

**Dover, NH**

**Youth **2** Youth**

*David vs. Goliath  
Taking on the  
Alcohol Industry*

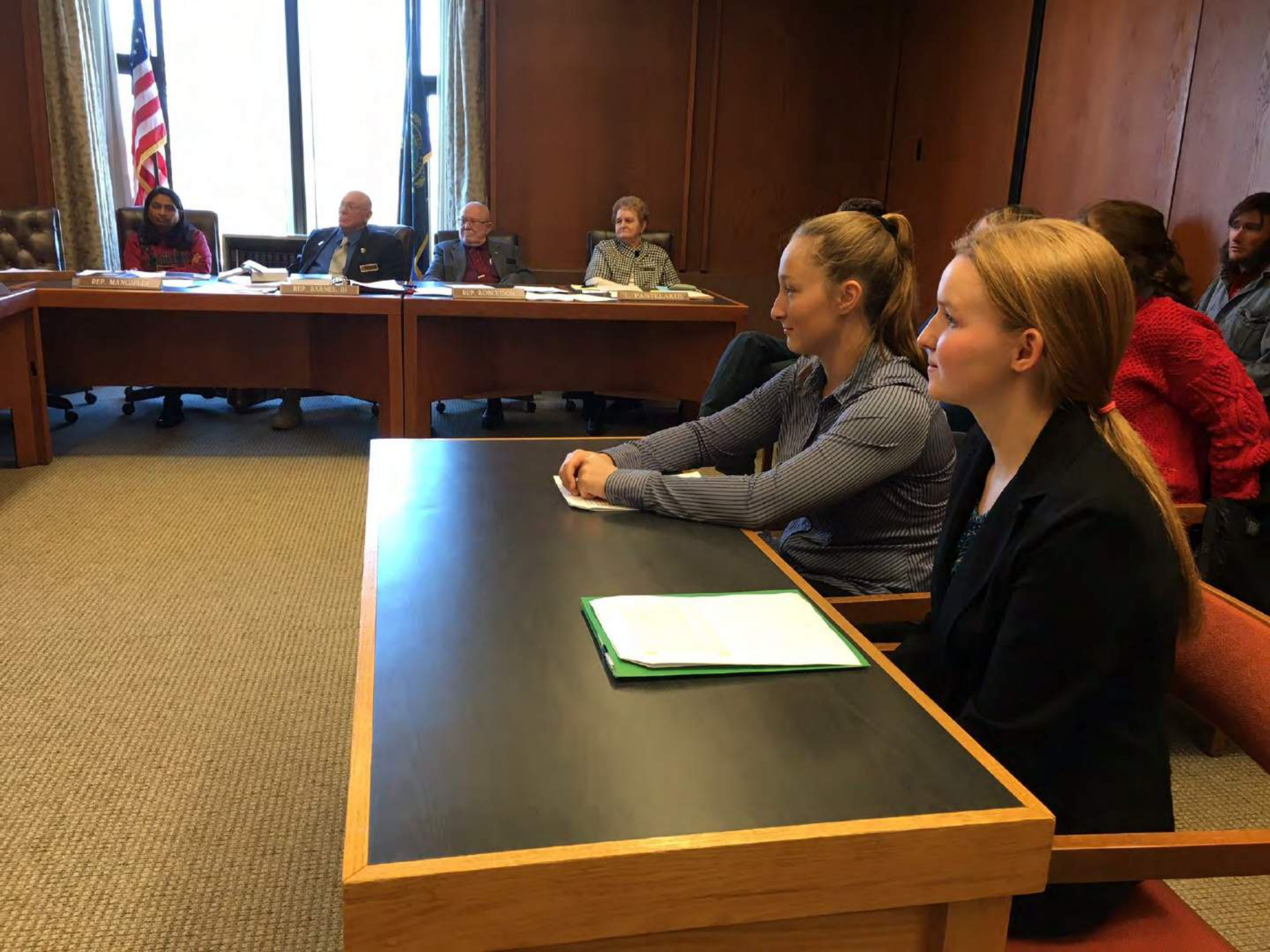
[www.DoverY2Y.org](http://www.DoverY2Y.org)



# Dover Youth to Youth









Youth 2 Youth

# The TRUTH About Alcohol



# Dover Youth to Youth



↪ Our Model



KNOWLEDGE



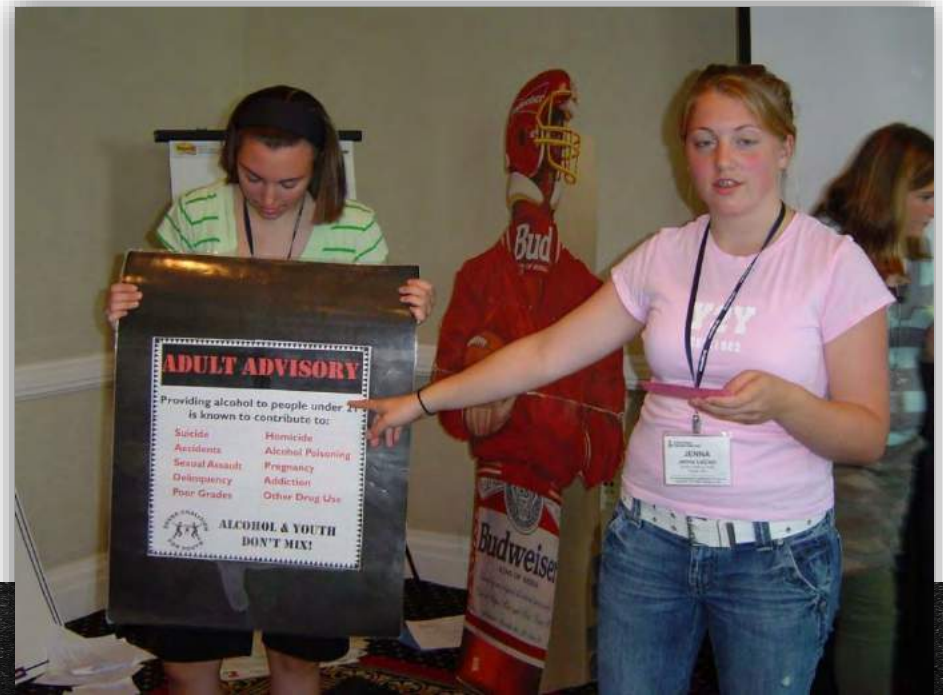
SKILLS

ACTION



# Knowledge

- Learn about the problem.
- Develop “command” of the topic. Develop expertise.
- Understanding of possible solutions = Desire to take Action



# Skills

Before you can take action...

You need the SKILLS to do so.



# Examples of Skills

- ✓ Presentation Skills
- ✓ Media Production Skills
- ✓ Activism Skills
- ✓ Writing Skills
- ✓ Theatrical Skills
- ✓ Leadership Skills



↪ Our Model

↪ KNOWLEDGE

↪ SKILLS

ACTION

# Types of Action

- Education
- Community Awareness
  - Policy Change
    - Media



**Dana Mitchell**

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Dover Police  
46 Chestnut Street  
Dover, NH 03820

[www.DoverY2Y.org](http://www.DoverY2Y.org)

# Welcome

- **Handouts**
- **Resources**
- **Toolkit**

# Today's Goals

- ✓ Describe several projects and activities designed to challenge the Alcohol Industry that you can replicate.
- ✓ Provide a detailed description of the common elements of a Counter-Advertising Campaign.



# Today's Goals

- ✓ Share ideas and resources that you can use right away – and later on.
- ✓ Give you an approach to facilitate meaningful youth participation and empowerment in your efforts.

**Dover, NH**

**Youth 2 Youth**

**2**

*Section 1*

*What's the Problem*

[www.DoverY2Y.org](http://www.DoverY2Y.org)

# Volume Sold in US:

200+ million  
barrels of beer  
in 2017

# 2017 Market Share of Beer Sales

(NBWA website)

- AB-Inbev 40%
- MillerCoors 25%
- Corona/Modello 9%
- Heineken USA 4%
- Pabst Brewing 2%

Over 5,000 other brewers and importers share the remaining 20%

**It's worth over \$110 Billion in sales.**

# The Problem

- In 2016, one in 5 people age 12 – 20 drank alcohol in past 30 days. (NSDUH)
- 4.5 million people age 12 – 20 reported binge drinking (12%). (NSDUH)
- The earlier young people begin drinking, the worse the consequences are likely to be.

# The Problem

- 6% of the US population over 12 are classified as “Heavy Drinkers” (16.3 million people).

Defined as: Binge drinking at least 5 times per month.

# 2017 Market Share of Beer Sales

(NBWA website)

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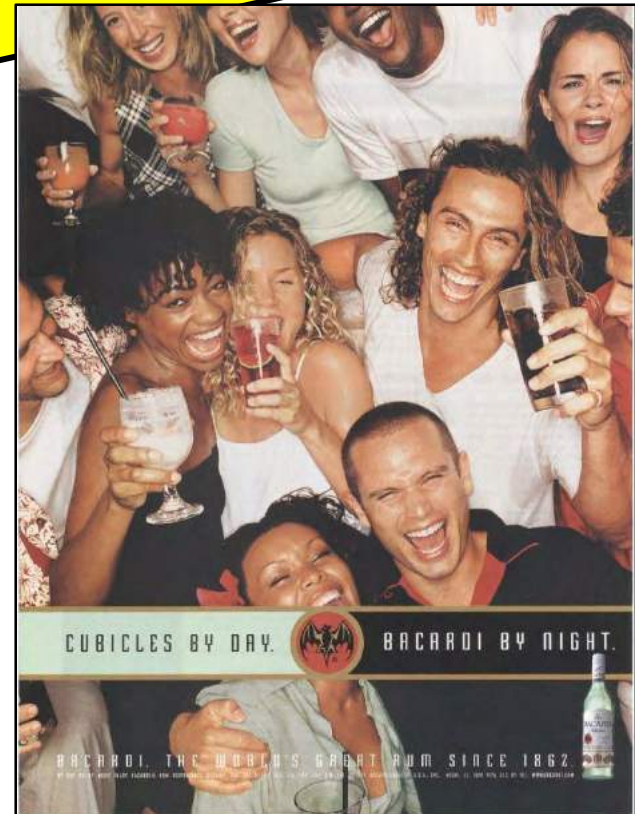
# Appearance



# Sports

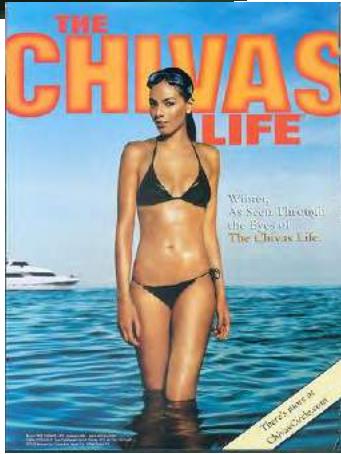
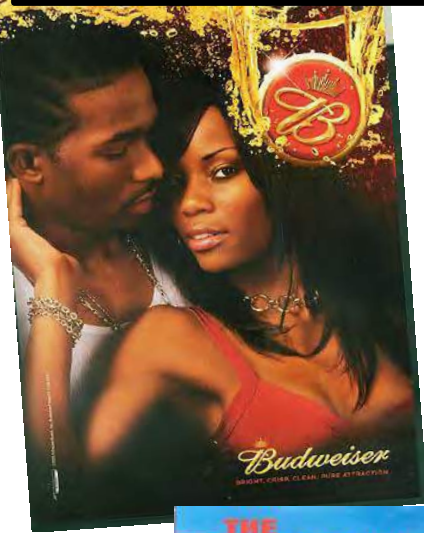


# More Friends





# Sex



# Music



# Doc Alcoholic Lemonade

Want something even more refreshing?  
Enter to win "Doc's" Hard Lemon Getaway Cruise!  
(SEE OPPOSITE PAGE FOR DETAILS.)

The sink is clogged *again*. Now that's refreshing.

**Doc's**  
HARD LEMON  
MALT BEVERAGE

©2002 Anheuser-Busch, Inc. "Doc's" Hard Lemon Flavored Malt Beverage (Flavored Malt in TX) St. Louis, MO

**<<<< WANT SOMETHING EVEN MORE REFRESHING? ENTER TO WIN "DOC'S" HARD LEMON GETAWAY CRUISE! (SEE OPPOSITE PAGE FOR DETAILS.)**



HERE'S TO GOING FOR TWO. OR ONE.

*Coors* **LIGHT**  
OFFICIAL BEER SPONSOR



©2002 M.F. Properties LLC. Trade names and/or trademarks of the brewers included.  
All other NFL related trademarks are the trademarks of the National Football League.  
"NFL," the NFL Shield design, and "Super Bowl" are registered trademarks of the National Football League.



COORS LIGHTS BEER DRINK RESPONSIBLY  
60% ALC/VOL (12% ALC BY VOL) • 11.1% • 00.000000

It's a downhill battle when it's  
Michelob Light for the winner.

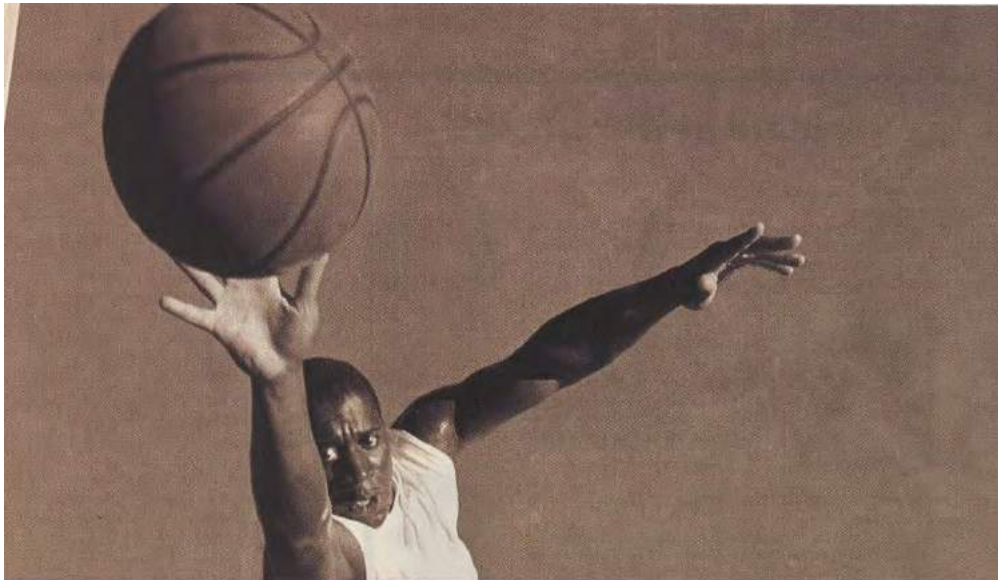


Would good friends really race  
this hard for a beer? Well, it is  
Michelob Light. With the rich,  
smooth taste you can compare  
to any beer you like.

