

**Final Report on a Literature Review to support a  
Province-wide Communication/Media Campaign on  
Dangerous Drinking by youth ages 15 to 18  
August, 2005  
Conducted for Parent Action on Drugs\***

**Mass Media Campaigns**

According to the World Health Organization, mass media campaigns, while popular, haven't proven to change attitudes and behaviour on their own.

“The mass media has been a popular means with politicians and policy makers for influencing the use of substances, whether licit or illicit. While popular with policy makers, in part because of its widespread acceptance, it has been less early to demonstrate its cost effectiveness. There have been relatively few studies in which adequate pre-campaign measures have been recorded and in which the effects of the campaign, if recorded, can be confidently attributed. In part this reflects the difficulty of providing adequate control populations when dealing with something as amorphous as the media, and in part it reflects the fact that media campaigns, if pursued over the necessary time frame, are rarely the only influences bearing on the target population.”

**Mass media campaigns are more effective when combined with direct community action.**

“It has been shown that media based campaigns which are pursued in conjunction with complimentary and reciprocal community actions are more effective than media campaigns alone in changing both attitudes towards substances and use itself (Casswell, Ransom, & Gilmore, 1990; Boots and Midford, 2001).”

**Media campaigns primarily raise awareness and lend support to policy initiatives.**

“Media campaigns can have a variety of objectives for which different strategies and target audiences are appropriate. They have been shown to be effective in

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\* A CD of a powerpoint presentation of the findings of the literature search, including ads referred to in the document, is available from Parent Action on Drugs: [www.parentactionondrugs.org](http://www.parentactionondrugs.org)

raising the general level for awareness with regard to substances and substance use and of lending support to policy initiatives in this regard. Their effectiveness in precipitating changes to individual using behaviour is less clearly demonstrated (Makkai, Moore & McAllister, 1991; Casswell, Ransome & Gilmore, 1990, Carroll, Taylor & Lum, 1996, Proctor & Babor, 2001).”

### **Media campaigns require accurate information and reduction of misinformation.**

“Changes in individual behaviour would seem to require both the provision of accurate information and the reduction of misinformation. In the case of illicit substances, particularly alcohol and tobacco, the concurrent and frequently prevalent advertising of these substances represents a countervailing, if not hostile influence, the consequence of which may be to modify if not nullify the effects of any health message (Slater, et al, 1996; Wallack, 1984, Wallack 1983, Aitken, 1989).”

### **Scare tactics only work with low awareness audiences.**

“The use of scare tactics have only shown to be effective when applied with audiences having a low awareness. With high awareness audiences, modeling and demonstrating beliefs on non-use have been found to be more effective, as has challenging normative beliefs, about the extent of use in a particular area or amongst a particular population (WHO, 1997).”

### **Effective ingredients of mass media campaigns are:**

- Well defined target group
- Undertaking of formative research to understand the target audience and to pre-test the campaign materials
- Use of messages which build on audiences’ current knowledge and which satisfy pre-existing needs and motives
- Addressing knowledge and beliefs which impede adoption of the desired behaviour
- A media plan guaranteed to ensure exposure to the campaign
- A long-term commitment to such a campaign

(Boots & Midford, 2001, Dejong & Winston, 1990, World Health Organization 1997, Sowden & Arblaster, 2001, DeJohn and Atkin, 1995)

We would add to the above ‘tracking attitude shifts and behaviour change and evaluation of effectiveness.’

## Approaches/ Strategies Reviewed

1. **Friends** (Friends wouldn't let friends do this; Be a Friend; True Friendship; Are they really your Friends?, etc.)
2. **Learning** (Be open to learning. Life is a learning Experience; The More you Know).
3. **Choices** (Where are your choices taking you?)
4. **Survival** (Survival Guide to Drinking)
5. **Standard drink size** (emphasizing standard size, reducing quantity, cautioning)
6. **Reinforcing laws for selling and buying for youth** (e.g. Not to Kids) (How many times have you been offered a drink today? – shows all the ads for alcohol)
7. **Norms** (most underage kids don't drink. Popular in the U.S. now)
8. **Making alcohol companies the villain** (in public campaigns, in schools, awareness of their manipulation, reducing prevalence in the community)
9. **Community Responsibility** (Popular – Calling on adults to work to reduce underage drinking. Recommendation is currently with the U.S. federal government to fund and actively support the development of a national media effort, as a major component of an adult-oriented campaign to reduce underage drinking.)
10. **Ridicule** (“Are you sick of this yet? Your friends are.” Talking too much after a few drinks; hanging out with someone you wouldn't choose while sober, being sick)
11. **Abstinence**; (Be alcohol-free; alcohol-free sports TV aimed at kids)
12. **The Anti-Drug** – e.g. each person has his/her own resiliency mechanism to say NO.
13. **Think** (Stop and Think; Before you drink, Think; Think First.) This is delivered 2 ways – think about your act right now and if you want to do it; think about consequences (getting kicked out of school)

14. **Individual problems** (Fetal Alcohol and Teen Pregnancy; drinking and driving; Girlie drinks and women's diseases)
15. **Cost** (e.g. drinking and driving – e.g. car towing, court costs, missing work, car insurance increase, etc.)
16. **Graduation**
17. **Alcohol Facts** (deaths, car crashes, etc.)
18. **Resistance skills** (how to say no, how to have less)
19. **Shattering the myths** (Most teens think alcohol doesn't affect them. Most parents think their teens aren't drinking. Think again.)
20. **Real stories** – Testimonials

