

BIG BOWL VOTE 2012

* TOOLKIT *



Everything You Need To GET IN THE GAME!

The NFL Super Bowl is known for its commercials almost as much as it is for the game itself. Of that wide viewing audience, about 18% will be youth under 21. If your child is one of them, he or she will be exposed to alcohol advertising.

More than 35,000 middle and high school students in 42 states participated in *Drug-Free Action Alliance Big Bowl Vote 2011*, which once again revealed the youth appeal of alcohol advertising as beer commercials were the second “most memorable” commercials among middle and high school students. Studies show that the more exposure youth have to alcohol in advertising, the more likely they are to consume alcohol underage.

In our quest to further research the impact of advertising on youth, we invite you to participate in the *Drug-Free Action Alliance Big Bowl Vote 2012*.

Through a simple, three-question, student questionnaire given Monday morning following the Super Bowl, middle and high school students share their thoughts on what advertisements they remember seeing and which commercial takes their top vote. This information is then collected, summarized and shared. You’ll see the results within several days after Super Bowl Sunday. This valuable, fresh and local information can then be used to educate parents, students, lawmakers and the media about the effects of alcohol advertising on youth.

In the *Big Bowl Vote Toolkit* that follows, Drug-Free Action Alliance includes everything you’ll need to quickly and easily implement your local student questionnaire, with additional ideas on student engagement and follow-up activities.

The National Football League's Super Bowl XLV is scheduled for FEBRUARY 5, 2012 (Kickoff at 6:30 E.S.T.) with television coverage on NBC.



BIG BOWL VOTE CONTACT:

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2012 Drug-Free Action Alliance Big Bowl Vote Toolkit

Kit Contents:

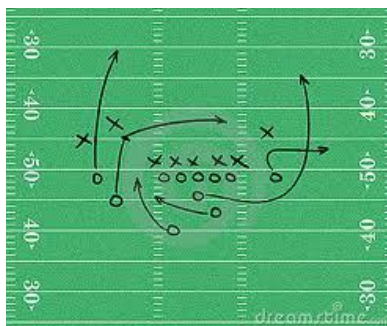
- I. Big Bowl Vote Materials
- II. Alcohol Advertising Fact Sheet
- III. Student Engagement/Follow-Up Activities

I. Big Bowl Vote Materials

Our goal is to make this questionnaire simple and easy to use.

Best Practices and Helpful Hints for Implementation:

- Contact local middle and high schools to introduce the Big Bowl Vote and secure permission for the project. Explain that the questionnaire is quick, simple and easy to implement. It should take no more than 10 minutes of homeroom time or a study hall period.
- It is helpful to have a contact person within the school distribute, collect and assist in tallying student votes.
- Ask students to complete the questionnaire based on commercials they saw during the 2012 Super Bowl game. And ask them to name the BRAND NAME of the product (Example: Crest Toothpaste, not just toothpaste). This will make for easier tallying.
- Plan ahead by identifying a person who will download the tally form from the Drug-Free Action Alliance website at www.DrugFreeActionAlliance.org and will send the tallied results back to Drug-Free Action Alliance on Tuesday, Feb. 7.
- Keep a copy of your community results in preparation for local follow-up activities.
- WATCH the game (or at least the commercials)! It will make your job of tallying the student votes much less confusing if you have actually seen the commercials they are referencing. In fact, all Big Bowl Vote volunteers should plan to watch the game so as to be able to more clearly interpret the students' votes.



Follow The Game Plan Timeline:

Friday, Feb. 3: Have **Big Bowl Vote** copies made and ready for distribution.

Sunday, Feb. 5 : WATCH the Super Bowl (Kickoff is 6:30 p.m. E.S.T. on NBC).

Monday (AM), Feb. 6: Distribute **Big Bowl Vote** questionnaire to students.

Monday, Feb. 6: Collect questionnaire and tally results (sample tally form on page 4).
A new 2012 tally form, along with a link to electronically report your tallied results will be available on the Drug-Free Action Alliance website at www.DrugFreeActionAlliance.org by 9 a.m. (E.S.T.) on Monday, Feb. 6, 2012.

