

**CREATING YOUTH-TO-YOUTH MESSAGES**

# RISKY



# DRINKING

*The un-Conference*

www.unconference.ca

# Antecedents of the 2005 Un-Conference

- 2000 - Consortium of public health and not-for-profit agencies begin to meet as  
**“Y.M.C.O.”**
- Objective – to create a provincial media campaign to reduce dangerous drinking

## **Process-**

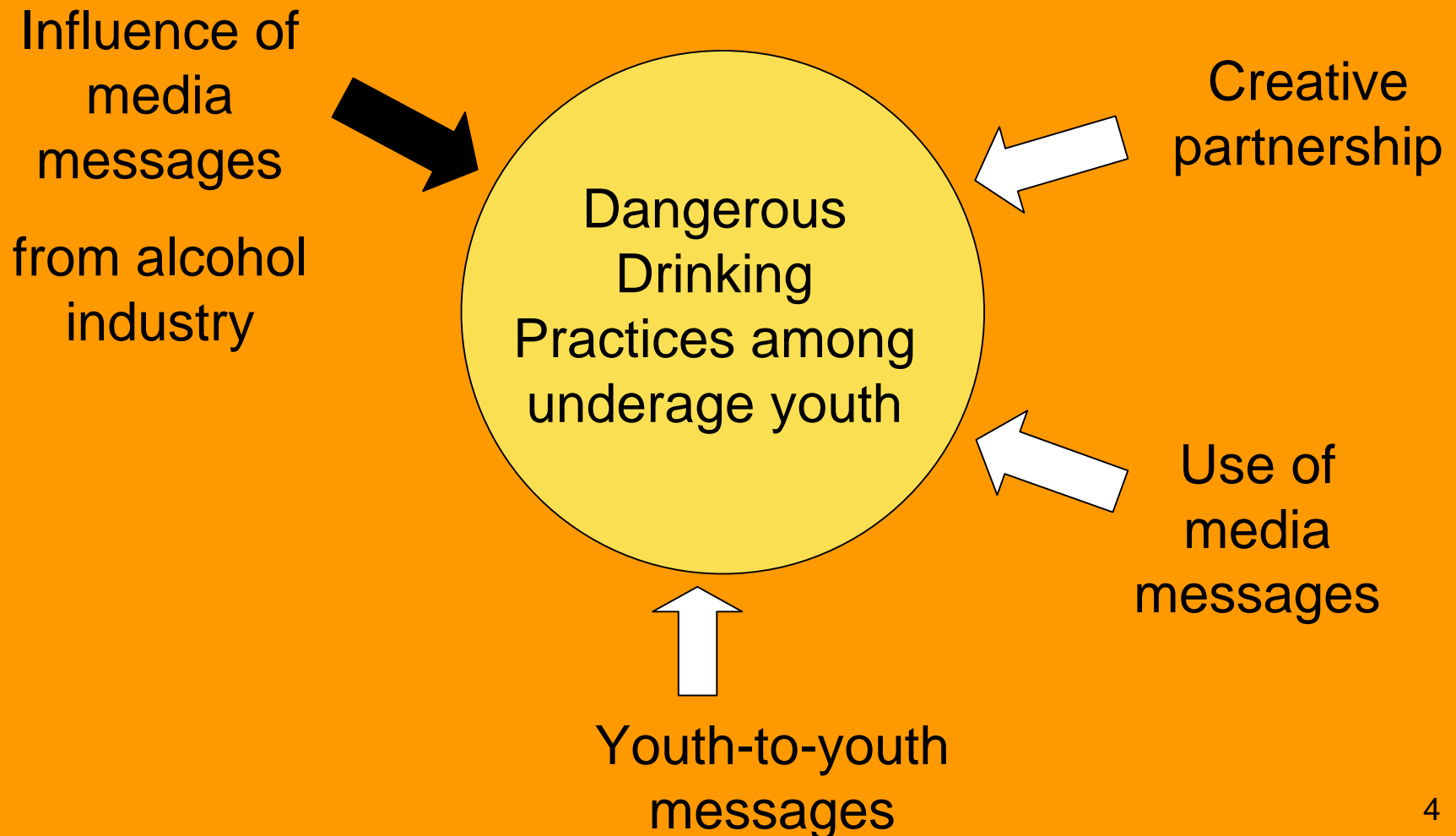
- ✍ Look for funding
- ✍ Look for leadership
- ✍ Look for sustainability
- ✍ Look for youth involvement

# 2004 – Youth & Alcohol – Messages & Media

Proposal to support the development of a province-wide media campaign to reduce dangerous drinking among youth aged 15-17 by

1. Researching best practices
2. Hosting 2-day seminar
3. Developing a network of youth, broadcasters, social marketers and health promoters.

# Youth & Alcohol – Messages & Media



Proposal Submitted to:

Health Canada

Drug Strategy Community Initiatives Fund

By: Alcohol Education Projects of  
Ontario Public Health Association

And....received approval!