## Review of Search Criteria

- Targets age 15 to 18 ('underage' youth campaigns will be included if target is over 18 but still an under aged drinker. Messages in this case will be screened for appropriateness to a younger audience). (If campaigns or messages are aimed at a particular ethnic, racial or demographic group, this will be noted.)
- Addresses youth who are already drinking.
- Promotes safety - not just risks, dangers - including abstinence as a safety mechanism.
- Is applicable to multiple activities/tactics (print, broadcast, electronic advertising, community, medical, parental and educational support).
- Strong outcome evaluation preferred; promising and anecdotal included.
- Has application to Ontario youth and matches the philosophy of the Review sponsors.
- Appeared 1999 +

Based on the above criteria, very few full-scale social marketing or even media campaigns have been found for the last 5-6 years. Much has been discussed, written or promoted on alcohol and teens, including underage drinking, but there appears to be very little cohesive emphasis placed on this subject.

## **Campaigns Reviewed** (See Appendix A, Sources Searched)

Because there were no campaigns that fit all criteria, and because they have not been evaluated for effectiveness in reducing consumption, they have been reviewed more for consideration of strategy than actual best practices.

### **Canada**

**Sponsor:** Educ'alcool, Quebec **"Moderation is always in good taste"**

**Topic:** Binge drinking

**Title:** The Flirt; The Championships (TV); The Pick-up Attempt; The Wedding; Is your stupidity showing? Who would you rather hang with?; Weird place for a part!; Remember that hunk you were flirting with at the party? Did you see who you called a twit at the bar?; Too much alcohol makes more than your brain go soft Play as often as you like; Another evening wasted; Take a good look at your future. Then change it; How to get to the party; how to get back; Empty Bottles. Empty Promises (all posters and/or ads)

**Date:** Produced (?); Can be ordered now.

**Components:** TV, posters, ads

**Age:** All ages but many suitable for 11 to 15.

**Evaluation:** Great majority of population know the slogan "Moderation is always In good taste", but no research on success of ads themselves.

**Match:** Some strategies may be suitable for Ontario campaign.

**Sponsor:** **Alberta Children's Services, Alberta Learning, Alberta Alcohol and Drug Abuse Commission (AADAC)**

**Topic:** Youth Fetal Alcohol Spectrum Disorder Prevention Campaign

**Title:** Alcohol and Pregnancy Don't Mix;

**Date** Launch: Sept. 2004

**Components** Two radio spots, Posters for Jr. and Sr.High Schools, Interior Transit; Media personality and service providers contest for non-alcoholic beverages; winning recipes sent on postcards to restaurants and bars through the Alberta Restaurant and foodservices Assn.

**Age:** Junior and Senior High School students;

**Evaluation:** Too early to say

**Match:** Only one consequence of drinking. Very specific.

**Sponsor:** **AADAC, Government of Alberta**

**Topic:** Fetal Alcohol Spectrum Disorder

**Title:** Pregnancy and alcohol? Don't take the chance.

**Date:** (?)

**Components:** Two newspaper ads; two restaurant/bar ads

**Age:** all women

**Evaluation:** None mentioned

**Match:** Too specific

**Sponsor:** StrategicThoughts.com (University of Saskatchewan)  
**Topic:** Drinking and Driving  
**Title:** Don't pull a Gordon (related to Gordon Campbell's scandal)  
**Date:** 2003  
**Components:** Poster  
**Age:** University students  
**Evaluation:** None found

**Sponsor:** LCBO  
**Topic:** Grad night  
**Title:** Best night of my life  
**Date:** (?)  
**Components:** Poster for stores aimed at youth; Information kit "Alcohol Facts for Students – Making Smart Choices" provided to high schools  
**Age:** High school seniors and teachers  
**Evaluation:** None mentioned  
**Match:** Unsuitable in messages and comprehensiveness.

### **United States (excluding major Anti-Drug Campaign)**

**Sponsor:** Check Yourself: A place for teens to check themselves for alcohol and drug abuse. (no other sponsor listed)  
**Topic:** Where teens are with drugs (including alcohol)  
**Title:** Several: Bathtub (unprotected sex); Car Crash; Orange Bubble;  
**Date:** Currently available  
**Components:** TV spots, videos, website, films (different campaigns/problems)  
**Age:** 'teens'  
**Evaluation:** None mentioned.. Asked details and samples. No response.  
**Match:** Possible approach messages

**Sponsor:** SADD (Students Against Destructive Decisions)  
**Topic:** Drinking and driving dangers; grad night, underage drinking  
**Title:** Several  
**Date:** (?)  
**Components:** PSA print, TV, radio. newspaper ads;  
**Age:** Students  
**Evaluation:** None mentioned  
**Match:** Some approaches/messages

**Sponsor: MIT, Cambridge, MA (students)**

Topic: Dangerous Drinking; creating a norm of responsible drinking

Title: Celebrate Deviance

Date: 2002 – ongoing

Components: posters, urinal ads, screensavers, tip book and events; MIT students formed an organization to support and create non-alcoholic activities and social norm of moderate alcohol consumption.