**Michelob Light**



PROUD SPONSOR OF  
THE 1964 OLYMPIC TEAM.  
ANHEUSER-BUSCH, INC. • ST. LOUIS, MO



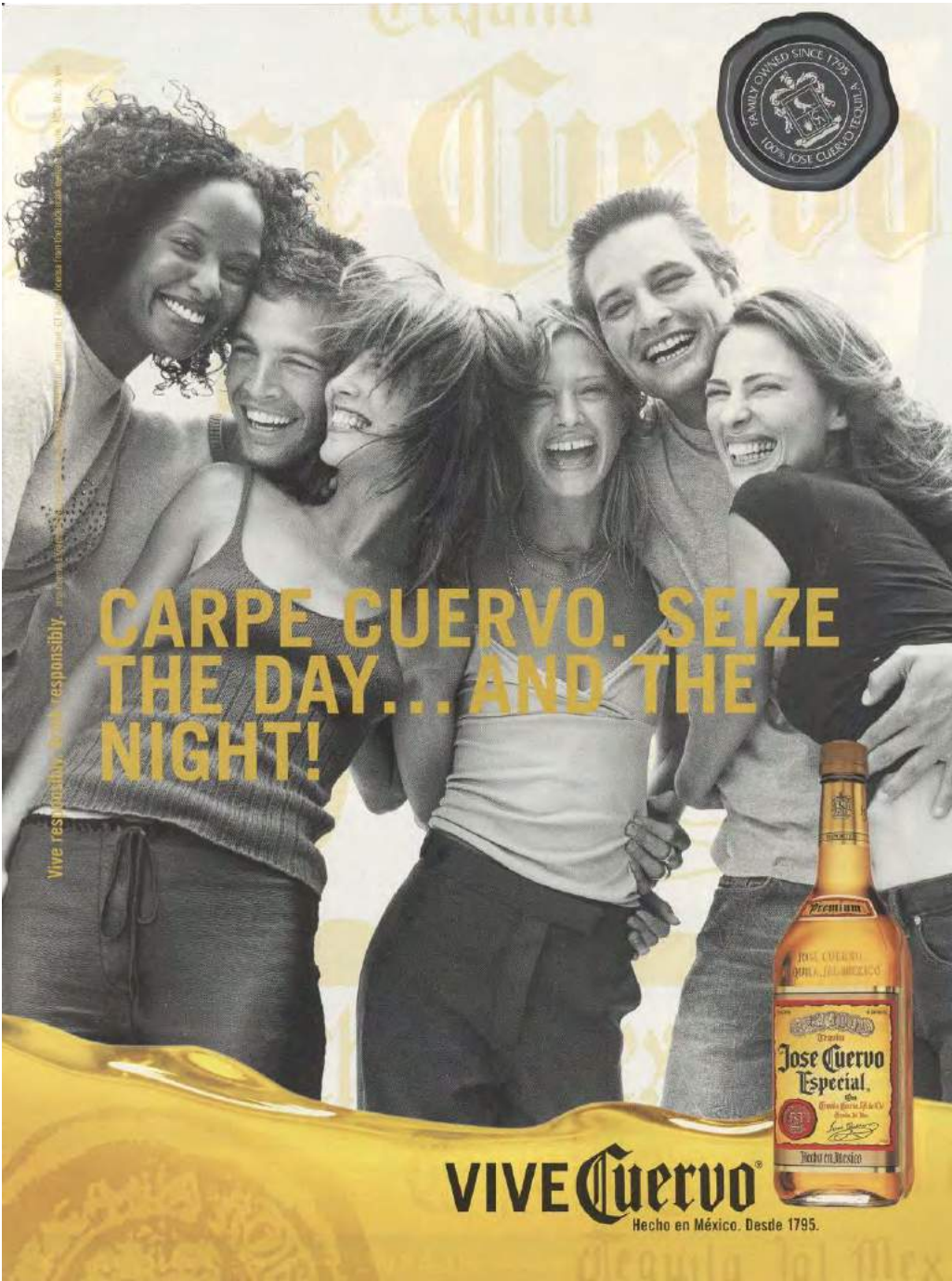
Lose the carbs. Not the taste.



With fewer carbs, fewer calories and the same great Michelob taste, ULTRA is the ultimate reward for an active lifestyle.

*2.6 grams of carbohydrates, 95 calories*

2.6 grams of carbohydrates, 95 calories per 12 oz. serving.  
©2002 Anheuser-Busch, Inc., Michelob®/ULTRA Light® Beer, St. Louis, MO  
www.michelob.com



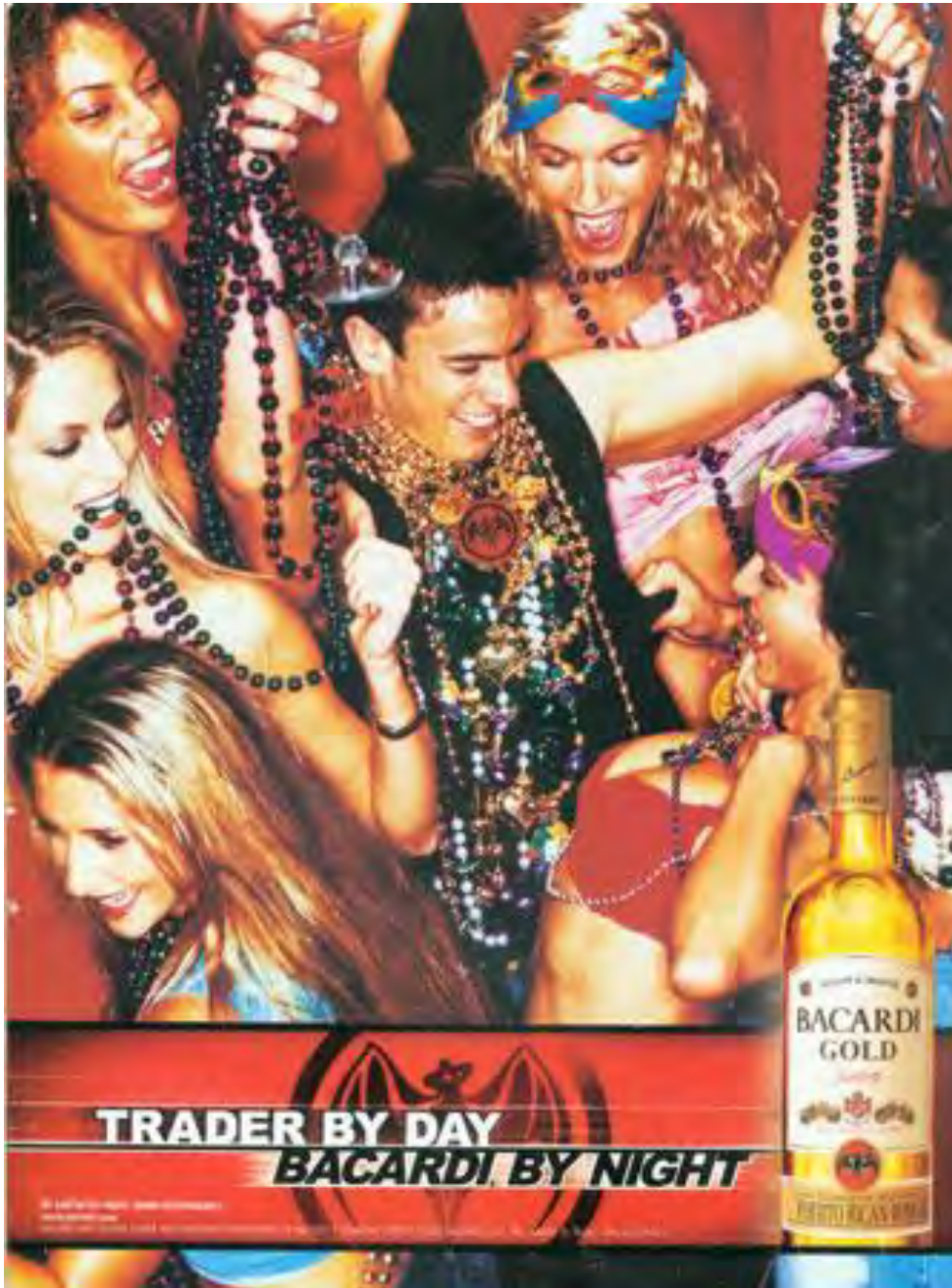
Vive responsibly. © 2004 Jose Cuervo. All rights reserved.

**CARPE CUERVO. SEIZE THE DAY...AND THE NIGHT!**



**VIVE Cuervo®**

Hecho en México. Desde 1795.

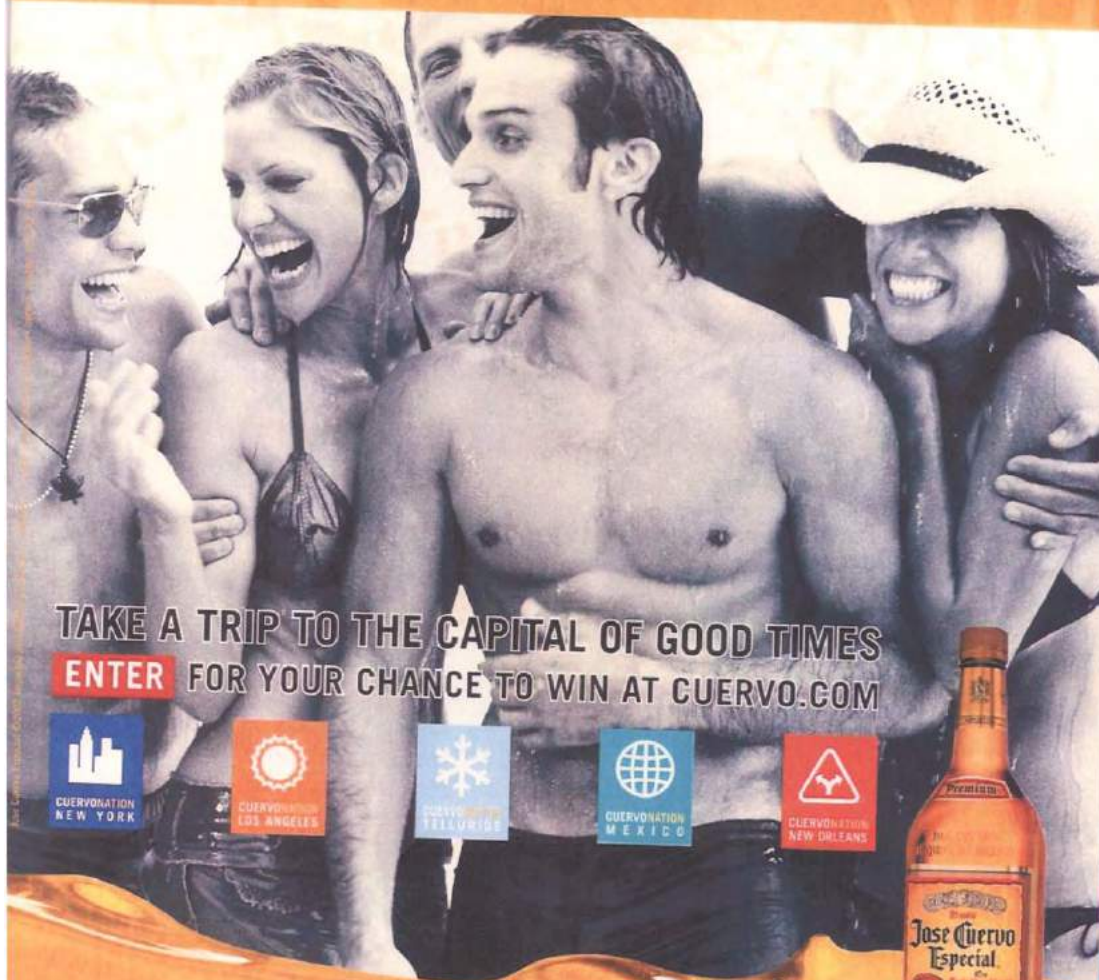


**TRADER BY DAY**  
**BACARDI BY NIGHT**





# CUERVO NATION READY. SET. LET GO.



TAKE A TRIP TO THE CAPITAL OF GOOD TIMES  
**ENTER** FOR YOUR CHANCE TO WIN AT CUERVO.COM



VISIT [CUERVO.COM](http://CUERVO.COM) Drink responsibly.

©2010 Jose Cuervo & Co. All rights reserved. Cuervo is a registered trademark of Jose Cuervo & Co.

## VIVE Cuervo

Hecho en México. Desde 1795.