**** You do not need this form to survey the students (the voting form itself is ready now – page 6). You will only need the tally form for totaling the votes to report back to us.**

Tuesday, Feb. 7 (by noon – your local time): Report your tallied results to Drug-Free Action Alliance: The 2012 tally form and electronic reporting link will be available beginning at 9 a.m. (E.S.T.) on Monday, Feb. 6, 2012 at www.DrugFreeActionAlliance.org.

Wednesday, Feb. 8: Drug-Free Action Alliance will issue a press release of the 2012 Big Bowl Vote results. This release will be sent to the email address you provide us on your tally form. It will also be available on our website at www.DrugFreeActionAlliance.org.



SAMPLE ONLY - This is NOT the 2012 Tally Form!

Total number of 6th-8th and 9th-12th graders that voted the following ads their **favorite**:

	(6 th -8 th) Favorite Ad	(9 th -12 th) Favorite Ad	Product	Ad Description
			Acura	Head Turn
			Audi	Green Police
			Bud Light	Clydesdale and Bull - Friends
			Bud Light	Light House
			Bud Light	Stranded on Island
			Bud Light	Book Club
			Bud Light	Voice Box
			Budweiser	Human Bridge
			Budweiser	Asteroid
			Budweiser Select 55	Ice Bottle – Lightest Beer in the World
			Boost Mobile	Super Bowl Shuffle Remake
			Bridgestone	Whale of a Tale
			Bridgestone	Your Tires or Your Life (not your wife)
			Career Builder	No Clothes at the Office
			Carmax	Smart Animals
			Cars.com	Confidence – Boy Genius
			Census	2010 Secret Location
			Chase	Banking Everywhere
			Coke	Hard Times – The Simpsons
			Coke	Sleepwalker
			Denney’s	Birthday Cake
			Denney’s	Chickens Beware – Presidential Chicken
			Denney’s	Chickens Beware - Watching TV
			Diamond Foods	Pop Secret – Dolphin People
			Dockers	Time to Wear the Pants Men
			Dodge	Charger – Mans Last Stand
			Doritos	Shock Collar
			Doritos	Hands off My Mama/Doritos
			Doritos	Stole Tim’s Doritos
			Doritos	Coffin
			Dove	For Men
			Dr. Pepper	Little KISS (as in the band)
			EA	Entertainment Arts - Dante’s Inferno
			E-Trade	Babies Online – Boy/Girl – Milkaholic
			E-Trade	Group of Babies Online
			E-Trade	Babies on Airplane

BIG BOWL VOTE CONTACT:
Michelle Morse at (614) 540-9985 or mmorse@DrugFreeActionAlliance.org

SAMPLE ONLY - This is NOT the 2012 Tally Form!

BIG BOWL VOTE 2012

Get In The Game!



Grade: _____

1. Did you watch the 2012 Super Bowl? ___ yes ___no

If **YES**, what was your **FAVORITE** commercial?

2. **What brand name products do you remember being advertised?** For example: Crest, Sunny Delight, Lays Potato Chips, Oreo Cookies, Jiff Peanut Butter, etc.

THANK YOU for participating in the BIG BOWL VOTE 2012!

II. Alcohol Advertising Fact Sheet

A national study published in *Archives of Pediatrics and Adolescent Medicine* (Archives of Pediatric and Adolescent Medicine, January 2006:160:18-24) concluded that greater exposure to alcohol advertising contributes to an increase in drinking among underage youth. Specifically, for each additional ad a young person saw (above the monthly youth average of 23), he or she drank 1% more. For each additional dollar per capita spent on alcohol advertising in a local market (above the national average of \$6.80 per capita), young people drank 3% more.

In 2007, the Surgeon General issued a *Call to Action to Prevent and Reduce Underage Drinking*. As part of this Call to Action, the Surgeon General stated that the alcohol industry has a public responsibility related to the marketing of its product, since alcohol use is illegal for more than 80 million underage Americans.