Age: Post-secondary students

Evaluation: Requested but no response. The Sappi Foundation awarded the campaign a grant for its innovative use of print materials for positive social change.

Match: Older students but approach of multi-component school program is viable and also possibly some messages.

**Sponsor: The Kaiser Family Foundation and Children Now, NBC as part of its “The More You Know” campaign**

Topic: Talking with Kids; Talking with Friends – uses celebrities

Title: Talking with Kids about Tough Issues

Date: 1999

Components: Free booklets and other parent resources; PSA TV, Family Circle Magazine 8-page insert (was unable to get any of these)

Age: primarily parents – but some teen approaches

Evaluation: After at least three attempts to find out more from NBC or the Kaiser Family Foundation, there was nothing found, except what appeared on the website. TV could not be downloaded.

Match: Not for our audience (e.g. 15 to 18, already drinking)

**Sponsor: Washington State Coalition to Reduce Underage Drinking (RUAD)**

Topic: Underage Drinking Prevention (anti-alcohol)

Title: It's only beer; You deserve a cold one; Chugging can kill; It might as well grow on trees.

Date: Currently on website

Components: Billboards, public transit, bus shelters, newsletters, newspapers. No campaigns – just posters/ads to order.

Age: Primarily aimed at full community.

Evaluation: None found

Match: Supplementary approach;

**Sponsor: FACE (sponsor?)**

Topic: Community Education (including binge drinking amongst youth)  
Title: Community Alcohol Personality Survey, Community Action Kit; Polluted Stream, Absolute Drug, Absolute Government, How many times...?  
Date: All resources on sale now.  
Components: Community Survey, sample article, outlet/billboard surveys, sample releases, posters, cinema ads, product information.  
Age: All community  
Evaluation: None mentioned, no response to request.  
Match: Not aimed at youth but around youth. Good for community involvement.

**Sponsor: Be Real Campaign: Prevention First Inc. and the Chicago Department of Public Health together as the Partnership for a Drug-Free Illinois**

Topic: Social norms to support drug-free lifestyles, including alcohol  
Title: Be Real  
Date: 1993-2003  
Components: PSAs – 12 TV  
Age: Website asked 'how old are you'; under 10; 10-12; 13-15; or 15-17. However, site first said 10 to 14 year olds.  
Evaluation: None found.  
Match: Younger age

**Sponsor: Center for Science in the Public Interest**

Topic: Campaign for Alcohol-Free Sports TV; to reduce the amount of alcoholic beverage advertising to underage children and young adults who tune into televised sports for fun.  
Title: N/A  
Date: 2004/05  
Components: Ad in Chronicle of Higher Education; press releases, College Commitment document; broad review of policies on alcohol  
Age: Colleges/university/and policy makers  
Evaluation: N/A  
Match: Possible supplement for social marketing campaign – looking at specific problem areas (e.g. sports, women, supply).

**Sponsor: American Beverage Institute**

Topic: Drinking and Driving

Title: NeoProhibition.com; Drink Responsibly. Drive Responsibly (TV), In their own words

Date: 2004/05

Components: Two newspaper ads; two restaurant/bar ads

Age: (?) All women

Evaluation: None found

Match: Drinking and driving is only one component of our search.

**Sponsor: The Century Council U.S. (funded by American's leading distillers)**

Topic: Underage buying and selling

Title: 65% (of kids get alcohol from friends and family);( Alcohol 101 (for high school seniors); Alcohol 101 – Making safe and responsible decisions on campus; Get the Facts b4u drink.org; I'd card my own mother; Brandon tells his story (drinking and driving);

Date: 2003

Components: Resources available to communities: 30-second PSA TV, buttons and information cards; media events, alcohol retail outlet signs;

Age: Parents and college students

Evaluation: None

Match: Interesting approaches – no comprehensive campaign

**Sponsor: Alcohol Policy Solutions**

Topic: Advertising by alcohol companies

Title: What the Alcohol Industry Doesn't want you to know about Solving Underage Drinking

Date: 2003

Components: Template newspaper ads, release, and tips for communities

Age: Communities, parents

Evaluation: None found

Match: Good for community supplement

**Sponsor: University of North Carolina – public-relations students**

Topic: Binge drinking, effects

Title: Ralph Beer

Date: 1999

Components: Class project: student reviewed campaign to improve next campaign;

Fictional character used throughout, variety of media

Age: College students -

Evaluation: none mentioned

Match: Audience too old, but kid appeal in message

**Sponsor: American Medical Association**

Topic: Girls 12+ and alcopops

Title: Girlie Drinks...women's diseases; Liquor Ads Have Teen Girls in Their Sights

Date: 2004

Components: Poster; Survey re Exposure to Alcopops Advertising; media release on results of survey

Age: Girls, women, community

Evaluation: Polls show more teen girls see 'alcopop' ads than women, but found no evaluation on effectiveness re consumption.

Match: Possible supplement for social marketing campaign – looking at specific problem areas (e.g. sports, women, supply).