Great Gear From Budweiser

**... but would  
they advertise to  
kids?**

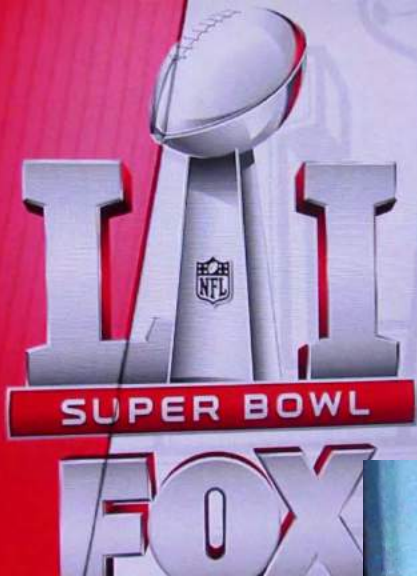
Anheuser-Busch, makers of Budweiser  
said in a statement:

***''We do not target our  
advertising toward  
young people, period.''***

New York Times April 8,1997

**SPUDS  
MCKENZIE**











Bud

weis

er



TECHNICAL  
© 1990 Anheuser-Busch  
↻

***Budweiser***®

KING OF BEERS®







**HORLACHER'S**  
*Genuine*  
**BOCK BEER**





**H  
A  
M  
M  
S**



**B  
I  
B**

PEEL TAB

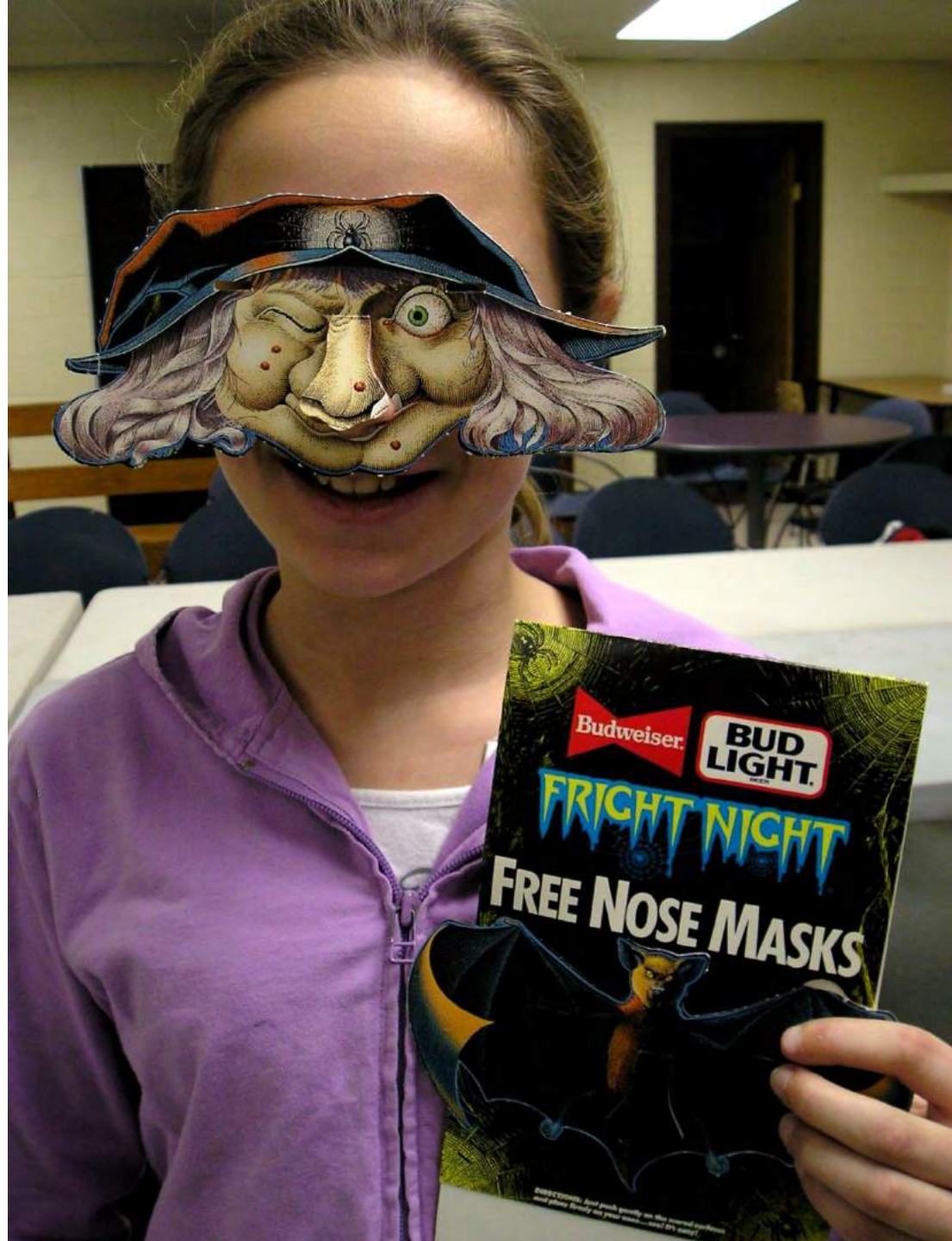




# Trick or Treat ?









# Bud Train Set



 **LIONEL**<sup>®</sup>

© 1993 Lionel Trains, Inc., Chesterfield, MI 48051-2493

71-1810-250



## CAUTION - ELECTRIC TOY

NOT RECOMMENDED FOR CHILDREN UNDER EIGHT YEARS OF AGE. AS WITH ALL ELECTRIC PRODUCTS, PRECAUTIONS SHOULD BE OBSERVED DURING HANDLING AND USE TO REDUCE THE RISK OF ELECTRIC SHOCK.

TRANSFORMER RATINGS - INPUT : 120 VAC 60 HZ ONLY.  
AC OUTPUT : 7-19 V, 15 VA TOTAL

## BUDWEISER SET

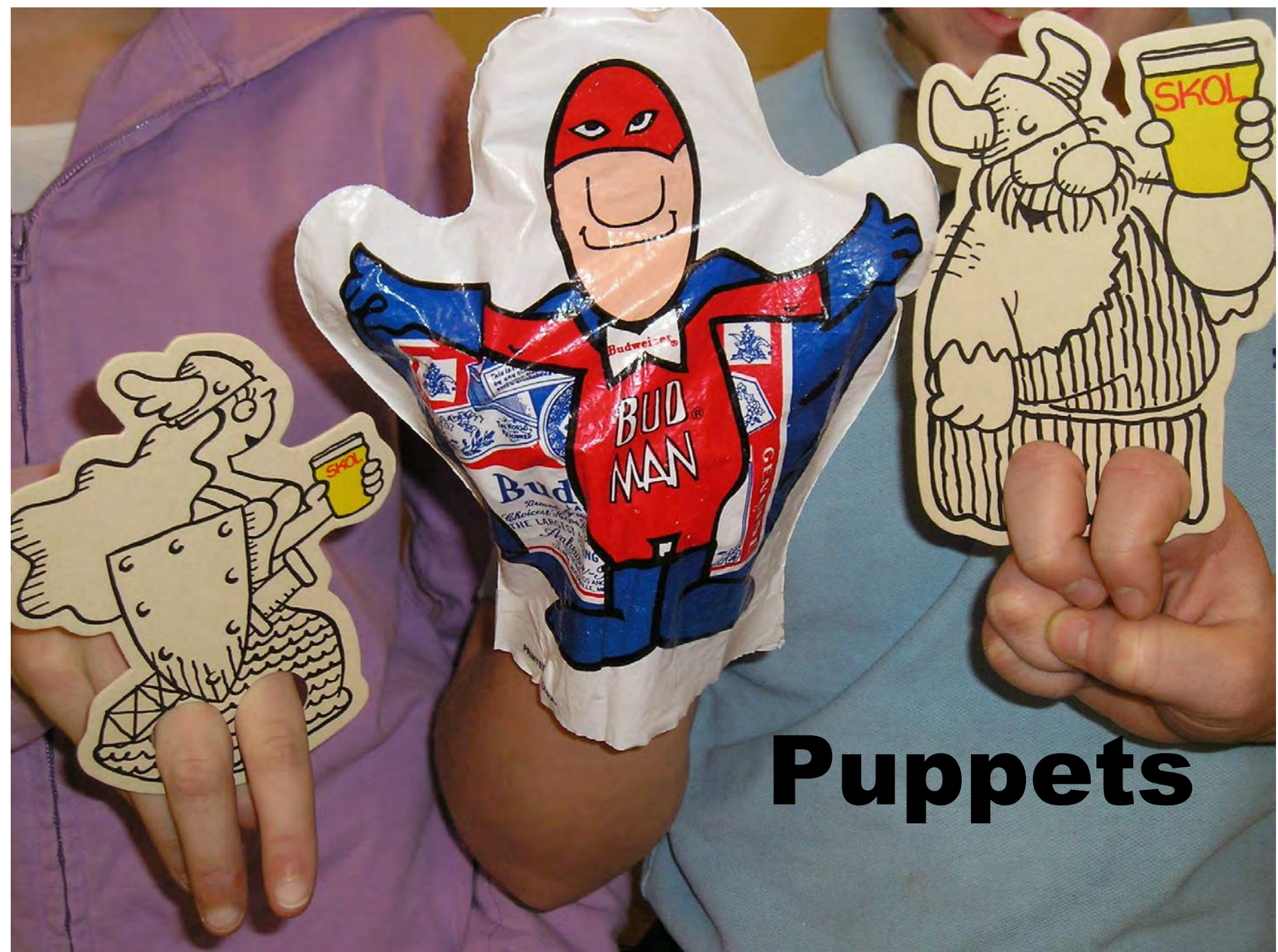
Before you assemble your train set for operation, this instruction book should be read by everyone that will be operating the set. You will learn important information on train set operation and the proper use of your set in order to avoid damage. The answers to questions concerning care and maintenance will be found within this booklet. If you have any remaining questions about your train set or accessories, contact your authorized Lionel Service Center using the listing included in a separate flyer in your train set box. After you have read this booklet, assembled your train, and plugged in the transformer, you will be ready to operate your train set.

# Toy Beer Truck

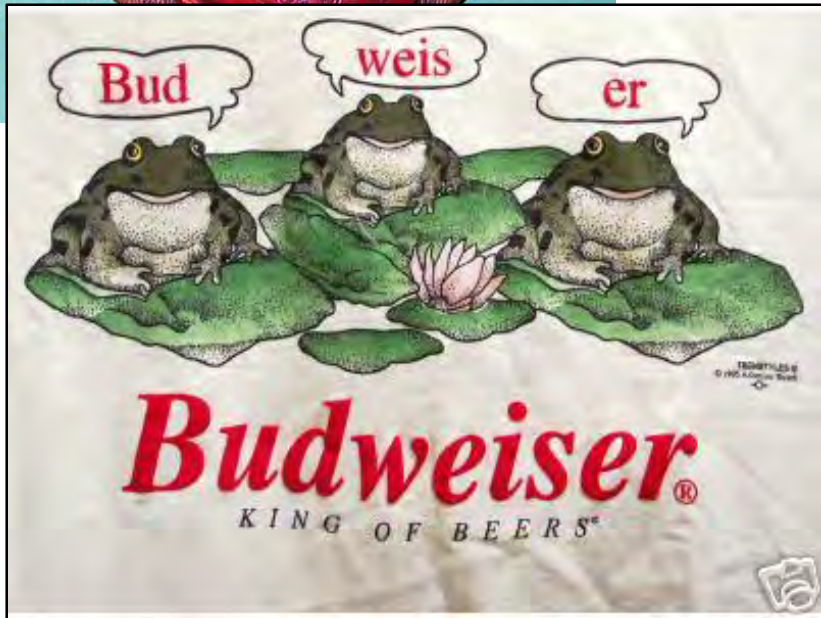


# Heineken Hot Wheels

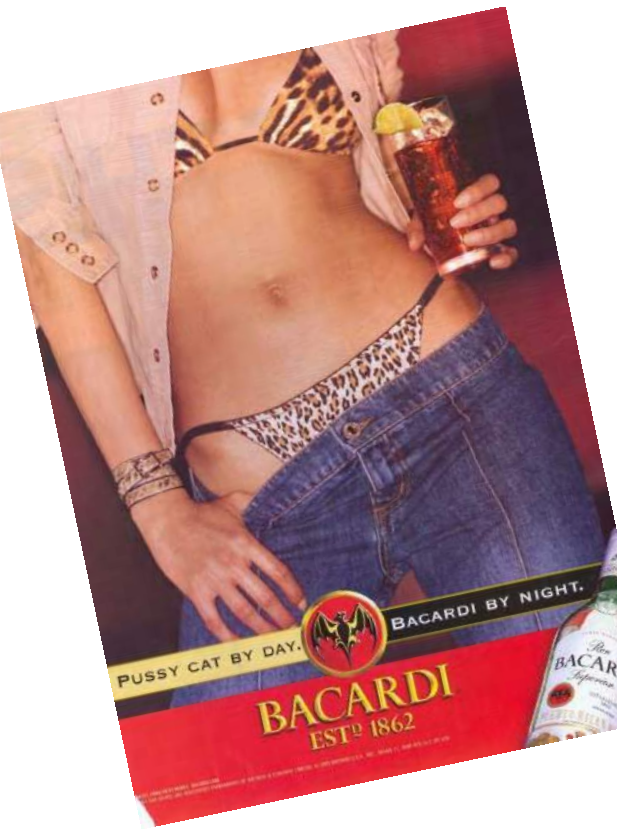




**Puppets**



Can we compete with the Alcohol Industry's messaging?





Yes! We can get our message out - even with less money.



**Dover, NH**

**Youth 2 Youth**

*Section II  
What's Our  
Message?*

[www.DoverY2Y.org](http://www.DoverY2Y.org)

# Creating Your Message

- How to develop *your* media message.

# Creating Your Message

## Counter-Advertising is a Strategy

- **Who are you targeting?**
- **Why will your message cause them to change their behavior?**

# Creating Your Message

## Your Goals & Objectives

- **What are you trying to accomplish?**

# Examples of Goals

- **Reduce Underage Drinking**
- **Get problem drinkers to seek help.**
- **Reduce Binge Drinking**

# Creating Your Message

## Target Audience

- **Who are you trying to influence with your media?**

# Who is the Target Audience?



**START TALKING  
BEFORE THEY  
START DRINKING**

[www.stopalcoholabuse.gov](http://www.stopalcoholabuse.gov)

Sarah  
First drink age 14.

 **SAMHSA**  
Substance Abuse & Mental Health  
Services Administration

 **Ad  
Council**

The advertisement features a close-up portrait of a young girl with curly brown hair, smiling slightly. The background is a light blue gradient. A large yellow diamond shape is positioned behind the main text. The text is in a bold, black, sans-serif font. The SAMHSA logo is located in the bottom right corner, and the Ad Council logo is to its right.