The Center for Alcohol Marketing and Youth at Georgetown University (CAMY) released a special report that youth exposure rose by 38% since between 2001 & 2007 (CAMY Special Report: Youth Exposure to Alcohol Advertising on Television, 2001 to 2007).

Youth Exposure to Alcohol Advertising (Source: Center for Alcohol Marketing and Youth):

1. 40% of youth exposure to alcohol advertising on television comes from ads placed on youth-oriented programming.
2. Almost two-thirds (63%) of these overexposing ad placements are on cable television, which generates 95% of youth overexposure to alcohol advertising on television.
3. Between 2001 and 2007, alcohol companies aired 73,565 "responsibility" advertisements on television. Youth ages 12 to 20 were 22 times more likely to see an alcohol product advertisement than an alcohol-industry-funded "responsibility" advertisement.
4. Sixth and seventh graders exposed to high levels of alcohol advertising are 50% more likely to drink than children with low exposure to such marketing.

2011 Super Bowl Stats:

- Approximately 111 million Americans watched the 2011 Super Bowl, once again smashing records for the largest viewing television audience ever (Nielsen Company).
- About 20 million American youth (under 21) were among those viewers (Based on comparative percentages from the Nielsen Company).
- Alcohol ads were the second most-recalled commercials among the 35,000 middle and high school students participating in last year's Drug-Free Action Alliance *Big Bowl Vote* (Drug-Free Action Alliance).
- Anheuser-Busch remained the exclusive beer advertiser with five featured ads at an average of \$3 million per 30 second spot (CNNmoney.com).

Alcohol is the Leading Drug Problem Among Youth (Source: 2008 NSDUH: National Findings):

- Alcohol is the leading drug problem among youth.
- There are approximately 10.7 million underage drinkers in the United States.
- Nearly 8,000 youths drink alcohol for the first time each day (Source: Join Together, Nov. 2007).
- Nearly 6.6 million (17.4%) underage drinkers are considered binge drinkers and more than 2.1 million (5.5 %) are classified as heavy drinkers.

NOTE: *Binge is defined as five or more drinks on an occasion. Heavy Drinking is defined as five or more drinks on an occasion on five or more of the past 30 days.

Alcohol is Associated with Risky Behavior (Source: The Surgeon General's Call to Action to Prevent and Reduce Underage Drinking, 2007):

- Alcohol use by youths has been linked to delinquent behaviors, including stealing, illicit drug use and problems at home and at school.
- Underage drinking is the leading contributor of death from injuries. Annually, about 5,000 people under 21 die from alcohol-related injuries.
- Underage drinking plays a significant role in increased sexual behavior, including unwanted, unintended and unprotected sexual activity, and sex with multiple partners.
- Teen girls who binge drink are 63% more likely to get pregnant while in their teen years (Source: National Institute on Alcohol Abuse and Alcoholism).
- An estimated 7.2 % of 16 or 17 year olds and 16.7 % of 18 to 20 year olds reported driving under the influence of alcohol in the past year (Source: 2008 NSDUH: National Findings).

The Consequences of Underage Drinking are Real and Tragic (Source: National Center for Chronic Disease Prevention and Health Promotion, Aug. 2008):

- Youth who drink alcohol are more likely to experience physical problems including hangovers, illness and alcohol poisoning, memory problems, disruption of normal growth and sexual development, among others negative effects.
- Youth who begin drinking before age 15 are five times more likely to develop alcohol dependence or abuse alcohol later in life, than those who begin drinking at or after age 21.
- Research shows that heavy alcohol use by adolescents has long-term effects on brain development (Source: Alcoholism: Clinical and Experimental Research: Vol. 24, Number 2, National Institute on Alcohol Abuse and Alcoholism, Feb. 2000).

More information can be found at the following websites:

Center on Alcohol Marketing and Youth

www.camyo.org

The Center on Alcohol Marketing and Youth at Georgetown University monitors the marketing practices of the alcohol industry to focus attention and action on industry practices that jeopardize the health and safety of America's youth.

Marin Institute

<http://www.marininstitute.org>

The Marin Institute is an alcohol industry watchdog based in California and a resource for solutions to community alcohol problems.