**Sponsor: Washington State Alcohol and Drug Clearinghouse**

Topic: Video/media list

Title: various

Date: ongoing

Components: to be checked

Age: all

Evaluation: TBD

Match: TBD

**Australia and New Zealand**

**Sponsor: Victoria, Australia Government**

Topic: Related harm to individual users and the community

Title: Is getting pissed getting pathetic? (tertiary students)

Date: 2002

Components: Campus bathrooms, bus stops, local pubs and bars; Binge Drinking Forum (Tertiary Students). TV, cinemas, radio and internet (youth)

Age: University (18-24)

Evaluation: Requested, not received

Match: Speaks their language; multi-component; targets drinking specifically

**Sponsor:** ALAC, The Alcohol Advisory Council of New Zealand  
**Topic:** Standard size drinks; Know how much alcohol you are really drinking.  
**Title:** Bottle Top; Wine Cork – “Discover the real size of your drink”  
**Date:** 2002  
**Components:** TV, radio, newspaper, brochure, website  
**Age:** 18-24 – but approach suitable for younger  
**Evaluation:** Asked, but none received  
**Match:** Too old

**Sponsor:** Australian Government, National Alcohol Campaign  
**Topic:** Drinking choices for youth  
**Title:** Where are your choices taking you? And It's Your Choice.  
**Date:** 1998-99 to 2002-03 – media activity June to Aug 2002  
**Components:** Two PSA TV spots (one aimed at males; one at females); print pocket card, brochure for parents, magazine ads, print ads for parents of non-English speaking backgrounds, inserts in major Sunday papers. 3 phases to the campaign  
**Age:** youth 15 to 17, and parents aged 12-17, and young people 18-24  
**Evaluation:** All phases effective. Most recent phase (3) of campaign commenced in June 2002 and continued through to the end of Sept 2002. Evaluation says it is still communicating effectively with parents and teenagers aged 15 to 17. Campaign awareness levels were very high. There was an increase in the proportion of respondents who reported that the central campaign message was related to 'choices about whether to drink alcohol'. They continued to rate commercials as thought provoking, believable and relevant. Campaign also made them think about the negative things that can happen when they drink too much, the benefits of not drinking too much, and the choices they make about drinking. Alcohol consumption went down in the 3 months prior to evaluation than that in Feb. 2000  
**Match:** Good; messages is harm reduction; age is correct; supplementary components broad; information available; youth involvement through many focus groups. Only campaign found that suggested specific safety strategies as well as risks.

## **United Kingdom**

**Sponsor:** Health Education Board for Scotland, NHS Scotland  
**Topic:** Guide to drinking  
**Title:** Survival Guide to Drinking “How to have a good night out without too much pain the morning after”  
**Date:** 2000  
**Components:** In-depth guide – many good harm reduction tips  
**Age:** Young people generally  
**Evaluation:** N/A  
**Match:** Good as supplementary component

**Sponsor:** NHS Scotland  
**Topic:** Teen drinking  
**Title:** “Think about it”  
**Date:** Created in 1998 but still appear  
**Components:** 2 TV spots around drinking; Others on smoking; and one generic  
**Age:** Young people  
**Evaluation:** 1998; Individual Teen adverts have many strengths and their appeal was consistent with the target groups preferences both for TV programmes and commercial advertising. Teen Drinking and Teen Smoking were particular well recalled and appreciated. However, Teen Generic, which was enjoyable to some, was less clear in terms of message. Although connections were made between the adverts (content, source and target) they were generally not perceived as a unified campaign. Sponsorship was clear and strong.  
**Match:** Separate commercials for males and females may be appropriate - also embarrassment after drinking too much is in vogue; however no safety strategies.

## **Scandinavia**

**Sponsor:** Cities of Stockholm (Social Affairs), Gothenburg and Malmo  
**Topic:** National Drug Policy, including Prevention, Care and Treatment and Restriction of Supply, STAD Project – 3 pronged: directed at youth, focusing on handling of drug related issues in the healthcare system, and targeting the restaurant industry.  
**Title:**  
**Date:** Project started 1995 for 10 years.  
**Components:** (have asked)  
**Age:** High school students and others

Evaluation: Final report expected Aug. 31/05. Surveys used to measure effects of the interventions, primarily alcohol consumption, but also knowledge, attitudes and intentions regarding alcohol. In depth analyses are conducted to investigate possible effects among subgroups of participants, which include, but not limited to, gender, educational interest, residential environment and family history of alcohol problems.

Main result of studies so far is that programme does not alter the participants' alcohol consumption even though their knowledge as well as their risk perception increase.

Match: (TBD)

**Sponsor: Swedish National Drug Policy Co-ordinator**

Topic: Drug use (not alcohol but interesting campaign)

Title: "There are many reasons for not trying drugs" campaign title.  
"Peace on earth" – particularly successful at music festivals.  
Connection between drug use and supporting drug industry, prostitution, child labour and war. "I really Love Myself" - damage to bodies. "Police can't get me" meaning if you don't get involved in this illegal activity you have nothing to fear from the police. "Drugs are poo", most popular and adapted by the target groups as well as professionals – used by journalists and entertainers.

Date: 2003/2004

Components: Messages at Youth oriented music festivals, TV, posters, leaflet

Age: 18 to 25 (not our age group, but interesting campaign plus evaluation)

Evaluation: 82% think that the campaign had the effect desired, that it can strengthen those who already have a negative attitude towards drugs.  
72% say the campaign has made them reflect on their own attitude towards drugs.  
49 percent have discussed the campaign with somebody (mainly friends)  
16% have used the messages as their own arguments in discussions on drugs. 93% think that it's important that the authorities run campaigns against drugs. Results are based on internet survey among 1,044 youth aged 18-25 randomly selected in three major cities of Sweden.