## Why we took on the project management:

- Member of original consortium
- Flexibility to take on major project
- History of programs addressing teenage drinking and youth involvement
- Project management experience
- Able to second Pat Sanagan to project

# Steering Committee

Joanne Brown, Parent Action on Drugs / ODAP

Diane Buhler, Parent Action on Drugs

Sarah Costa, YAMM Committee Youth Liaison

Shelly Kraft, Addictions, Ontario

Ben Rempel, OPHA

Geri Roberts, Sault Ste. Marie FOCUS

Pat Sanagan, Parent Action on Drugs (Project Coordinator)

Gail Schloss, Toronto Public Health

Barbara Steep, Centre for Addiction and Mental Health

Jenna Wong, MuchMusic

# The Creative Directors:

Nancy Miller – Miller Neighbour & Associates

Tim Keenleyside – Fingerprint Communications

Mike Farrell - Youthography

# Youth Advisory (YA) Committee

Youth involvement was key!!

Open invitation for participants followed by selection of ten individuals



Independent thinkers

Creative

Interested in topic

Leadership experience

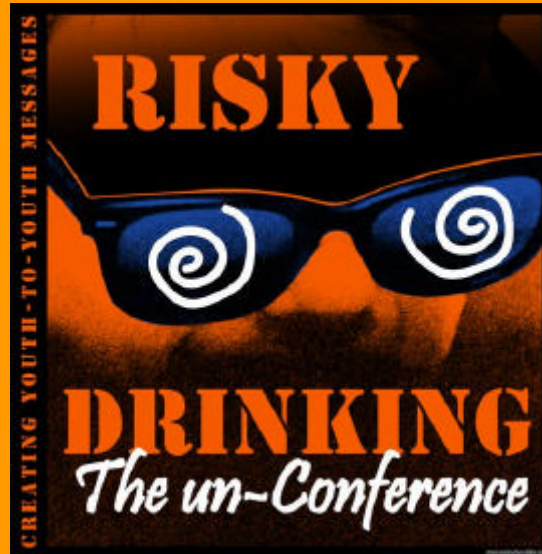
Heterogeneity & cross province representation

# Throughout the Conference. The YA

- Wore T-shirts to distinguish them in their role
- Mentored 3-4 youth delegates assigned to them
- Took on ad-hoc extra assignments
- Provided key introductory experiential monologues
- Connected to the media
- By understanding the key elements, objectives, processes of the project as these evolved, were able to be role models of involvement

# What Worked for the YA

- Expectations clear
- Monthly 2 hour teleconferences! (5:30 – 7:30)
- Involving use of PowerPoint presentations
- Use emails for reminders and follow-ups
- Team building
- Acknowledge diversity of ideas and experiences
- Assign tasks
- Reinforce their leadership position throughout the event



June 26 – 28<sup>th</sup>, 2005

Bank of Montreal  
Institute for Learning

Toronto, Ontario

# Who We Were:

52 youth  
22 health promoters  
Steering committee  
and organizers  
Funders  
Presenters and facilitators

## Youth

24 males / 28 females  
Age range: 14 – 22 years old  
Average Age: 17.4 years old  
From Sutton, Kingston, London, Barrie, Ottawa(11), Perth,  
Port Colborne, Sault Ste. Marie(4), Sioux Lookout(2),  
Toronto / GTA



# Teams and Teambuilding

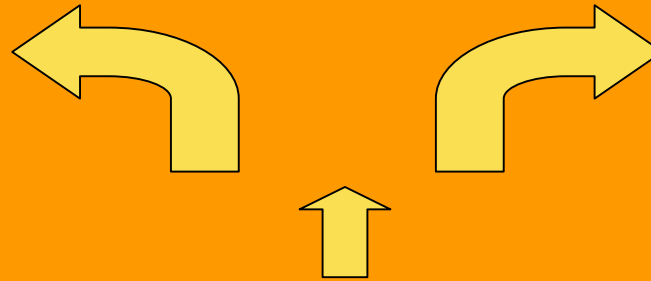


- Warm-ups and cameras
- Marketing to youth – the un-conference survey
- The Booze-Buzz

# Presentations

- **“The Impact of Alcohol Advertising on Underage Youth”**
  - Dr. David Jernigan, Director of the Centre for Alcohol Marketing and Youth, Washington, DC
- **“The Real Scene: What Marketing Research Tells Us about Underage Youth in Ontario”**
  - Mike Farrell, Youthography Youth Marketing
- **“The Real Numbers: What Survey Research Tells Us about Underage Drinking in Ontario”**
  - Marianne Kobus Matthews, Centre for Addiction & Mental Health
- **“A Real Response: What ‘Best Practice’ Research Tells Us about Campaigns”**
  - Nancy Miller, Miller Neighbour & Associates and author of the recent report on “Risky Drinking – Best Practices Literature Review Towards a Campaign for Underage Drinkers”

The Artists'  
Activity



The Apprentice  
Activity

Develop key messages:

1. Consequences
2. Taking the glamour out of drinking
3. Empowerment



Identify Risks and Strategies



Develop the Creative Brief:

Define objectives ? audiences ? tone ? issues ? media

# Alcohol Risks and Safety Strategies

- Opening monologues
- “For the Record” – video
- Attitudes explorations and
  - ✍ Identification of risks and safety strategies
  - ✍ Youth and adults separate