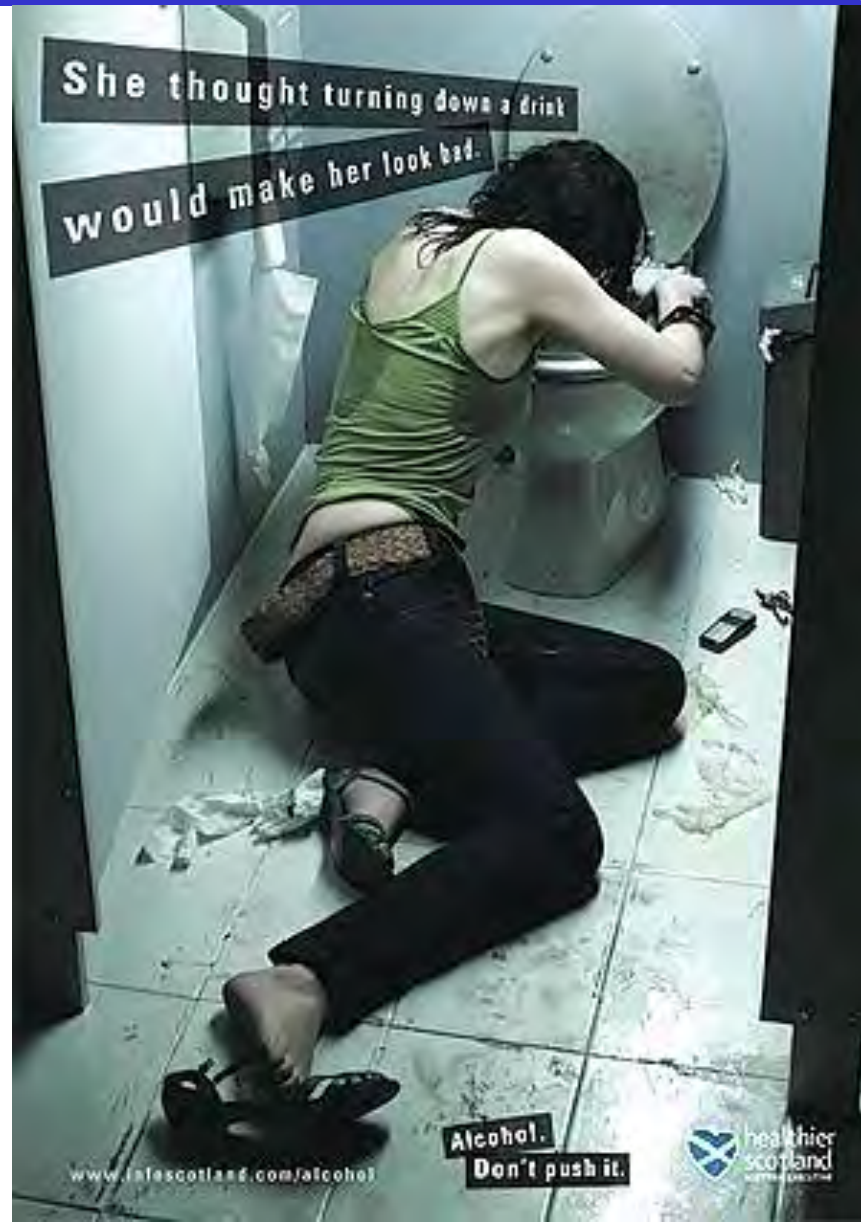


# Creating Your Message

## Develop a Theme or Setting

- **The scene or background situation that the media occurs in.**
- **It gets people's attention.**

# What is the Setting?



# Creating Your Message

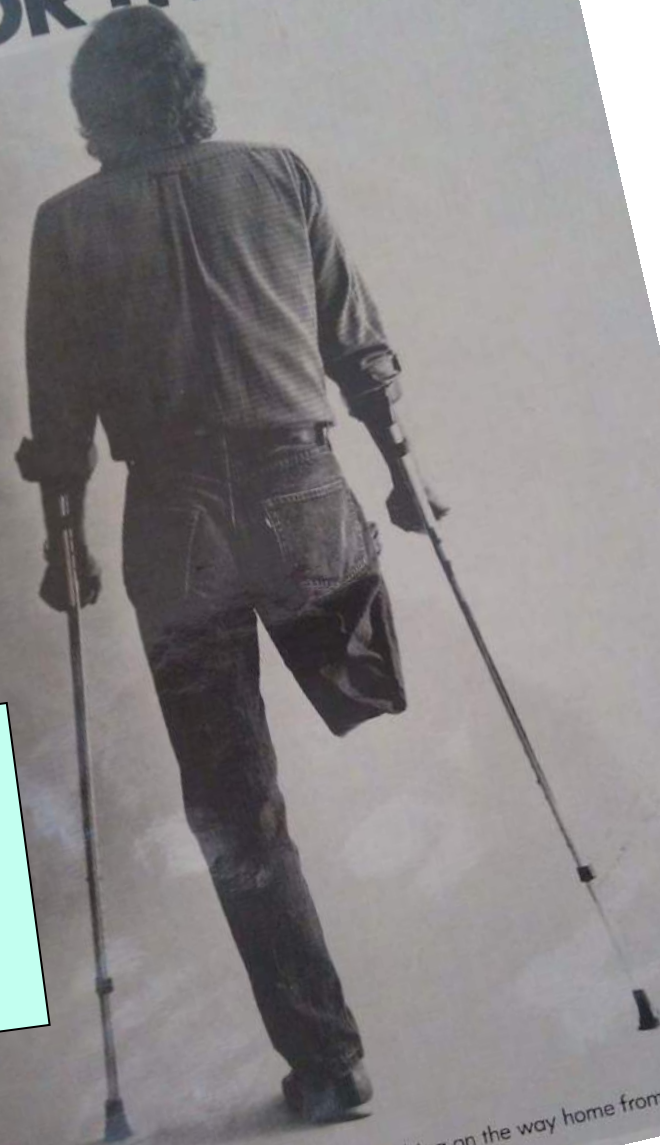
## Internal Strategy

- **Who are you targeting?**
- **Why will your message cause them to change their behavior?**

# Your Message's Strategy

- What is your *theory* about how your message will result in or lead to change?

**ONE FOR THE ROAD.**



**What about your message  
will cause the target audience  
to change their behavior?**

Drink and drive, and you may lose something on the way home from the party.

**Dover, NH**

**Youth 2 Youth**

**2**

*Section IV*

*Message Strategies*

[www.DoverY2Y.org](http://www.DoverY2Y.org)

# Your Strategy

- **Many different types of strategies and sometimes they are combined with CA**

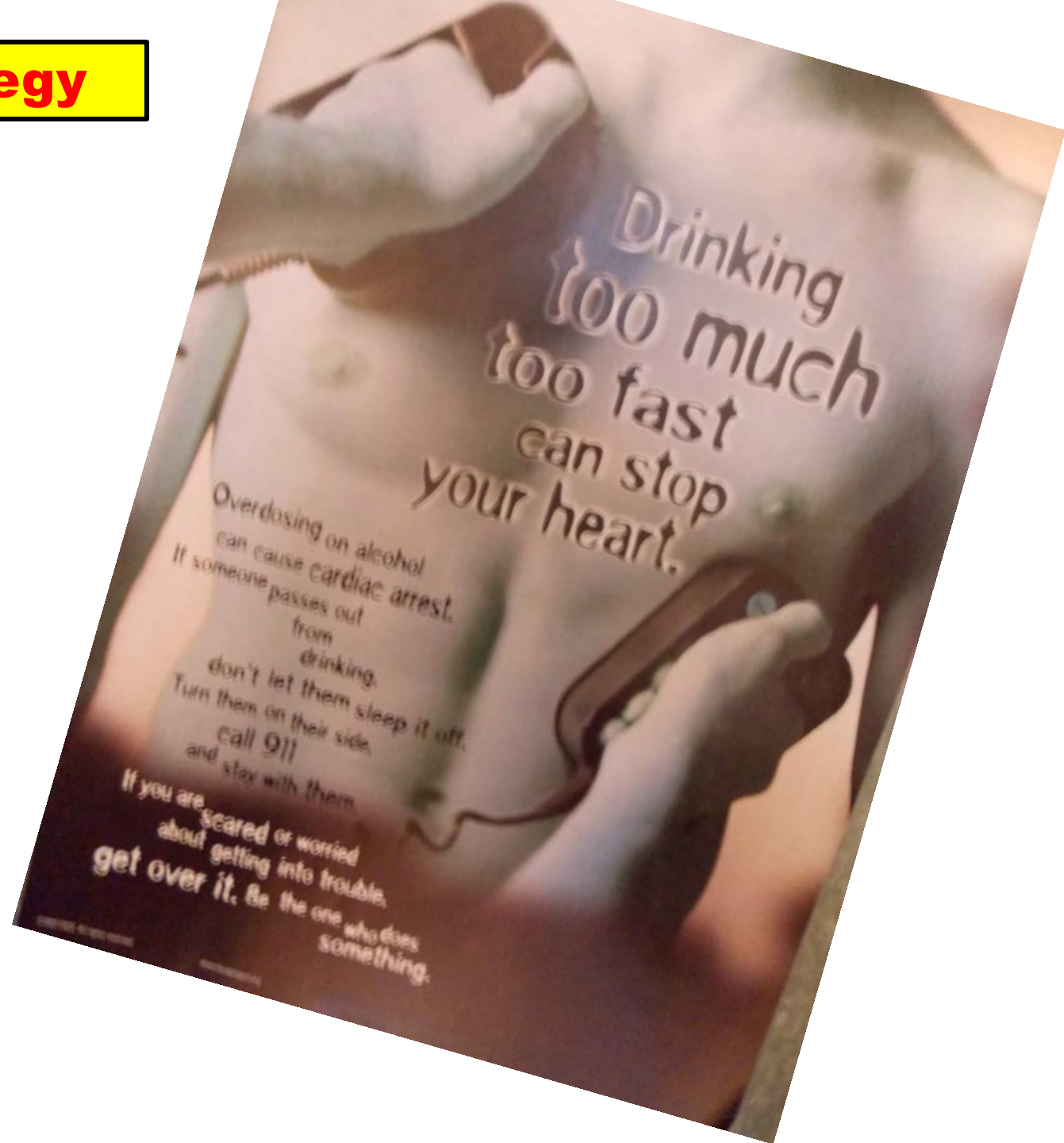
# Specific Strategy

## Health Message

- **Media conveys a message of health consequences**



# Health Strategy



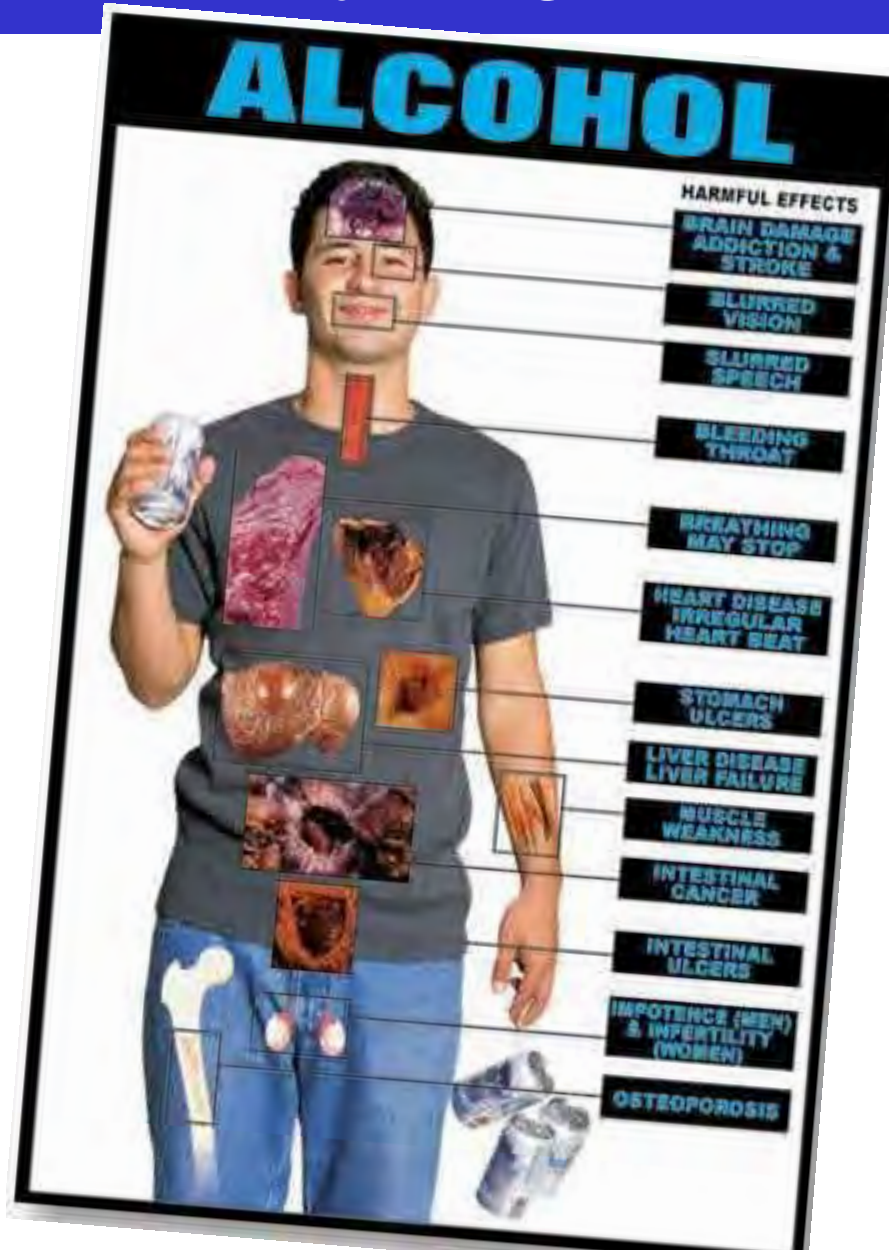
Drinking  
too much  
too fast  
can stop  
your heart.

Overdosing on alcohol  
can cause cardiac arrest.  
If someone passes out  
from  
drinking,

don't let them sleep it off.  
Turn them on their side,  
call 911  
and stay with them.