## Appendix A - Sources Searched

A Youth-Focused Media Campaign assessing model of anti-drug campaign

[www.alcoholpolicysolutions.net/pdf/iom\\_youth\\_interventions.pdf](http://www.alcoholpolicysolutions.net/pdf/iom_youth_interventions.pdf)

AADAC (Alberta Alcohol and Drug Abuse Commission): website; one approach to youth is “Life is a Learning Experience – Be Open to Learning”

Action Network – Take Action – Campaign Launched – research and samples for support of legislation [http://actionnetwork.org/CSPI/alert-description.tcl?alert\\_id=2597811](http://actionnetwork.org/CSPI/alert-description.tcl?alert_id=2597811)

AD Gallery – series of available ads and commercials from the Office of National Drug Control Policy – National Youth Anti-Drug Media Campaign

<http://www.mediacampaign.org/mg/print.html>

Advertising and Price Effects on Adolescent Drinking, Henry Saffer

ALAC (Alcohol Advisory Council of New Zealand) [www.alcohol.org.nz](http://www.alcohol.org.nz) – re standard drinks ads

Alberta Children’s Services – Youth Awareness Campaign – fetal Alcohol and teen pregnancy

Alcohol Advertising and Youth – Spud McKenzie

[http://www.marininstitute.org/Youth/alcohol\\_ads.htm](http://www.marininstitute.org/Youth/alcohol_ads.htm)

Alcohol Advertising and Youth + Spud McKenzie – primarily exposure to alcohol advertising by 12 to 20 year olds. [http://www.marininstitute.org/Youth/alcohol\\_ads.htm](http://www.marininstitute.org/Youth/alcohol_ads.htm)

Alcohol Advisory Council of New Zealand, Belinda Airey, Strategic Advisor Communications, [B.Airey@alac.org.nz](mailto:B.Airey@alac.org.nz)

Alcohol and Drug Program Administration, Alhambra, California – Class Action suits against alcohol companies [ycordero@ladhs.org](mailto:ycordero@ladhs.org)

Alcohol Concern (UK) <http://www.alcoholconcern.org.uk/> – research and articles on subject, school campaigns, report: *Under age and under the influence?* A Networking Distant Neighbours Report – 11 to 15 year olds. Also “Alcohol Support and Guidance for Schools”, Factsheet – Young People’s Drinking;

Alcohol Policy Solutions U.S.

Alcohol Policy Solutions U.S. [www.alcoholpolicysolutions.net](http://www.alcoholpolicysolutions.net)

Forum on “Is Getting Pissed Getting Pathetic?” sponsored by Victoria Alcohol & Drug Assn. and Youth Affairs Council of Victoria Inc.

Anti-Drug Campaign – U.S. <http://www.mediacampaign.org/> (government funded, nation wide campaign; serious evaluation, awareness but thought by youth to be unbelievable); “Testing the Anti-Drug Message in 12 American Cities: Youth Ideas for New Ads/Improvements and Media Influences on Youth – Office of the National Drug Control Policy ;

APOLNET – Social Marketing and Alcohol Policy – Sample Alcohol Campaigns – several would not link to pages (“Binge Drinking Media Campaign”). Others not specifically related [http://www.apolnetorg/actpacks/ca\\_psa.html](http://www.apolnetorg/actpacks/ca_psa.html)

Australian Health Promotion Association – <http://healthpromotion.org.au/cgi-sys/entropysearch.cgi?query=alcohol>

Australian – National Alcohol Campaign

Berkeley, CA, Prevention Research Center – <http://prevention.stanford.edu/> Community Trials Intervention to Reduce High-Risk Drinking (RHRD), multicomponent, community

based program developed to alter alcohol use patterns of all people of all ages (e.g. drinking and driving, underage drinking, acute (binge) drinking) and related problems. Uses a set of environmental interventions.

<http://modelprograms.samhsa.gov/print.cfm?pkProgramid=23> or [www.PREV.org](http://www.PREV.org)

Boston Public health – have not developed any such campaigns.

[communications@bphc.org](mailto:communications@bphc.org)

Brewers of Canada, Your Life: Your Choice. [www.schoolnet.ca/alcohol](http://www.schoolnet.ca/alcohol) has now gone to Government of Canada site, and no results were found here. Broadcasters Association of MB. *Before you drink, Think* campaign. Could not find site or information on Broadcasters Assn. Information from [scrowley@youthemploymentservices.com](mailto:scrowley@youthemploymentservices.com) in Manitoba suggested BAM did TV spots quoting famous (drinkers) poets, writers, politicians, etc and coupling it with real-life quotes about the boss firing you and getting kicked out of school.

Campaign for Alcohol Free Kids – Who we Are [www.alcoholfreekids.com](http://www.alcoholfreekids.com)

Center for Alcohol Marketing and Youth, Georgetown University – covers advertising by alcohol companies [www.camy.org](http://www.camy.org) Sent us to Institute of Medicine.

