summits
 - Town Hall opening video
 - Round table with Steve Rowe and YEPP
 - Town Hall close

- TV Ads
 - Instant messaging
 - Text messaging
 - Start early



- Grab Me a Beer
 - Glory Days

Find out *More*

Do More

How you can use TV ads and video messages:

- Provide to local community stations
- Provide to large organizations to use on their in-house networks (i.e. businesses, hospitals)
- Use in meetings or as background in display booths

Find out *More*

Do More

Collateral Material

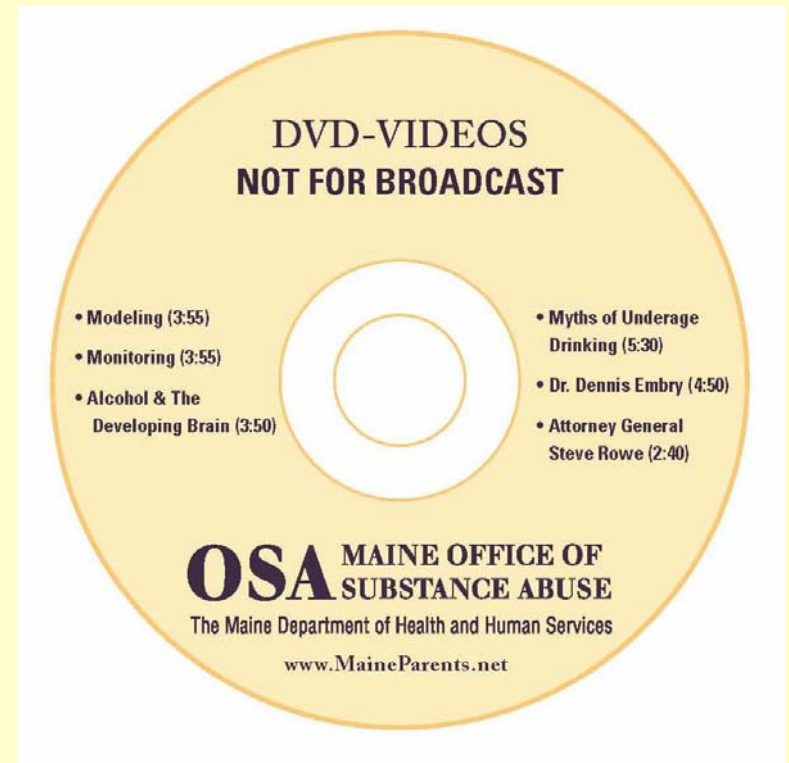
- *Included in the Parent Meeting Kit but may be used individually*
 - Print Ads
 - Bookmarks
 - Monitoring Tips Handouts
 - Friends List
 - Data Graphs
 - Underage Myth vs. Reality
 - Should Parents Follow the “European Model”
 - Helping Adolescents Make the Most of Their Developing Brains
 - Medical Impact
 - Tackling Tough Subjects

Other Useful Materials

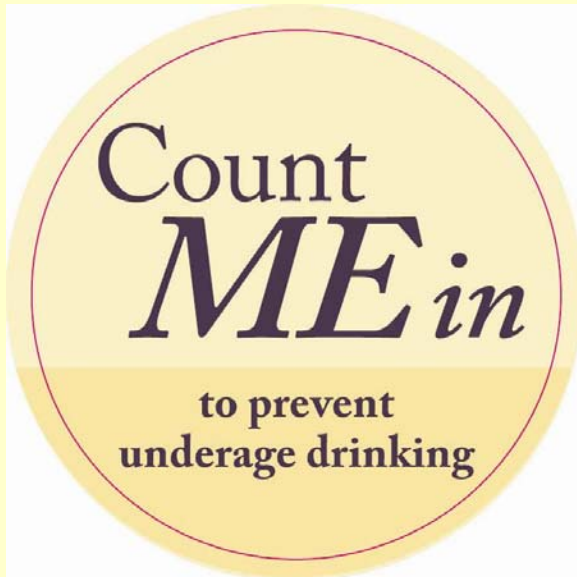
Time Warner Videos

these short segments will appear on the Time Warner Cable in the Expo Educational section. You may use them but they are **NOT TO BE BROADCAST** on any media outlets.

- **How you can use the TW videos:** training, meetings, display booths etc.



Useful Materials cont'd.



Count ME in

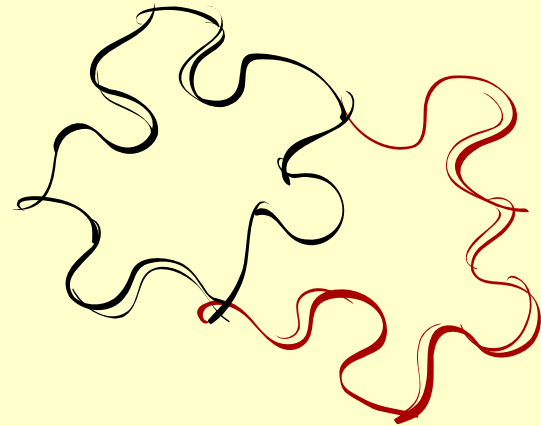
- Two PSA's recorded from the Acting Surgeon General's visit last spring
- The Surgeon General's Call to Action To Prevent and Reduce Underage Drinking 2007

How you can use

- Provide the PSAs to any broadcast or local access channels and can be used as the other videos
- Use the Surgeon General's report to emphasize the importance of your prevention work.

Putting it all together

- All OSA media materials were developed based on **evidence**.
- Their **effectiveness** depends on how they are used.



Using campaign materials effectively

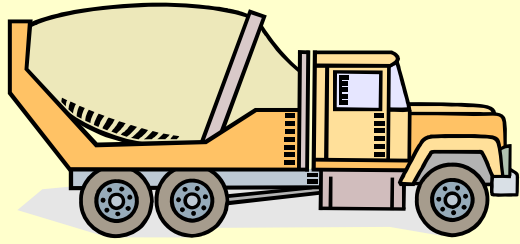
- Determine which materials will support the communication strategy you intend to employ that target the intervening variable* you want to address and what saturation and reach* is needed to attain your goal.
- Who or what agency (including other possible collaborators) is most appropriate to deliver the message.
- When is the best time to implement the strategy, what results are you looking for?

Using campaign materials effectively cont'd

- Implement the strategy. Combining several coordinated tactics ensures adequate reinforcement of the message and better likelihood of reaching your goal.
- Evaluate: Did you get your expected results? What went well; what could you have done better? Should it be done again?

Using campaign materials ineffectively

- One time ads
- One time meetings without follow up action steps
- Poorly planned media campaigns
 - Timing, target, outlet, lack of corresponding efforts to reinforce the message



Mix It Up!

- Media materials can be mixed and matched to customize your strategy to the target or to use in correlation with other strategies.
 - Bookmarks
 - Pay check stuffers, parent meetings, libraries, place on counters in bookstores.
 - Videos and PSAs
 - Provide to stores, Drs. offices, businesses where music is played.

Parent Media Contacts:

To order materials:

Information and Resource Center
Maine Office of Substance Abuse

osa.ircosa@maine.gov

1-800-499-0027

For information about the Parent Media Campaigns:

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