# Development of Key Messages

1. Consequences
2. Demystifying / deglamourizing – Taking the glamour out of drinking
3. Empowerment

# The Apprentices: Development of Creative Concepts / Ideas / Strategies

Target Age:

Key Message:

Headline:

Visual:

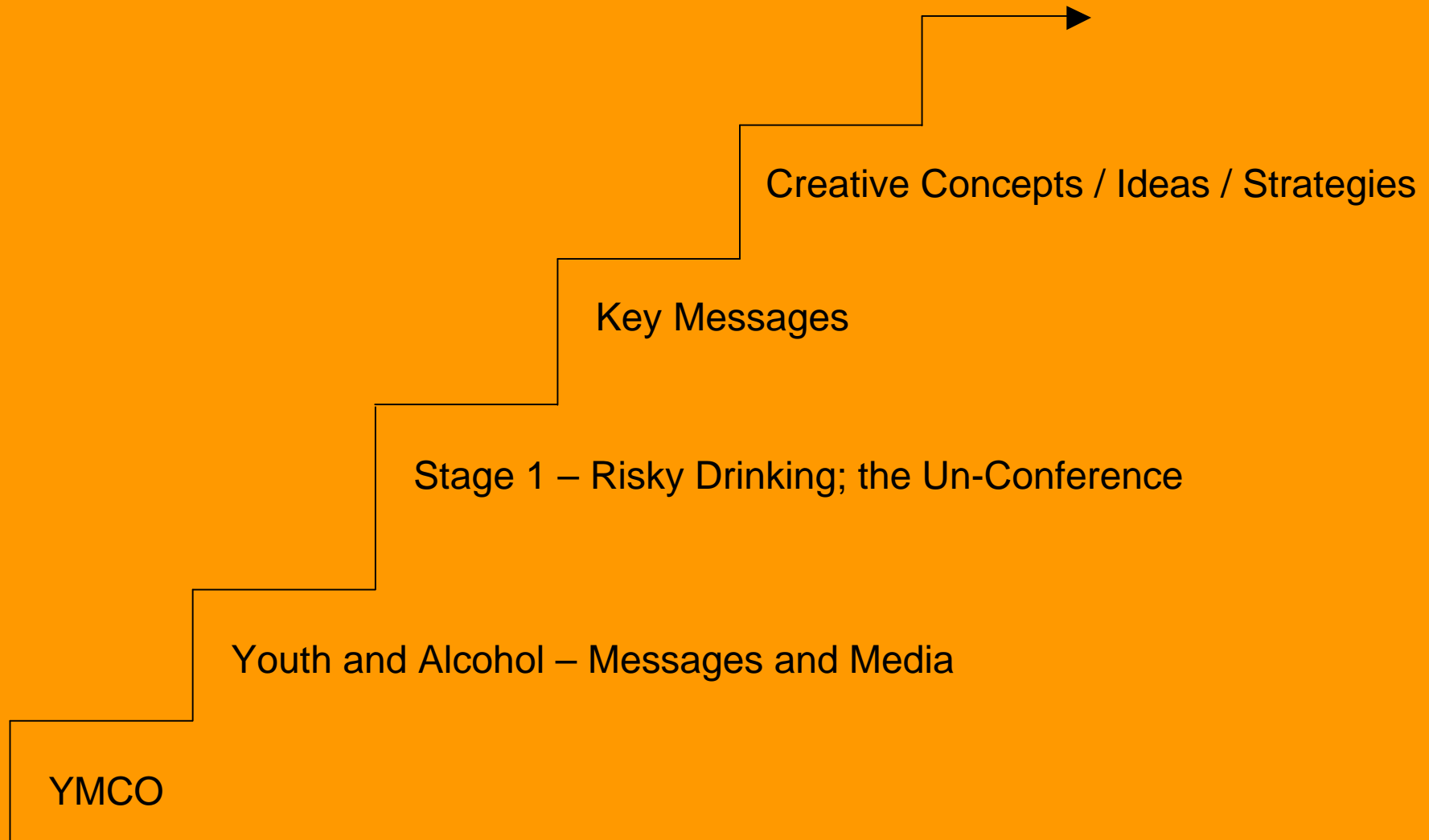
Tag Line:

Media:

# The Artists:

1. Dramatic Arts – Trinity Theatre Training
2. Broadcasting – J.D. Moffat and Manny Paiva, Bayshore Broadcasting (Owen Sound)
3. The 'Zine – unled, unfettered, unconventional

# Next Steps



# A presentation without an ending, but

- For Risky Drinking: The un-Conference Summary Report and Resource Kit contact:

Parent Action on Drugs

7 Hawksdale Road, Toronto, ON M3K 1W3

416 395-4970, 1-800-265-9279

pad@parentactionondrugs.org

- For YAMM Stage 2 contact:

Ben Rempel

OPHA

700 Lawrence Ave. West, Suite 310, Toronto, ON M6A 3B4

416-367-3313 ext 233

arapo@opha.on.ca