If you are  
scared or worried  
about getting into trouble,  
**get over it. Be the one who does  
something.**

# EXAMPLE: Health Message



# Specific Strategy

## Social Norming

- **Makes target aware that “everyone is not doing it”.**
- **Often provides info about actual rates of binge drinking or other activity.**

**SOCIAL  
NORMING  
MESSAGE**

**MAJORITY RULES!**



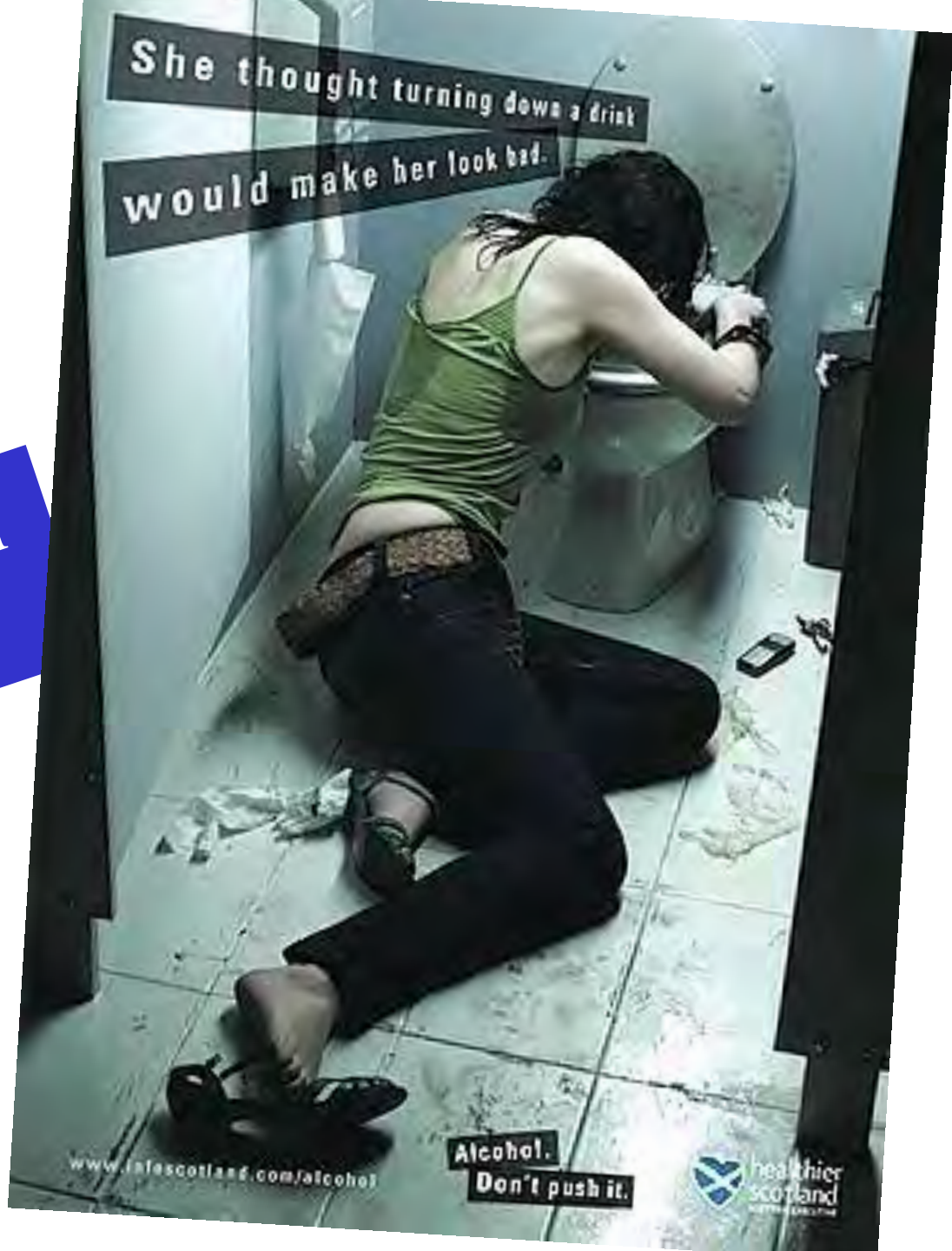
message brought to you by Dover Coalition For Youth  
www.DoverYouth.com find us on 

# Specific Strategy

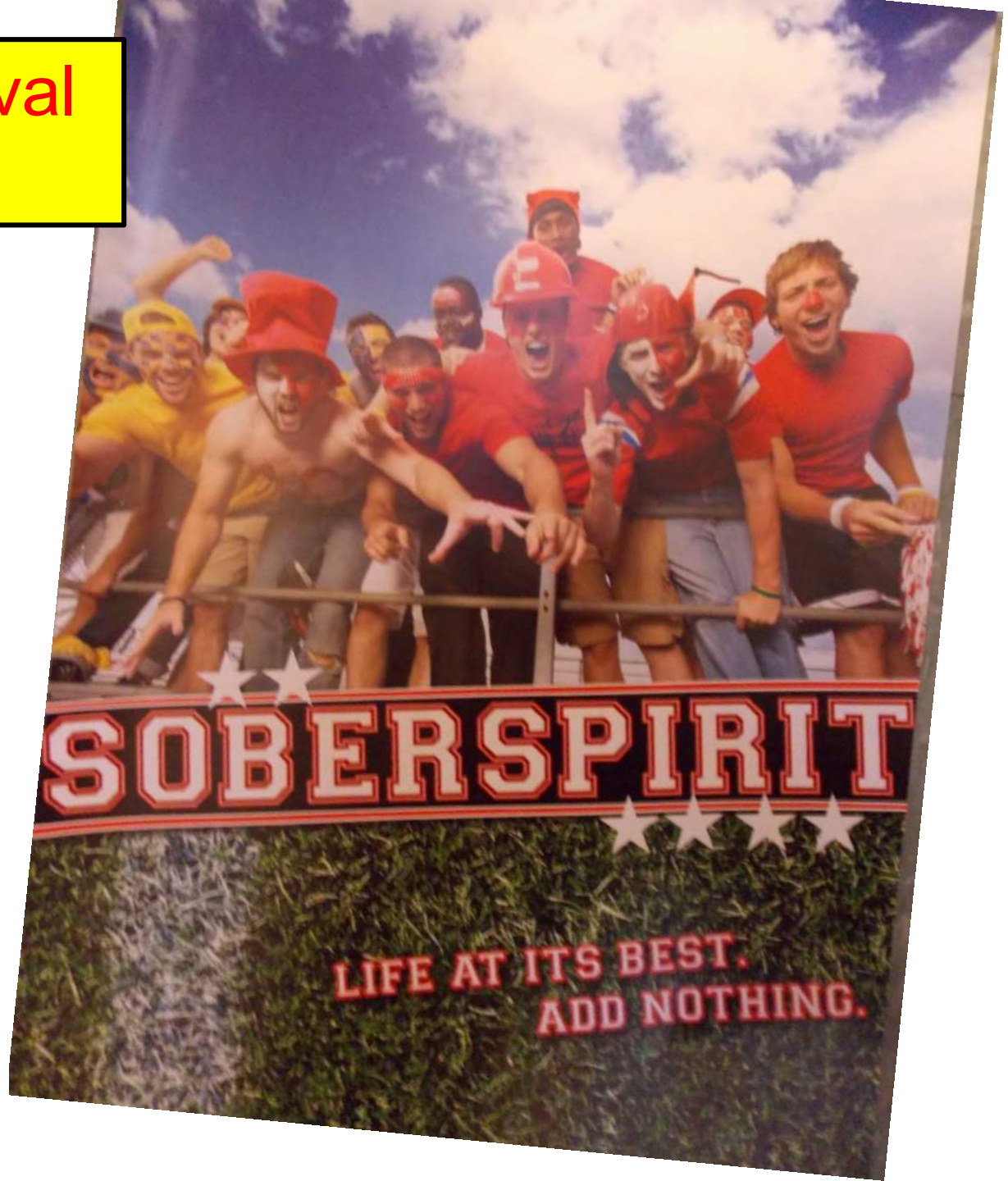
## Social Disapproval Message

- Emphasizes immediate *social* consequences of certain behavior.

**Social Disapproval  
Message**



Social Approval  
Message



**Dover, NH**

**Youth 2 Youth**

**2**

*Section V*

*Counter-Advertising*

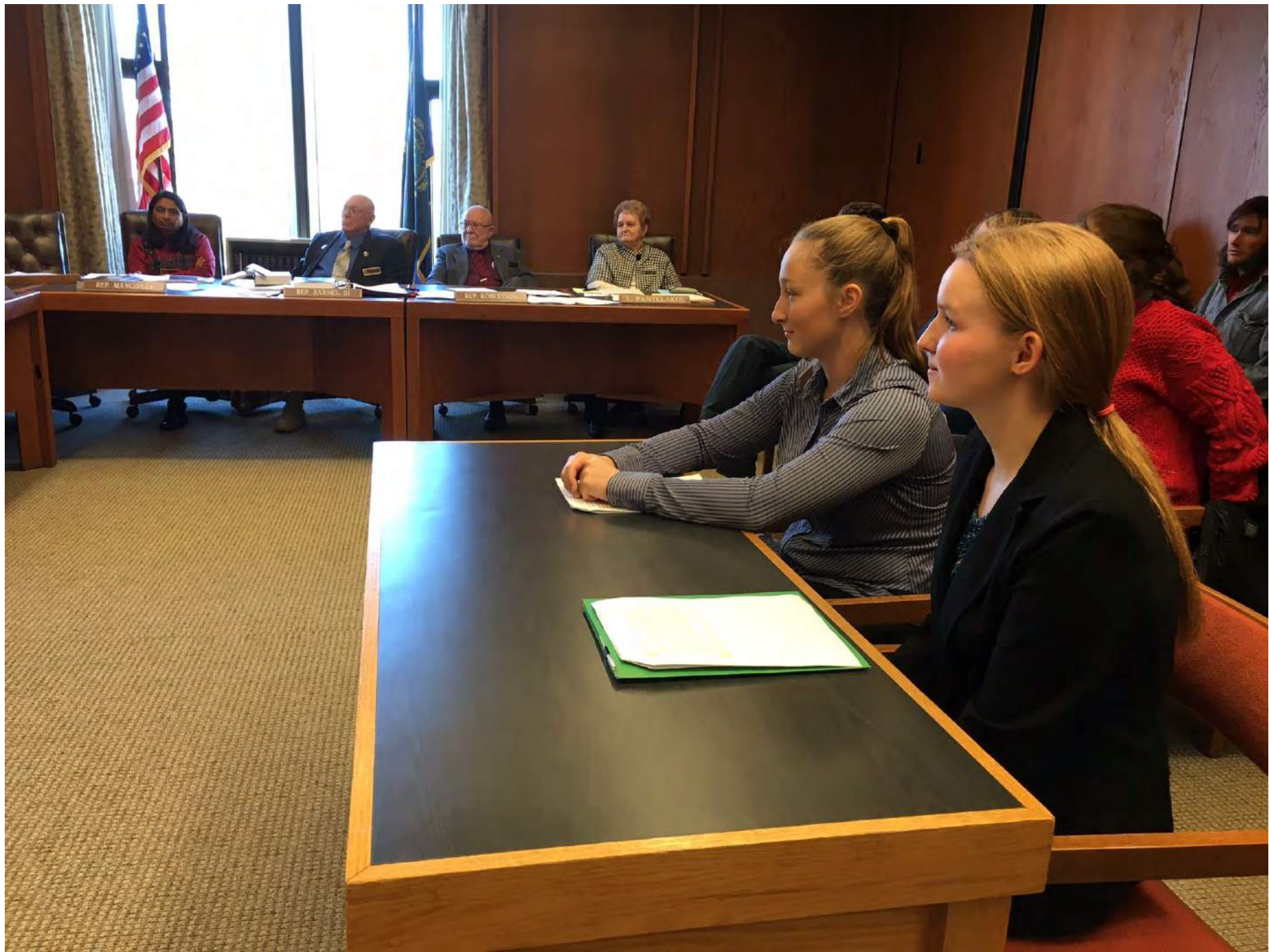
*As a Strategy*

[www.DoverY2Y.org](http://www.DoverY2Y.org)



**Two ways to think about  
Counter-advertising or countering the  
Industry's Messages:**

- ✓ **Prevent/reduce exposure to the message.**
- ✓ **Attempt to minimize the impact (effectiveness) of alcohol advertising.**



## Reduce Exposure:

- ✓ **Generally an environmental or policy change approach.**





# Hilltop Funcenter Project



# *Fox Run Mall Purchases*

## “Go Games” Store



14 years old





**12 years old**

# Mall of NH Purchases



**13 years old:**

**Beer Keg  
Halloween  
Costume**



# Gear Exchange

## Kids turn in drug-alcohol items at gear exchange

By **ANDREA BULFINCH**  
abulfinch@fosters.com

**DOVER** — Members of Dover's Youth to Youth and their families enjoyed food, camaraderie and fun Wednesday evening honoring students who took part in the group's Logo Lampoon Challenge, and got a chance to trade in any promotional drug items for Youth to Youth.

Souhegan Valley for the title of Miss New Hampshire next month on the platform of tobacco prevention, the youths were sharing not just their drug-free message at the event, but also their creativity. "You guys did a great job in your artwork and a great job showing up tonight," Youth to Youth coordinator Dana Mitchell said just before about 44 fifth-graders were recognized for their clever creations. The challenge tasked the students to take an advertisement

promoting tobacco use and redo it in a way that tells the truth about the product and its dangers. "They used a lot of imagination," Mitchell said. Students used similar skills as advertisers do in re-creating their logos, he said. One student lampooned the Lucky Strike brand of cigarettes by making a giant box with the words, "Lucky Stroke" instead. Fourth-graders were invited to the event as well since



Ryan McBride/Staff photo  
**FIFTH-GRADE WINNERS** standing with M  
Souhegan Valley Samantha Russo are from  
Josh Black, Jackson Perkins, Matthew S  
grand prize winner Indiana Wormstead

See **GEAR, A6**

# Examples of “Gear” collected at a Gear Exchange.





ADVENTURE TEAM  
Marlboro

Marlboro  
Marlboro

RED HOOK

ALLAGASH  
BREWING COMPANY

SAMUEL ADAMS  
LIGHT

Lite

GUINNESS

PILSENER

PINNACLE  
VODKA  
SMUTTYOSE

Will Run For

RED HOOK

BACK WITH BLACK<sup>2</sup>

db double black  
*scout with coffee*

SHIPYARD  
BREWING CO.

M.F.I.P.A.