City of Winnipeg, CMS Bilingual Service Centre sent our request on. Received information on spinal injuries as a result of alcohol “Prevention of Alcohol-Related Trauma in Youth” *Think First* campaign

Diageo (makers of Smirnoff Ice, Bailey’s Glide, etc.) is pressing the government of UK to launch a multi-million pound anti-binge-drinking campaign, using the same shock tactics as the hard-hitting drink-drive adverts. Agency, Abbott Mead Vickers, has been working on ideas targeting an initial campaign at young women drinkers focusing on their lack of control and vulnerability after binge-drinking.”

<http://society.guardian.co.uk/drugsandalcohol/story/0,8150,132347>

Educ’Alcool: Quebec Distiller/manufacturer led organization for responsible drinking.

<http://www.educalcool.qc.ca/doc.cfm?>

Essay Depot – Drinking Under Age William W. Walters

<http://www.educalcool.qc.ca/cgi/>

[www.essaydepot.com/essayme/10090/index.php](http://www.essaydepot.com/essayme/10090/index.php) “This site kicks ass!!

FACE – The Community Alcohol Personality Survey, community campaign and sample elements for communities [www.faceproject.org](http://www.faceproject.org)

Friends “Don’t let a friend drink and drive”, “Be a friend. Don’t let a friend drink and drive.”, “Drinking and driving turns friends into killers”, “I bought the beer but my friend paid for it.” “Be there for your friends. Let your friends be there for you.”

From Social Marketing Listserv: Zimmerman, R Social Marketing Strategies for Campus Prevention of Alcohol and Other Drug Problems – Report for the US Dept. of Education, Washington DC 1997 (too old)

Government of Alberta [www.chil.gov.ab.ca](http://www.chil.gov.ab.ca) (re pregnancy and alcohol only)

Government of Victoria, Australia, [www.alcohol.vic.gov.au](http://www.alcohol.vic.gov.au)

Health Development Agency: U.K. Email contact with the Schools & Young People’s

Health Education Board for Scotland – <http://www.hebs.scot.nhs.uk>

Health Team and Seta Waller, alcohol specialist. Response was they have nothing within our criteria. [www.wiredforhealth.gov.uk](http://www.wiredforhealth.gov.uk) and [seta.waller@hda-online.org.uk](mailto:seta.waller@hda-online.org.uk)

Health Promotion Agency – Northern Ireland – [www.DrugsAlcohol.info.org](http://www.DrugsAlcohol.info.org)

[www.healthpromotionagency.org.uk/Work/Alcohol/campaigns1.htm](http://www.healthpromotionagency.org.uk/Work/Alcohol/campaigns1.htm) and

Health Promotion Journal of Australia: Paper on the need for comprehensive approach to the use of mass media, including campaigns on alcohol and young people. Used to think advertising campaigns were sufficient to bring about behaviour change. Clearly not the case. Advertising needs to be integrated with a wider set of intervention strategies.

High School graduation; [http://healthpromotion.org.au/journal/previous/2000\\_2/02.html](http://healthpromotion.org.au/journal/previous/2000_2/02.html)

Higher Education Center ([JHinkson@edc.org](mailto:JHinkson@edc.org)) They do a lit. search on topics related to college drinking prevention every 6 months. Findings at <http://www.edc.org/hec/ta/lit-review> (Not campaigns/messages)

<http://www.mediacampaign.org/publications/message>

<http://www.nap.edu/openbook/0309089352/html/108.html>

<http://www.saddonline.com/psa.htm>

<http://www.salis.org>

Human Relations Media – Underage Drinking Newsletter – Resources on underage drinking (websites, videos, pamphlets, overhead transparency kits for teens and adults.

[http://www.hrmvideo.com/resources/newsletter\\_on-underage\\_drinking.pdf](http://www.hrmvideo.com/resources/newsletter_on-underage_drinking.pdf)

Institute of Medicine – national strategy to reduce underage drinking (2003), report and background papers <http://www.iom.edu/report.asp?id=15100>

It's A Wrap (media literacy workshop for youth)

[http://www.cdc.gov/tobacco/educational\\_materials/mdiashrp.pdf](http://www.cdc.gov/tobacco/educational_materials/mdiashrp.pdf)

Join Together online [www.jointogether.org](http://www.jointogether.org) – re response to anti-drug campaign

Kansas State - Take a Stand Program since 1996; campaign promoted by the YMCA –

Drinking and driving prevention and helping friends intervene in drunk driving.

Kansas Youth Alcohol Media Campaign Traffic Safety Digest

[www.nhtsa.dot.gov/people/outreach/safedige/winter2000/win](http://www.nhtsa.dot.gov/people/outreach/safedige/winter2000/win)

Lancashire Constabulary, U.K. re Walkaway, an anti-binge drinking campaign aimed at 18-24 year olds with taxi ads, bus ads and poster.

[www.lancashire.police.uk/prestoncbm.html](http://www.lancashire.police.uk/prestoncbm.html)

Leadership to Keep Children Alcohol Free – Prevention Resources – list of resources related to drug free initiatives. [www.alcoholfreechildren.org/en/prevention/links.cfm](http://www.alcoholfreechildren.org/en/prevention/links.cfm)

MADD Canada – release about Institute of Medicine's underage drinking report and beer industry. 2003 [www.madd.ca/english/news/stories/n030922.htm](http://www.madd.ca/english/news/stories/n030922.htm)

MADD U.S. – just for its backing of new legislation for National Media Campaign to Prevent Underage Drinking – U.S.