FACE: Truth and Clarity about Alcohol

<http://faceproject.org/>

FACE (Facing Alcohol Concerns through Education) provides resources for media development, training, and advocacy. These products and services may be of interest to those working to address community norms.

III. Student Engagement and Follow-up Activities

The Big Bowl Vote can serve as a springboard to many community activities to address one of the major risk factors for underage use of alcohol.

Media messages about alcohol, tobacco and other drugs provide many opportunities for youth to learn how to use, circumstances where it is acceptable or even desirable to use, how to improve their techniques and an association with positive consequences of use.

The alcohol and tobacco industries spend millions of dollars each year marketing their products, and for a good reason: it works.

Media messages can impact an individual and play a key role in establishing community norms. With that in mind, we hope you will use this opportunity to gain media and community attention, therefore working towards environmental change.

Student Engagement:

NEW THIS YEAR – In order to engage students, we’re stepping into their world of technology. What better way to reach the average teen than their cell phone (or home computer)! To gain access to instant feedback on the ads from youth we will be encouraging middle and high school students to TWEET about their favorite and not-so-favorite commercials, during and after the big game. We will also be tossing out some questions specific to the alcohol ads to gain further insight. But in order to bring the youth on board, we need your help by getting them to “follow” us. And if you want in on what they have to say, you’ll need a Twitter account to follow us too. You and your students can find us on Twitter **@DrugFreeAction**. To set up your free Twitter account, click here. Need to get up to speed on what Twitter is all about? Check out *Twitter 101*, click here.

Follow-Up Activities:

(Designed to help your community maximize its environmental prevention efforts)

*** A note about youth engagement in your follow-up activities:**

The Big Bowl Vote and its follow-up activities provide excellent opportunities for youth leaders in your community to be meaningfully involved in the planning, implementation and evaluation of prevention projects. As you work to address environmental factors that impact underage drinking in our communities, it is important to involve youth directly in these efforts.

To be successful, coalitions must have an inclusive & broad-based membership.

- Therefore, youth inclusion is vital to success.

Effective planning is crucial.

- Therefore, youth perspective is vital to success.

Any individual’s involvement in a coalition must be meaningful.

- Therefore, youth leadership is vital to success.

True partnership is the cornerstone of coalitions.

- Therefore, youth/adult partnerships are vital to success.

Classroom Activity

Media Literacy Exercise

Dr. Peter DeBenedittis has developed a lesson that can be used in classrooms and other educational settings in conjunction with the Super Bowl. This curriculum is designed to educate students about media influences. His website contains research, information and educational materials about how media literacy is used for science-based prevention and internet safety. Download the Super Bowl specific media literacy lesson at www.medialiteracy.net.

Media Activities

Send a Press Release

Compare the community data you have gathered, to the statewide numbers in a local press release. Use the media attention to tie-in an upcoming community meeting on the issue. Below is an example of a press release that can be modified to include your local information. **Please Note: This sample press release is based on 2011 results.** The 2012 Big Bowl Vote may reveal alternate results. Be sure your press release reflects current findings.

Sample Press Release

FOR IMMEDIATE RELEASE

DATE:

CONTACT:

PHONE:



The BIG BOWL VOTE Is In!

America's Youth Vote on their Favorite Super Bowl Commercials One Product Blows All Others Off The Playing Field

According to Drug-Free Action Alliance's 8th Annual **BIG BOWL VOTE** (where middle and high school students around the nation vote on their favorite Super Bowl ads), Doritos overwhelmingly stole the show among those under 21, with their "Crash the Super Bowl" commercials.

Question posed: What was your favorite commercial?

Thirty-four thousand middle and high school students from around the nation voted:

- #1 - Doritos: Dog (pug attack)
- #2 - Doritos: Cheese Lover (finger-licking/pant-sniffing good)
- #3 - Doritos: Back-to-life (house sitter)

While Doritos (not surprisingly) ranked number one as the most memorable brand product among participating youth, the Anheuser-Busch brand (which included ads for Bud, Bud Light & Stella Artois) ranked as the second most "remembered" product.

Question posed: What brand name products do you remember being advertised?