PILSENER

Bud 29

SAMUEL  
ADAMS

BEEFEATER

# Gear Exchange



**Two ways to think about  
Counter-advertising:**

✓ **Attempt to minimize the  
impact (effectiveness) of  
alcohol advertising.**

***Often a media literacy  
type of approach.***

# Taking Action – Presenting:

## *“8 Things About Alcohol”*

### Module 3A-2





**Bud**  
KING OF BEERS

**Budweiser**

**Budweiser**  
KING OF BEERS  
*Brewed by our original all natural process*

**The Top 8 Things  
The Alcohol Industry  
Doesn't Want You To Think  
About**

**CAN LEAVE  
YOU  
VULNERABLE**



# Raped at 14, teen takes bold public stand

By Marcella Bombardieri

GLOBE STAFF

**N**EW GLOUCESTER, Maine — First, Lyndsey Kadziauskas decided to testify against two teenage boys who raped her at the first high school party she ever attended. Then the 14-year-old faced a second

soon know about what happened at that party.

She did not need to think it over. "OK, I guess I will" go public, the brown-haired girl decided.

"I wanted people around town and around Maine to understand it's not my fault," Kadziauskas, now 15, said last week at her home in this Portland sub-



LYNDSY KADZIAUSKAS, 15, who was raped at a party

## Solace for rape victim in speaking out

► **RAPE**  
Continued from Page A1

private, the thinking goes, because to be exposed to shame and ridicule, to be cross-examined, can constitute a "second rape." Print and broadcast media, including the Boston Globe, customarily do not publish the name of a rape victim without that person's consent.

But that consent is increasingly being granted. Two California teenagers who were kidnapped and raped in August talked about their ordeal on "Today." Victims sexually abused by priests have held press conferences and started grass-roots organizations to demand change in the Catholic Church.

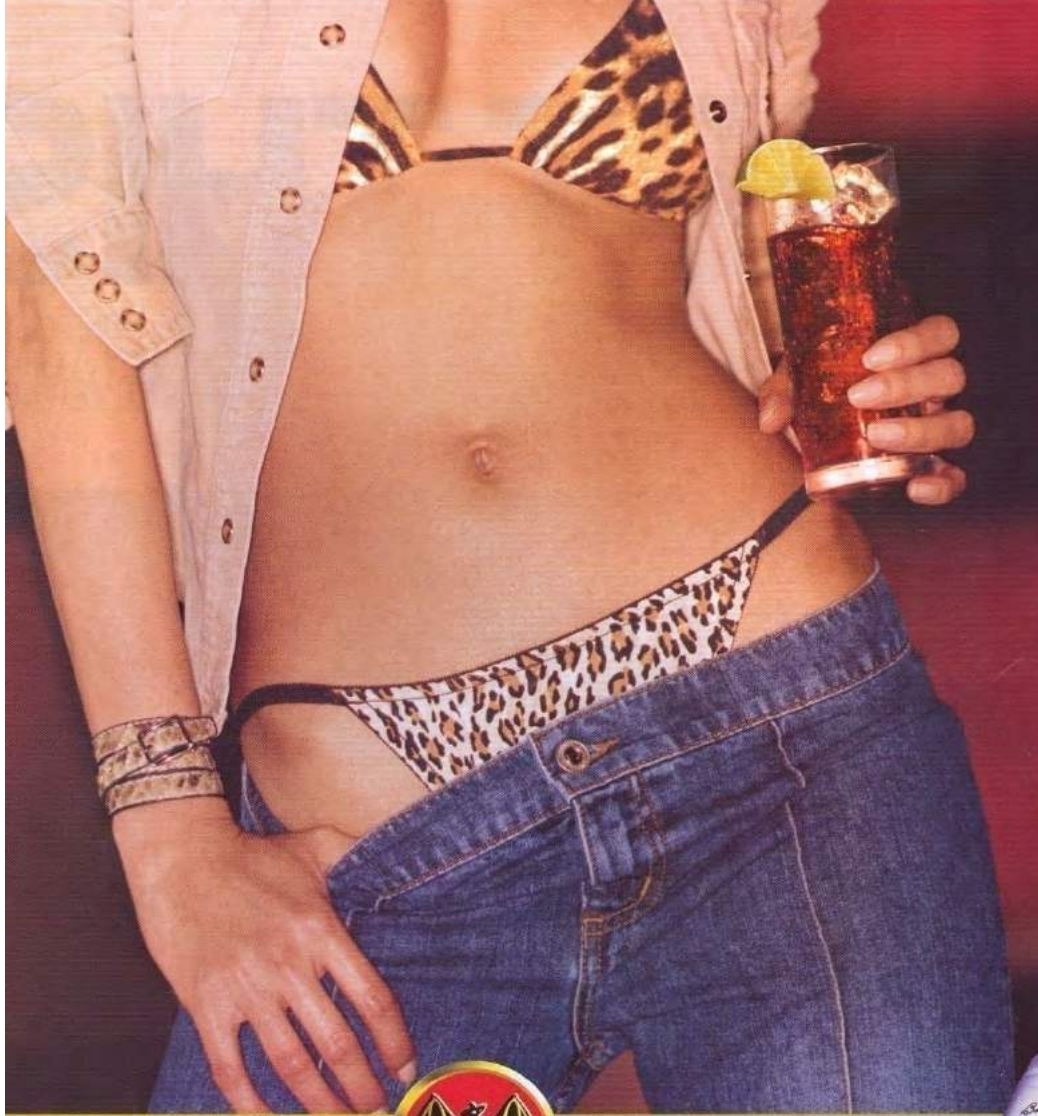
A memoir called "Lucky," about author Alice Sebold's rape, was number two on The New York Times's paperback best-seller list last week. The Central Park Jogger, whose identity has been shielded since she was raped and nearly killed 13 years ago, has a memoir due out in the spring that will include her name and photograph. It will be titled: "I Am the Central Park Jogger: A Story of Hope and Possibility."

In July, Omaha World-Herald columnist Michael Kelly wrote that his daughter Bridget had been raped, but not left for dead



GLOBE PHOTO/AMY TOENSING

her mother, Alinda, was raped last year. As a result, she chose to speak out.

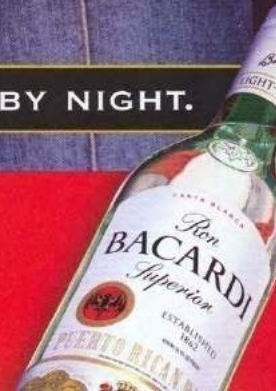


PUSSY CAT BY DAY.



BACARDI BY NIGHT.

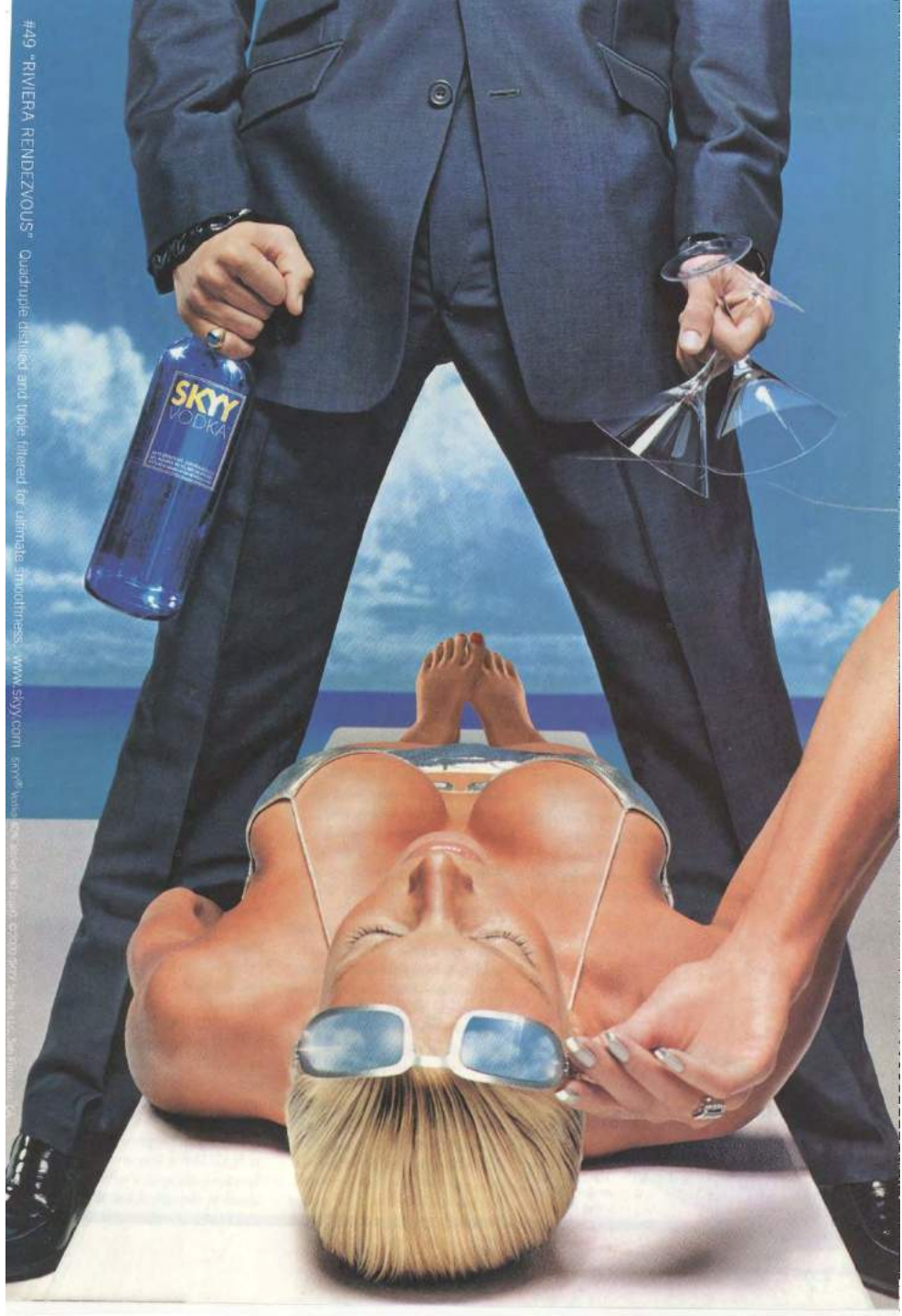
**BACARDI**  
ESTD 1862



© 2007 BACARDI U.S.A., INC. MIAMI, FL. 100% AGED RUM. 40% ALC. BY VOL. BACARDI, BACARDI BY NIGHT, BACARDI SUPERIOR, BACARDI ESTD 1862, BACARDI BAT, BACARDI BOTTLE DESIGN AND BACARDI BAT MARKS OF BACARDI & COMPANY LIMITED. BACARDI.COM

**BUD  
LIGHT**

**GET IT STARTED.**



#49 "RIVIERA RENDEZVOUS" Quadruple distilled and triple filtered for ultimate smoothness. [www.skyy.com](http://www.skyy.com) SKYY® Vodka 40% alc/vol (80 proof) ©2000 SKYY Spirits, LLC. See How to Order.



Coors LIGHT

THE OFFICIAL BEER OF HALLOWEEN

SPECIAL OFFER

**Dover, NH**

**Youth 2 Youth**

*Can They Handle  
the Truth???*

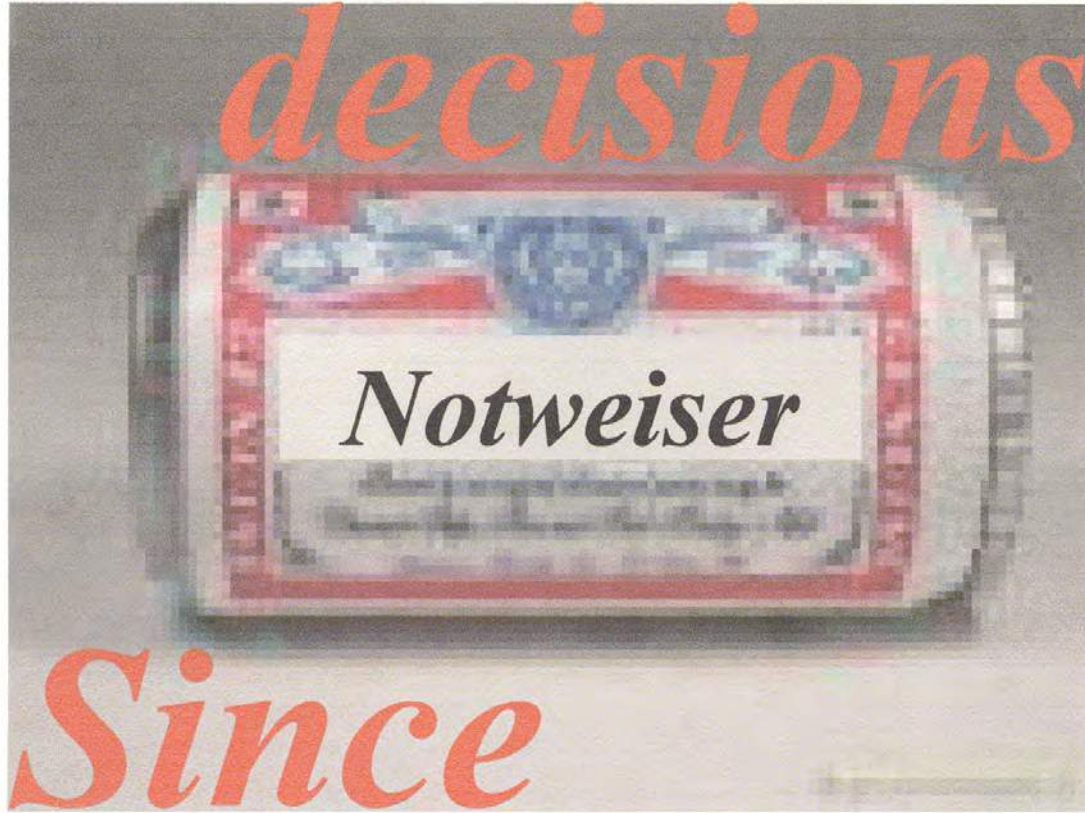
[www.DoverY2Y.org](http://www.DoverY2Y.org)

# Logo Lamppoon



*Impairing*

*decisions*



*Since*

*1852*



It's more than a drink.



It's your life.

SEACOAST  
UNITED



KILLER CIGARET



# Michelobotomy



Don't let this beer make you lose your mind!!!