Manitoba Public Insurance – Getting Wrecked kit, education resource targeting a high-risk age group, using plain language, relevant lessons and activities that highlight the issue of impaired driving. [www.mpi.mb.ca/english](http://www.mpi.mb.ca/english)

Margaret McCrory – [M.McCrory@hpani.org.uk](mailto:M.McCrory@hpani.org.uk)

Mayor's office of Winnipeg; Email sent; received some suggestions but not specific to our criteria. .

Mothers Against Drunk Driving – Call for Entries Media Awards Winners for 2005

[www.madd.org/news](http://www.madd.org/news)

National Academies Press, (U.S.) Reducing Underage Drinking (2004) Underage = 15 to 10 years of age. National Media Campaign report on Committee's response to request to consider the role of a national media campaign in preventing and reducing underage drinking. Recommendation was adult-oriented campaign aimed at parents and others holds more promise than a youth oriented campaign based on review of current evidence.

<http://www.nap.edu/openbook/030908889352/html/108.html>

National Bureau of Economic Research – Advertising and Price Effects on Adolescent Drinking and Alcohol Advertising and Alcohol Consumption by Adolescent (Henry Saffer and Dhaval Dave) <http://www.nber.org/digest/nov03>

National Commission Against Drunk Driving (U.S. [www.3dmonth.org/nyrc\\_campus.cfm](http://www.3dmonth.org/nyrc_campus.cfm))

National Crime Prevention Council & National Sheriffs Assn. (U.S.

<http://www.nhtsa.dot.gov/people/outreach/safedige/winter2000>

National Institute on Alcohol Abuse and Alcoholism (papers/reports)

<http://collegedrinkingprevention.gov/Reports>

National Youth Anti-Drug Media Campaign – Office of National Drug Control Policy

Ontario Community Council on Impaired Driving (OCCID – “most groups promote the

sober driving thing than binge drinking” Anne Leonard.) [www.occid.org](http://www.occid.org)

Ottawa Public Health: They sent our request to approximately 60

individuals/organizations. Very little response [Terry-Lynne.Marko@ottawa.ca](mailto:Terry-Lynne.Marko@ottawa.ca)

Our audience between theirs but older ones appropriate for 15 to 18 (e.g. Are you sick of this yet? Your friends are.); Pissed, Pathetic campaign. harm reduction philosophy; posters in 18 locations (campus bathrooms, bus stops and local pubs and bars); Target 18-21, studying at a university or other post secondary facility; has definite aims and key messages.

Prevention First – “Be Real” Youth Campaign 10-14 year olds,

<http://www.prevention.org/BeReal/> U.S.

Project Freedom (not aimed at kids); Project Northland (before 1999), CADCA (norms)

Public Health Informatics Fellowship: [phitpepo@cdc.gov](mailto:phitpepo@cdc.gov)

Quote from Director of Policy and Public Affairs “This is also the first time that young women’s binge drinking has overtaken young men’s and this is of particular concern” (Alcohol Concern response to ESPAD findings)

<http://www.alcoholconcern.org.uk/servlets/doc>

Public Service Announcements – Underage Drinking Prevention & Social Marketing, Huntington, West Virginia <http://www.prevnet.org/ru21/psa.asp>

Research on social norms approaches in universities –

SADD US: Several PSAs with copy but no visuals. Position Against Use of Alcoholic Beverages by Underage Youth (“Don’t Use Position” not Safety). Campaign themes:

SALIS (Substance Abuse Librarians & Information Specialists) International association with special interest in the exchange and dissemination of alcohol, tobacco and other drug information – emailed Feb. 10 re campaigns and evaluation, received no response.

SAMHSA U.S. Youth and underage Drinking Overview; Model Prevention Programs

<http://www.health.org/govpubs/rpo990>

SAMSHA’s National Clearing House for Alcohol and Drug Information The More you Know Campaign – [www.health.org](http://www.health.org). 10 second anti alcohol TV clips with celebrities with NBC Network and Kaiser Foundation partners

San Francisco Youth Commission [Ron.McCan@sfgov.org](mailto:Ron.McCan@sfgov.org)

San Francisco’s Department of Public Health – hasn’t conducted any campaigns like that recently; gave information on reports

Second campaign aimed at 14-15 year olds, relevant to 13 to 14 year olds (harmful drinking and minimizing harm) <http://www.alcohol.vic.gov.au>

[Richard.Adezio@dhs.vic.gov.au](mailto:Richard.Adezio@dhs.vic.gov.au)

Social Marketing Quarterly (various issues)

St. Louis, Missouri, Health Dept. [stlcity@stlouis.missouri.org](mailto:stlcity@stlouis.missouri.org)

Strategy including increasing abstinence (recognition that this was everything), delay, reducing frequency/intensity/quantity, reducing prevalence, reducing harmful consequences.

Student Life: students and Christians [www.studentlife.net](http://www.studentlife.net)

Talk to Frank – U.K.

