

Keepcontrol.ca
- a brand new campaign for youth by youth on risky drinking

Over the last year or so you may have been exposed to an upcoming initiative being developed focusing on ***risky drinking*** and safety strategies for youth aged 15-18. This harm-reduction campaign has been referred to as the ***Youth and Alcohol, Messages and Media Campaign*** or as of more recent, ***keepcontrol.ca***.

Learnings from a youth-to-youth conference have evolved into some ***powerful messaging*** related to consequences of risky drinking. Youth informed throughout the process, this campaign speaks the language of teens and will ***grab and hold*** their attention to this important public health issue.

This exciting initiative is quickly coming to fruition and is set for a ***public launch*** the last week of October. This campaign will be ***province wide*** and utilize a variety of media including TV and radio ads, digital marketing, a comprehensive, interactive website, peer to peer programming, along with promotional materials including posters, t-shirts, brochures, etc.

We believe this campaign is a perfect supplement or stand alone initiative to the exciting substance abuse prevention work going on throughout the province!

Want to get involved?

Further details including launch sites and dates, train the trainer events, and how your community can get on board will follow shortly. In the meantime, stay tuned to the APOLNET Listserv or check in at www.apolnet.ca/yamm.