# Ta-kill-ya Co.

Using alcohol can result to damage of the kidneys and liver

Alcohol can increase your chances of cancer in the mouth and liver

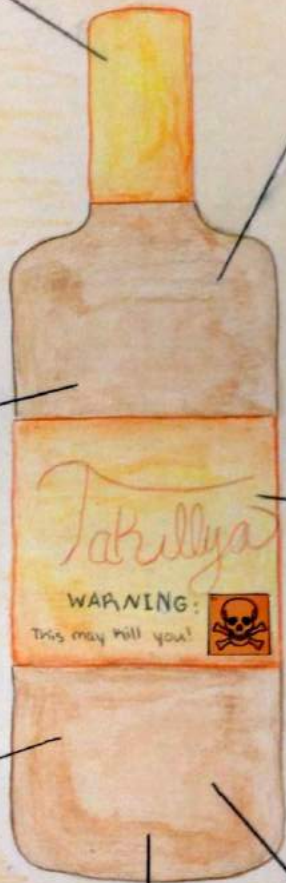
Drinking alcohol also increases your risks of kidney failure and brain damage.

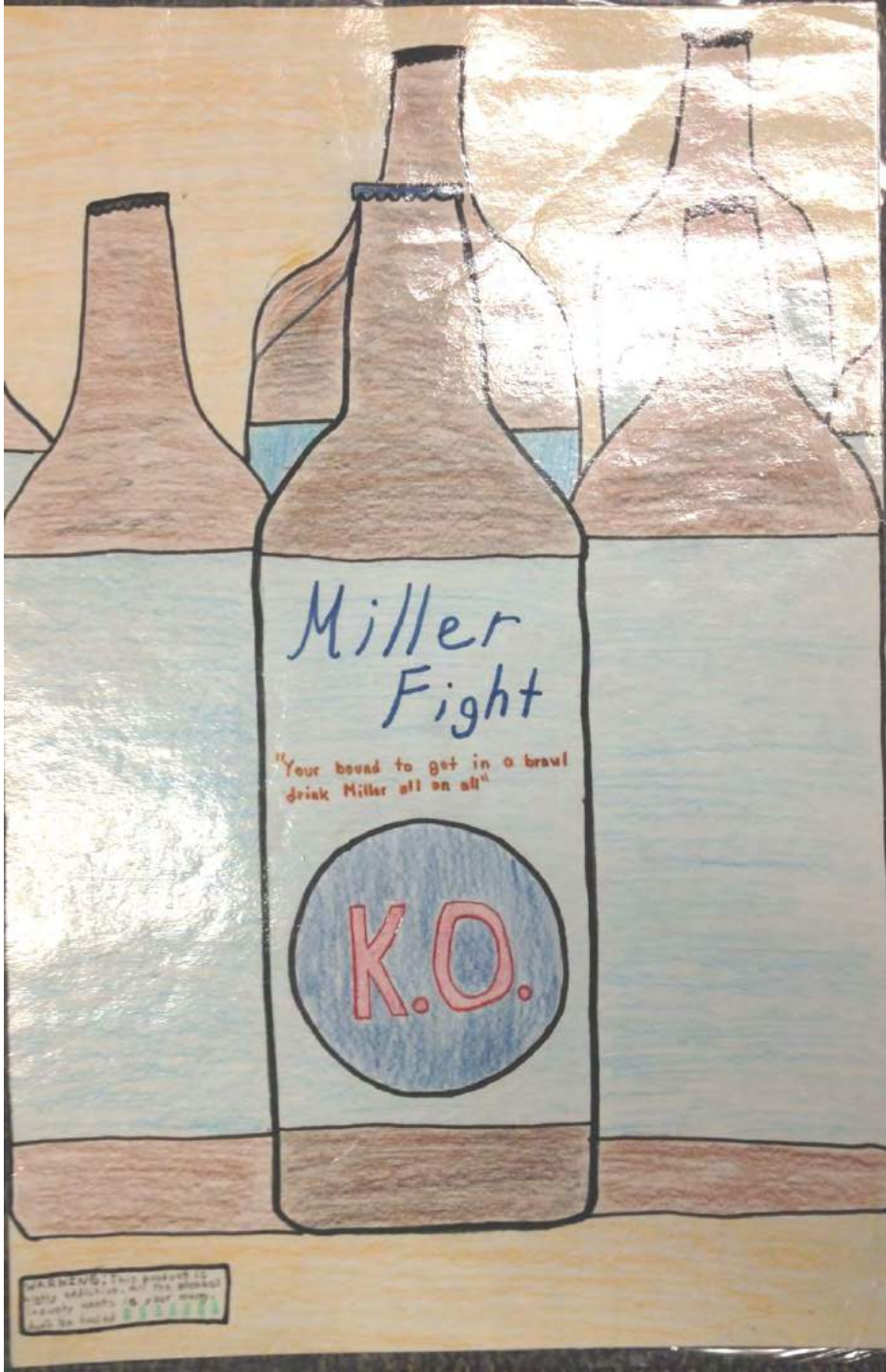
Using alcohol raises blood pressure

Using alcohol can irritate the stomach lining

Alcohol causes depression and anxiety

Vomiting may occur after overusing alcohol





Miller  
Fight

"Your bound to get in a brawl  
drink Miller all on all"



WARNING: This product is  
not for sale in the states  
where it is not  
and is not



The Nasty truth!

NO BETTER TASTE.  
**Basicly**  
Feel  
wants  
to  
know  
the  
truth

SO CALLED CHEAPER BRAND

Smoking causes:

- Lung cancer
- High blood pressure
- Heart disease
- And

DEATH

Burns  
Elaina  
Adez

R.i.p.

Should I have  
Bad Choice  
or  
Orange Juice

LUCKY DEATH  
IT'S SMOKE

Golden

American Blend

GOLDEN

AMERICAN BLEND

DEAD

AMERICAN BLEND

Danger  
Poison.  
It's all here

CoorsLight tonight  
It's all here

DEATHBIRD  
SMOKE AT YOUR OWN  
RISK

ILL

COORS LIGHT

COORS LIGHT

COORS LIGHT

COORS LIGHT

COORS LIGHT

COORS LIGHT

ABSOLUT

Life

COORS LIGHT

COORS LIGHT

Heineken

COORS LIGHT

COORS LIGHT

ABSOLUT  
SECRET

COORS LIGHT

DEAD

AMERICAN BLEND

# Alcohol Advertising as a Risk Factor

Forms of alcohol advertising and marketing that predict drinking onset among youth:



- **Television beer advertisements** (Collins, et al, 2007; Snyder, et al, 2006; Stacy, et al, 2004)
- **Alcohol ads in magazines and on billboards** (Collins, et al, 2007; Snyder, et al, 2006; Pasch, et al, 2007)
- **In-store beer displays** (Collins, et al, 2007)
- **Beer concessions at sporting events** (Collins, et al, 2007)
- **Alcohol use in movies** (Sargent, et al, 2006)
- **Ownership of alcohol promotional items** (MacClure, et al, 2006)



# Background Info on Impact of Alcohol Advertising

Center for Alcohol  
Marketing and Youth

**[www.camy.org](http://www.camy.org)**



**Dover, NH**

**Youth 2 Youth**

*Section IV*  
*Media Production*

[www.DoverY2Y.org](http://www.DoverY2Y.org)

# Specific Strategy

## Counter-Advertising Message

**When your media or other project alerts the target audience that the industry and its advertisers are trying to get you to use their product through...**

# Counter-Advertising

**trying to get you to use their product through...**

- **Deceit**
- **Deception**
- **Trickery**
- **Lies, or**
- **Hiding the Truth**

# Specific Strategy

## Counteradvertising Message

**Your media counters and exposes the efforts of the industry and its advertisers to avoid being honest with you about their product.**

**We said this was a  
Social Disapproval  
Strategy**



The vodka ad  
she saw didn't  
look like this.



**Now what type  
is it?**

# Counteradvertising Message

## Emphasizes:

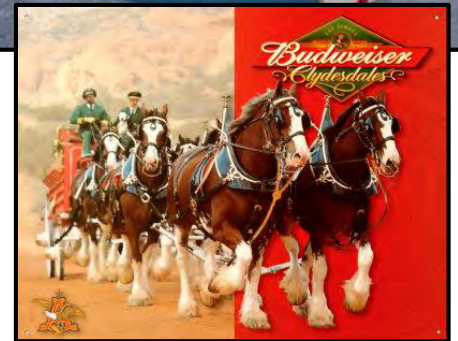
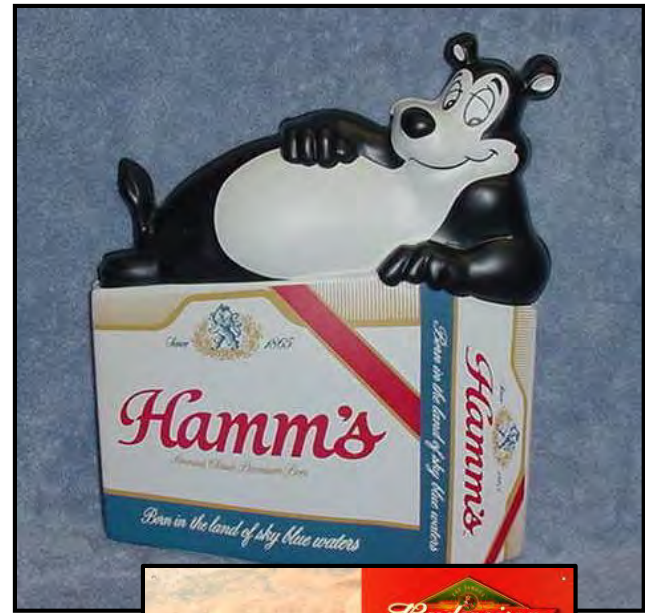
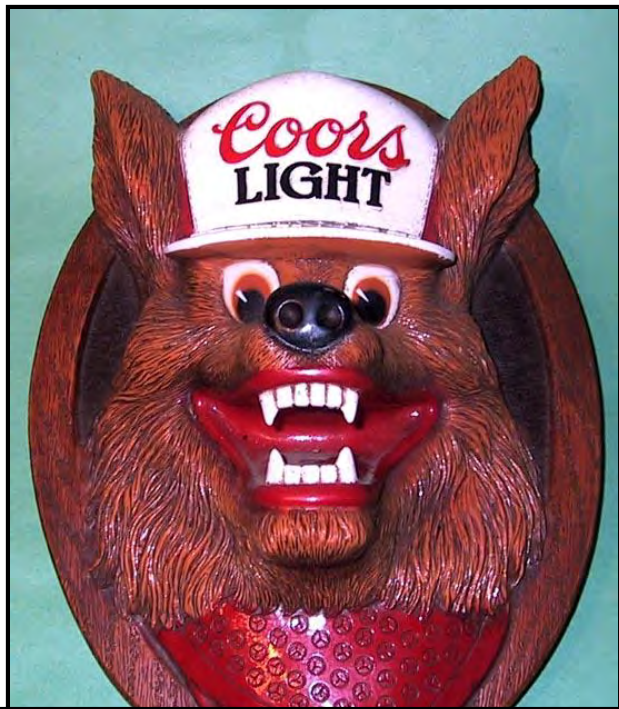
- More interested in **\$\$\$\$** than the consequences on kids or adults.

\$\$\$  
\$\$\$

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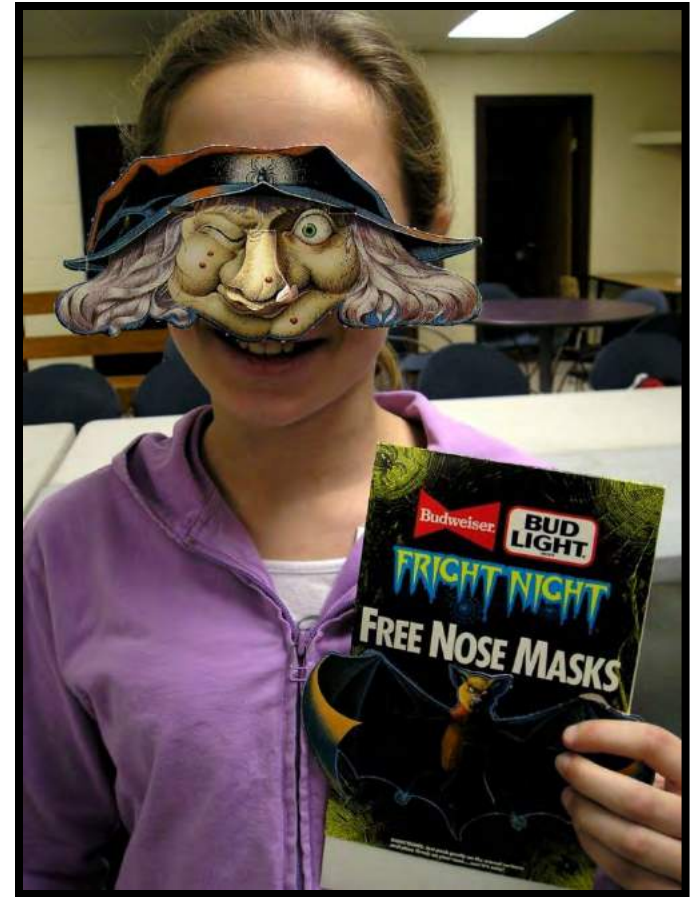
\$\$\$  
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\$\$









***Trick or Treat***

# Counteradvertising Message

## Emphasizes:

- Targeting kids & teens as customers.

★ It's Game Day.

Heineken Lager Beer

Heineken Lager Beer

ADD TWO MORE FEATURES TO YOUR CONTROLLER. Check [www.heineken.com](http://www.heineken.com) for details on how to win a Nintendo GameCube™ and assert your dominance as ruler of the technology tundra.

THE HEINEKEN AND NINTENDO GAMECUBE™ FOOTBALL SWEETENED D'ITALIA ALEAS

It's all about the beer.

# PORTSMOUTH REGION

## Teen claims to have been raped at field

By GRETYL MACALASTER  
Democrat Staff Writer

PORTSMOUTH — Five teenagers, including one who said she was raped, were taken into protective custody Sunday night after police found them intoxicated at a baseball field across from the middle school.

A 15-year-old girl taken to the hospital

lease any more details.

The remaining teenagers were released to their parents after being located at about 7:15 p.m.