Testing the Anti-Drug Message in 12 American Cities

[www.mediacampaign.org/publications/message/section3\\_1\\_1](http://www.mediacampaign.org/publications/message/section3_1_1)

The Century Council U.S. [www.CenturyCouncil.org](http://www.CenturyCouncil.org)

The Underage Drinking Enforcement Training Center, under the Office of Juvenile Justice and Delinquency Prevention (not related) [www.udetc.org](http://www.udetc.org)

The Youth Leadership Institute, San Francisco, [www.yli.org](http://www.yli.org) – general information for and about youth; campaign on money spent on education vs. prisons.

Tweens to Teens – Literature Review on Strategies for Working with Toronto Youth 11 to 14 at risk for alcohol and other drug use. Toronto Public Health, conducted by Pat Sanagan and Nancy Miller

US Centres of Disease Controls: recent campaigns do not include alcohol and youth.

Have emailed for anything older. [www.cdc.gov](http://www.cdc.gov) and <http://cdc.gov/alcohol/index.htm> (for information on alcohol related disease impact).

Vancouver Coastal Health – email forwarded to someone, no response

[feedback@vancoastalhealth.ca](mailto:feedback@vancoastalhealth.ca)

Victoria, Australia: Drug Policy and Services Branch, Dept. of Human Services –

Received response on evaluation of the Victorian tertiary and youth alcohol campaigns and whether youth were involved.

Washington State Coalition to Reduce Underage Drinking RUAD – Underage Drinking Prevention Ads – counter ads [http://clearinghouse.adhl.org/campaigns/ruad/und\\_ads.html](http://clearinghouse.adhl.org/campaigns/ruad/und_ads.html)

Washington State Alcohol Drug Clearinghouse

[http://clearinghouse.adhl.org/video/subject\\_html/vc\\_media.html](http://clearinghouse.adhl.org/video/subject_html/vc_media.html)

Washington State Alcohol Drug Clearinghouse – Video Catalog –

[http://clearinghouse.adhl.org/video/subject\\_html/vc\\_media.html](http://clearinghouse.adhl.org/video/subject_html/vc_media.html)

WHO Prevention Review on Prevention of Psychoactive Substance Use, Chapter on Mass Media (2002) While most campaigns cited were before 1999, conclusions are sound today. A summary of findings reports on success (or failure) of mass media campaigns. (See Campaigns, Research and Resources).

[http://www.who.int/mental\\_health/evidence/en/prevention\\_intro.pdf](http://www.who.int/mental_health/evidence/en/prevention_intro.pdf)

[www.educalcool.qc.ca](http://www.educalcool.qc.ca)

[www.nber.org/digest/nov03/w9676.html](http://www.nber.org/digest/nov03/w9676.html)

[www.nhtsa.dot.gov/people/outreach/safedige/winter2000/](http://www.nhtsa.dot.gov/people/outreach/safedige/winter2000/)

[www.talktofrank.com](http://www.talktofrank.com)

[www2.potsdam.edu/alcohol-info/Controversies](http://www2.potsdam.edu/alcohol-info/Controversies)

YOUCAN (Youth Canada Assn), focuses on youth-led initiatives in non-violent conflict resolution and violence prevention. Much Music PSA – Tried to view.

<http://www.youcan.ca>

## Websites

### U.S.

Think Road Safety

<http://www.thinkroadsafety.gov.uk/campaigns/drinkdrive/archive.htm>

Freevibe – [http://www.freevibe.com/Drug\\_Facts/alcohol.asp](http://www.freevibe.com/Drug_Facts/alcohol.asp)

SADD – <http://www.saddonline.com/mission.htm>

[www.friendsdrivesober.org](http://www.friendsdrivesober.org)

Youth Leadership Institute – <http://www.yli.org/prevention/programs>

Think about it – <http://think.xl1067.com/cc-common/thinkaboutit/facts.html>

### Canadian

Extreme Attitudes Against Drinking and Driving – up to 99 on line. – Canadian Broadcasting Corporation [http://www.cbc.ca/extreme/What\\_is\\_EA/Body.html](http://www.cbc.ca/extreme/What_is_EA/Body.html)

YOUCAN (Youth Canada Association) <http://www.youcan.ca/YOUCAN.php>

AADAC – Zoot2

Making a Difference <http://www.zoot2.com/evolve/index.asp>

Your Life: Your Choice – An educational resource for reaching young teens about alcohol – Ontario School Counsellors Association

<http://www.osca.ca/alcohol/E/MainMenu/index.html>

Deal.org Webzine – [http://www.deal.org/DefaultSite/index\)e.aspx?ArticleID=1762](http://www.deal.org/DefaultSite/index)e.aspx?ArticleID=1762)

Virtual Party - CAMH <http://www.virtual-party.org/en/welcome.htm>

### UK/Australia/France

Frank, U.K. – <http://www.talktofrank.com/talktofrank/>

A toi de juger (France) (educational program by the association Educ/alcool France)

[http://www.atoidejuger.com/Atj/atj\\_france2.htm](http://www.atoidejuger.com/Atj/atj_france2.htm)

Wired for Health – National Health Service.U.K.

<http://www.wiredforhealth.gov.uk/cat.php?catid=839>

It's a Wrap – on-line media literacy workshop

Health Education Board for Scotland

<http://www.hebs.scot.nhs.uk/services/videowall/index.htm>