Thirty-four thousand middle and high school students around the nation answered:

- #1 – Doritos
- #2 – Anheuser-Busch
- #3 – Pepsi Max

Aside from the "fun-factor" of youth voicing their opinions and telling us what ads were memorable, what does this all mean? Research tells us that the more youth are exposed to alcohol advertising, the more likely they are to start drinking or drink more if they are already consuming alcohol (source: Center on Alcohol Marketing and Youth - CAMY).

"While middle and high school students did not choose the alcohol ads as their favorite, those commercials definitely made an impression," said Patricia Harmon, Executive Director of Drug-Free Action Alliance. "We encourage parents and educators to use commercials such as these, as teachable moments; helping young people to understand and develop the ability to identify, analyze and evaluate targeted marketing."

Here are some questions parents and educators can use to get the conversation started:

- What is this ad trying to sell you?
- Is this product healthy for you?
- How is this ad trying to get you to purchase their product?
- How do you feel about the product now?

Teaching youth to read between the lines of advertisements is called *Media Literacy*. For more information, [CLICK HERE](#).

###

Hold a Press Conference

As part of your press release, announce a press conference. We recommend identifying some youth leaders to speak on their concerns about alcohol marketing and youth. Work with your youth leaders in advance to help them develop their brief statements and prepare them for answering questions from the media. Some key points to convey when preparing youth for this role include:

- Prioritize messages: Choose two or three key points on which to focus.
- Practice the pitch: Help students practice phrasing the key points in short, easy to understand statements. Media tend to use short, sound-bites of information for quotes or use in video segments.
- Role play: Go over some interview questions likely to be asked by a reporter. One question often asked by the media is: “How bad is the alcohol and drug problem at your school?” Youth should not attack the problem in any one school or community, but should emphasize that alcohol is a problem in every community.
- Keep the focus: Media often have an angle in mind for their story, and therefore will ask questions that are personal or about a recent tragedy in the news. Youth will need practice turning the story back in the direction they want it to go. Coach youth on how to best answer the question while keeping the focus on the topic at hand.

Write Letters to the Editor

A letter to the editor is an excellent way to personalize the issue, encourage others to take action and draw more attention to this issue.

Letters to the editor also provide an ideal opportunity to engage students. Ask youth leaders to write letters to the editors of local papers expressing their concern and frustration with the amount of alcohol advertising geared toward youth.

The best letters are more personal and speak from the heart. You can use the SAMPLE.

Sample Letter to the Editor

Dear Editor:

Middle and high school youth in our area recently participated in a survey conducted by Drug-Free Action Alliance and (INSERT YOUR GROUP NAME HERE), in which local youth identified commercials for alcohol among their favorites during the Super Bowl.

Research has shown the negative impact that alcohol marketing has on youth. A study published in the *Archives of Pediatric and Adolescent Medicine* found that youth who saw more alcohol advertisements on average drank more than those who did not see the ads. Furthermore, according to Alcohol Justice, an alcohol industry watchdog organization, the large alcohol companies get half of their profits from underage and binge drinking sales.

Alcohol industry marketing standards say alcohol ads should not target youth or promote heavy consumption. (YOUR AGENCY NAME HERE) encourages all members of our community to help hold the industry accountable. To complain about irresponsible ads, go to www.MarinInstitute.org/talkback

--- ALTERNATE ENDING IF YOUTH IS WRITING ---

Alcohol industry marketing standards say alcohol ads should not target youth or promote heavy consumption. As a teen targeted by these ads I think it time for our community to take a stand.

Sincerely,

Community Mobilization

Alcohol Justice 2012 Free The Bowl Video Contest:

Alcohol Justice (formerly the Marin Institute), an alcohol industry watchdog organization, has launched its fourth annual, nationwide anti-alcohol-advertising contest at www.alcoholjustice.org/free-the-bowl.html. The contest is an engaging way for young people to digitally protest inappropriate alcohol ads during TV sporting events.

Youth ages 10 to 20 are challenged to create original music, dance, rap or spoken word videos that carry the contest's core message – Free the bowl from alcohol ads.

The deadline for video entries is January 16, 2012. To view past years' winning videos and for more information on contest rules, entry details and prizes, visit www.FreeTheBowl.com.

Monitor Alcohol Advertising in your Community – Conduct a Community Audit

The purpose of a Community Audit is to physically gather information about a variety of influences on youths' behavior and investigate environmental, social and community factors. It is a great way to get youth and adult coalition members involved.

A Community Audit has two goals:

- 1) To gather information on the extent of the problem of underage drinking and the factors in the community which promote or discourage underage alcohol use.
- 2) To prepare you for future prevention efforts by identifying possible interventions or initiatives to target for change.

Examples of what can be audited include:

- Content of billboards within sight of specific locations in your community
- Alcohol advertising on local radio stations
- TV stations advertising alcohol products

The table on pages 13 & 14 can be used as a guide to record your observations. Photographs and videos of what you're observing in the community during your audit will provide the best evidence of the messages being presented.

Billboards

Total number of billboards within visual distance of schools

Number of billboards with local alcohol advertising	
Number of billboards with national alcohol advertising	
General health message	
Health message on alcohol	
General safety message	
Safety message on alcohol	

Total number of billboards within visual distance of youth recreation areas

Number of billboards with local alcohol advertising	
Number of billboards with national alcohol advertising	
General health message	
Health message on alcohol	
General safety message	
Safety message on alcohol	

Total number of billboards within visual distance of places of worship

Number of billboards with local alcohol advertising	
Number of billboards with national alcohol advertising	
General health message	
Health message on alcohol	
General safety message	
Safety message on alcohol	

Radio

This information may be maintained in logs by each radio station. Typically, reports are made to the Federal Communications Commission on a regular basis. Contact the director of advertising sales or the radio station manager.

Total number of minutes of advertising/day

Number of individual ads

	Number	Minutes
Local alcohol advertising		
National alcohol advertising		

Public service announcements about alcohol

	Number	Minutes
General health message		
Health message on alcohol		
General safety message		
Safety message on alcohol		

TV

This information may be maintained in logs by each television station. Typically, reports are made to the Federal Communications Commission on a regular basis. Contact the director of advertising sales or the station manager at your local television station.

Total number of minutes of advertising/day

Number of individual ads

	Number	Minutes
Local alcohol advertising		
National alcohol advertising		

Public service announcements about alcohol

	Number	Minutes
General health message		
Health message on alcohol		
General safety message		
Safety message on alcohol		

Source: *Teen Drinking Prevention Program Community Risk Assessment Guide, Center for Substance Abuse Prevention*

Limit or Eliminate Advertising

Plan initiatives to reduce or eliminate alcohol and/or tobacco advertising in community publications, billboards and in other easily accessed venues within a community. Think about how to involve youth in the planning, implementation and evaluation of these efforts.

For example, Philadelphia's City Council unanimously passed an ordinance banning future alcohol advertising on city-owned property. By adopting this ordinance, the City Council banned alcohol advertising from the public transit bus shelters used by many school children when traveling between school and home each day. The City of Philadelphia owns all public transit bus shelters and administers the seventh-largest public school system in the United States. (To view the Philadelphia Ordinance go to the CAMY website at www.camy.org, click on *Take Action*, then *Take Local Action*).

Monitor Community Events

Special events can take many forms and are as varied as the people and communities that organize them. They come in all shapes and sizes, including concerts, festivals, fairs, parades, rallies, sporting events and neighborhood block parties. Unfortunately, at many special events where alcoholic beverages are served, high-powered marketing and sales techniques combined with easy access result in underage drinking.

Each special event held in your community will have its own unique goals and objectives as well as a specific target audience, which could be narrow or broad. These goals usually include: attracting a large number of people to the event, gaining media coverage of the event and delivering the target audience that the event sponsor wants to reach.

Consider each special event held in your town or city as an opportunity for your prevention organization to tie its pro-health and safety message into the overall theme and message. The first step to becoming an event partner is to be an “events-watcher” and learn what events are taking place and who is sponsoring and organizing them. The following suggestions determine what messages are being presented at community events.

Identify events taking place in your community by checking local newspapers, listening to the radio and watching television. Your local Chamber of Commerce or Visitors and Convention Bureau may also have a list of area events.

- Attend or have other members of your prevention group attend as many of the events as you can.
- Identify the organizers and sponsors of these events.
- Note how messages are delivered at these events, the signage, billboards, product giveaways and public address announcements.
- If alcoholic beverages are sold, see if nonalcoholic alternatives also are readily available and marketed.
- See if IDs are carefully checked at the alcohol sales points to ensure that only persons over 21 are making purchases.

- Check if wristbands or tickets are used for alcohol purchase, or if ID must be shown each time.
- Observe the consumption of alcoholic beverages by the crowd. Who does the majority of the drinking at the event, and is consumption limited to a certain area of the event?
- Look for the participation of any pro-health or other community-based organization in the event. How are they attempting to deliver their messages? Are they effective?

Drug-Free Action Alliance has developed a toolkit to assist students and community groups to address alcohol at community events. To access this toolkit, [click here](#).

Limit Sponsorships

Assess the appropriateness of alcohol and/or tobacco industry sponsorship of sporting events, community festivals, and other activities. Consider the percentage of the audience that is underage, and whether the event attracts families. Limit alcohol sales, sponsorship and advertising as appropriate at that event or venue. Discontinue sales before the event is over to increase time without alcohol before driving. Think about how to involve youth in the planning, implementation and evaluation of these efforts.

For more information on how to ensure community festivals are appropriate, including an assessment tool and power point presentation, visit www.DrugFreeActionAlliance.org, click on *Ohio Center for Coalition Excellence*, then *Environmental Prevention*, then *Community Norms* or just [click here](#).

Even the Playing Field Through Positive Messaging

The alcohol industry has engaged in large-scale social marketing efforts to create a belief that alcohol is an integral part of nearly every holiday, special event, and celebration. Think Super Bowl? Think commercials with Clydesdales and a party with a lot of booze. Think St. Patrick's Day? Think green beer. Think Spring Break? Think extreme drunkenness among college and high school students.

You can balance the high risk messages youth hear through the use of social marketing. Social marketing is the use of marketing tactics and approaches to change existing beliefs or create new norms. One part getting attention, one part creating awareness, and one part providing education, social marketing has the power to affect behavior within communities, schools, organizations, and other systems.

Drug Free 24/7: Your framework for social marketing!

Drug-Free Action Alliance developed **Drug Free 24/7** to provide a framework for social marketing which will help communities to maximize the prevention message in communities, schools, and organizations year-round through multiple avenues of marketing, education and programming.

Drug Free 24/7 takes the same social marketing strategies used by the alcohol industry to create a different reality: Prevention should be an integral part of every holiday, special event, and celebration.

Because alcohol, tobacco, and other drug abuse is so connected to other health issues and social problems, prevention also should be an integral part of campaigns, initiatives, and commemorations focused on specific cultural, social, and health issues.

With **Drug Free 24/7** as the overarching message and underlying thread to every prevention campaign and initiative, your community can receive a consistent, clear message about alcohol, tobacco and other drugs.

For more information about **Drug Free 24/7**, go to: www.DrugFreeActionAlliance.org.

For more information:

Drug-Free Action Alliance's *Ohio Center for Coalition Excellence* recognizes the long and valuable history of coalition development in Ohio and elsewhere. The Ohio Center for Coalition Excellence works to build on that foundation to increase the prevalence of community engagement in Ohio as well as the activities and successes of these initiatives. Visit www.DrugFreeActionAlliance.org for additional information on the environmental approach to prevention.

The Community Anti-Drug Coalition Association (CADCA) provides a Strategizer entitled *Alcohol Advertising: It's Impact on Communities, and What Coalitions Can Do to Lessen that Impact*. This booklet provides information about the tactics used by the alcohol industry to target communities with their messages and what strategies coalitions can implement to decrease or eliminate alcohol advertising. A model city ordinance for eliminating alcohol advertising is included. To order your copy, call **1-800-54-CADCA**.