A 16-year-old teenager could face charges as an adult while the others will be treated as juveniles, Ferland said.

Police are working to determine where the drinking took place and who had the alcohol in order to bring criminal charges. Charges could include furnishing an underage person with alcohol, Ferland said. He said he would order to be

state's party host liability law, the host must be at least 17 years of age; have control of the drinking site, usually by owning or renting; know about the party and know that people underage plan to drink or use drugs.

The consequence can include fines up to \$2,000 and one year in jail.

Alcohol is the number one teenage drug problem in New Hampshire with nearly half of New Hampshire high school students reporting regular alcohol use, according to the state Department of Health and Human Services.

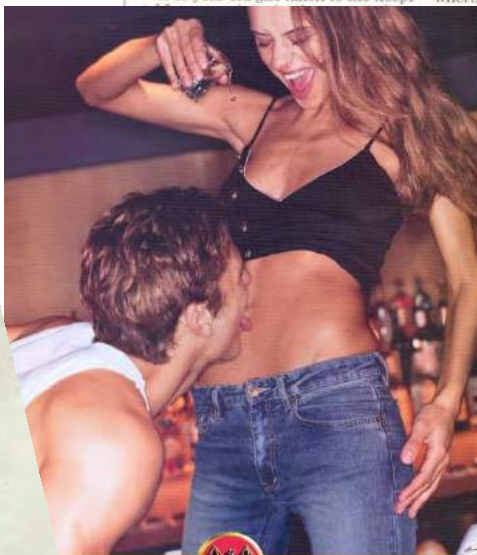
THURSDAY, FEBRUARY 9, 2012

**DURHAM**

## Witnesses say woman was drunk during alleged sexual assault

By AMANDA BELAND  
abeland@fosters.com

DOVER — During the second day of JeRome Wilkins' aggravated felonious sexual assault trial, both the prosecution and defense drew out more details from the alleged victim and numerous



TARIAN BY DAY. BACARDI BY NIGHT.  
**BACARDI**  
ESTD 1862

# Counteradvertising Message

## Emphasizes:

- Failure to warn about consequences.

**Did you ever see a  
beer ad where they  
mentioned “alcohol  
poisoning”?**

**Make it look like you'll be  
more attractive &  
athletic; and...**

A photograph of a basketball player in mid-air, performing a layup. The player is wearing a white jersey and is holding a basketball with both hands. In the foreground, a Michelob Ultra beer bottle and a glass of beer are visible. The background is a plain, light-colored wall. A dark blue banner with white text is overlaid on the image.

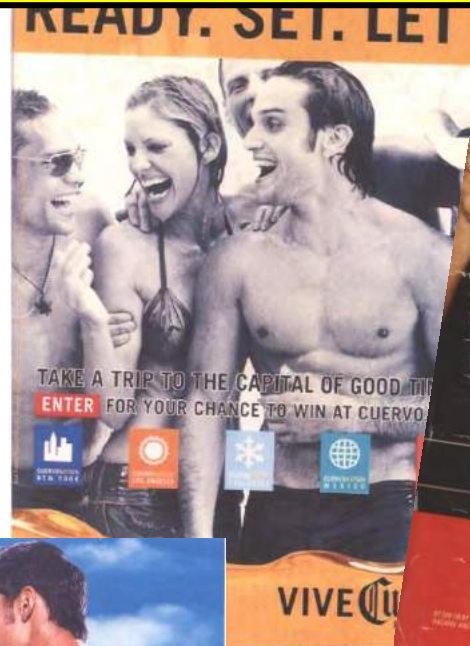
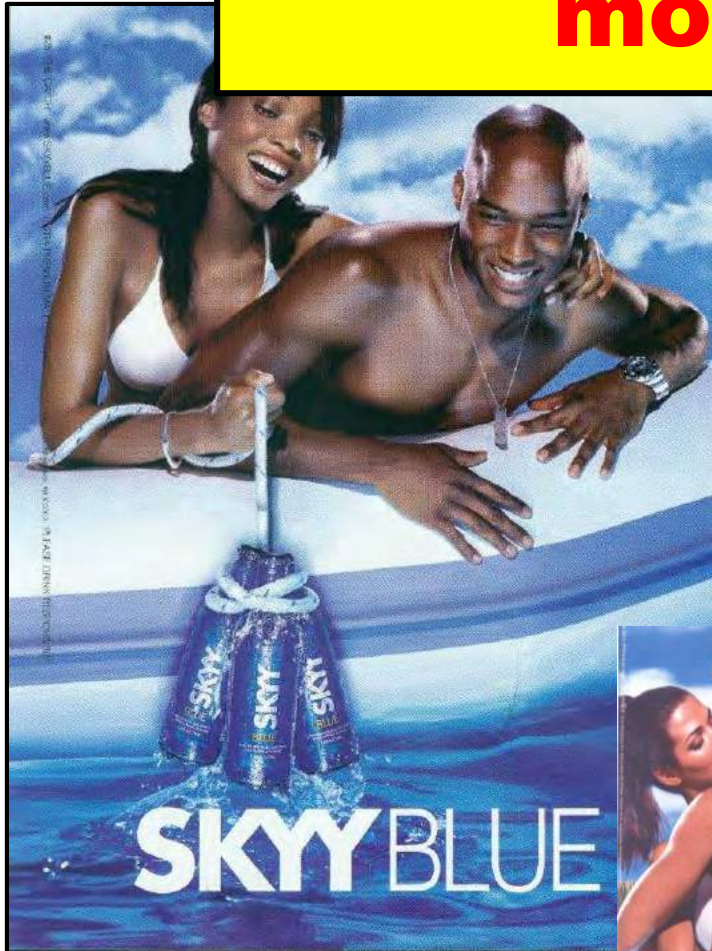
Lose the carbs. Not the taste.

With fewer carbs, fewer calories and the same great Michelob taste, ULTRA is the ultimate reward for an active lifestyle.

*2.6 grams of carbohydrates, 95 calories*

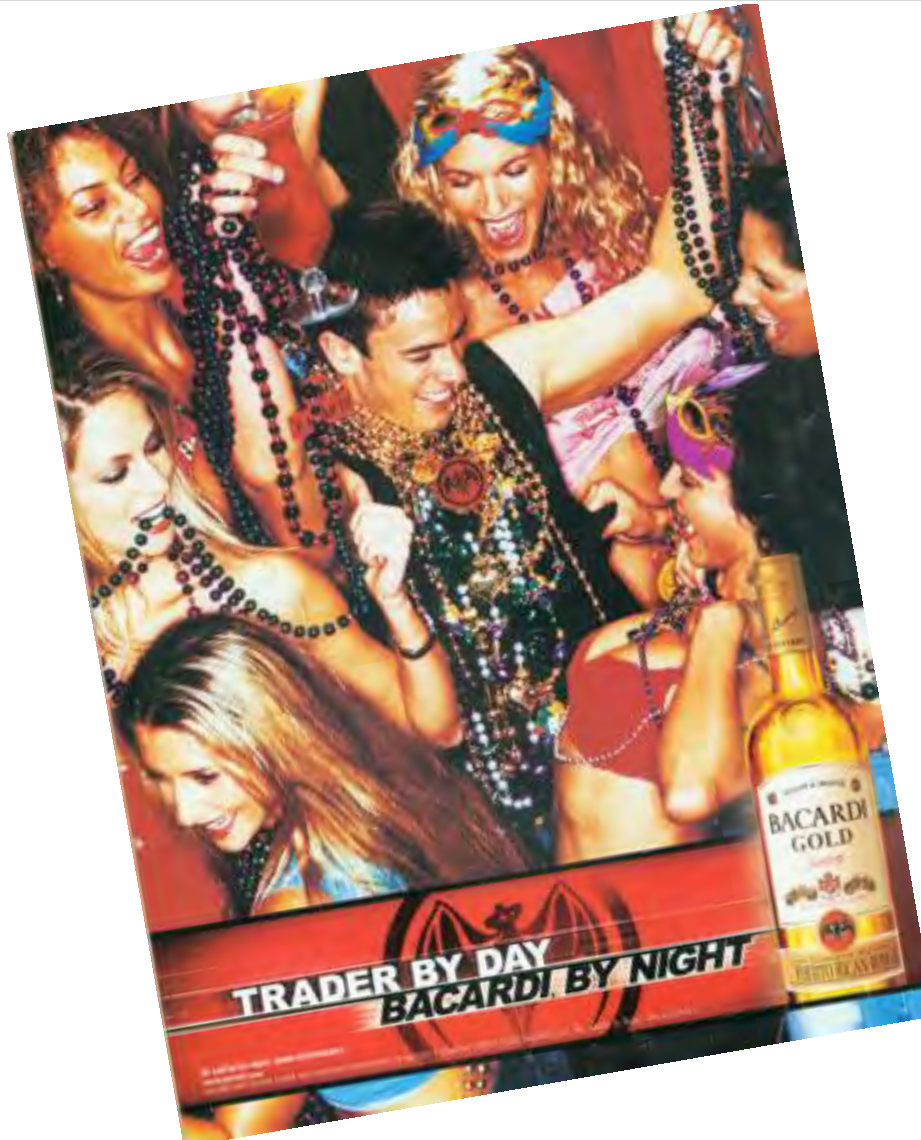
2.6 grams of carbohydrates, 95 calories per 12 oz. serving.  
©2010 Anheuser-Busch, Inc., Michelob® ULTRA Light Beer® St. Louis, MO  
www.michelob.com

**...and have more  
friends; more fun; or  
more sex?**



**GRAB  
SOME  
BUDS**

**Do their ads make drinking  
look like harmless fun?**





# Counteradvertising Message

## Emphasizes:

- **Misleading, deceptive or untruthful messages.**

**Do their ads make their product seem like rock climbing and drinking go together?**

# Counteradvertising Message

## Emphasizes:

- **Misleading, deceptive or untruthful advertising.**
- **Failure to warn about consequences.**
- **More interested in \$\$\$\$ than the consequences on us.**
- **Targeting kids & teens as customers.**

**Dover, NH**

**Youth 2 Youth**

*Section VI  
C-A Campaign*

[www.DoverY2Y.org](http://www.DoverY2Y.org)

# Long Term Campaign

Hey Big Alcohol,  
We WANT the

TRUTH

Sincerely,  
Dover, NH

Youth **2** Youth

Dover Youth to Youth is a program  
of the Dover Police Department

# What is a Campaign?

*When we use the term  
CAMPAIGN, we mean:*

- A sustained effort > 1  
year*

# What is a Campaign?

- *Usually multi-dimensional - more than one type of activity.*

*For example: a combination of media elements, education, awareness projects, etc. - all carrying the same message*

# What is a Campaign?

- ❑ *Focuses on a single core message or a narrow set of very related & compatible messages.*

**Hey Big Alcohol,  
We WANT the**



**TRUTH**

Sincerely,

*Dover, NH*

Youth **2** Youth

Dover Youth to Youth is a program  
of the Dover Police Department



# Taking Action – Community Advocacy:

## *“Tell The Truth Campaign”*







# Palm Cards





# Logo Lamppoon



# Gear Exchange

## Kids turn in drug-alcohol items at gear exchange

By **ANDREA BULFINCH**  
abulfinch@fosters.com

**DOVER** — Members of Dover's Youth to Youth and their families enjoyed food, camaraderie and fun Wednesday evening honoring students who took part in the group's Logo Lampoon Challenge, and got a chance to trade in any promotional drug items for Youth to Youth items.

Souhegan students for the title of Miss New Hampshire next month on the platform of tobacco prevention, the youths were sharing not just their drug-free message at the event, but also their creativity.

"You guys did a great job in your artwork and a great job showing up tonight," Youth to Youth coordinator Dana Mitchell said just before about 44 fifth-graders were recognized for their clever creations.

The challenge tasked the students to take an advertisement promoting tobacco use and redo it in a way that tells the truth about the product and its dangers.

"They used a lot of imagination," Mitchell said. Students used similar skills as advertisers do in re-creating their logos, he said. One student lampooned the Lucky Strike brand of cigarettes by making a giant box with the words, "Lucky Stroke" instead.

Fourth-graders were invited to the event as well since



Ryan McBride/Staff photo  
**FIFTH-GRADE WINNERS** standing with M  
Souhegan Valley Samantha Russo are from  
Josh Black, Jackson Perkins, Matthew S  
grand prize winner Indiana Wormstead

See **GEAR, A6**

# Taking Action – Presenting:

## *“8 Things About Alcohol”*

### Module 3A-2





# Radio & TV Public Service Ads



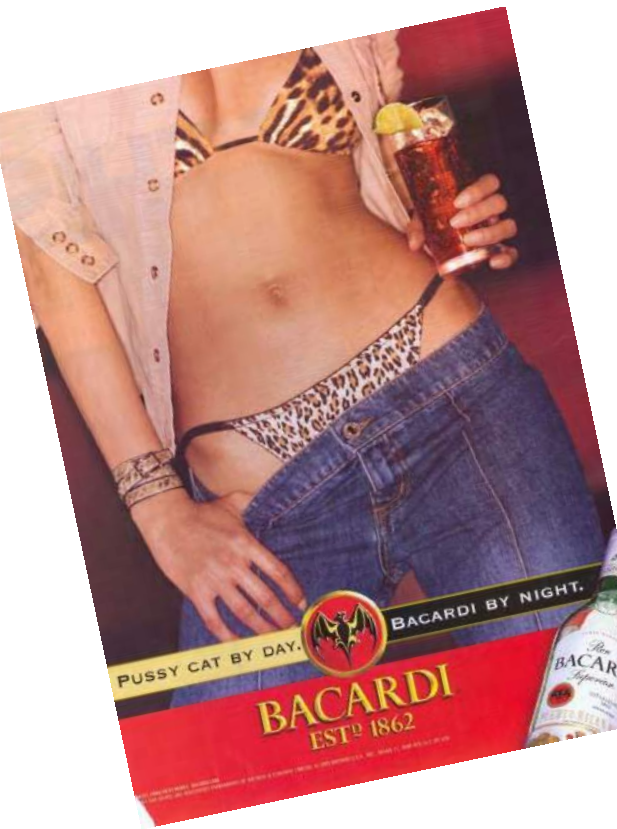
# Taking Action: *Creating Media*

- Recording a Radio PSA
  - Using an existing script

**Module 3B-1**



**We can compete with  
the Alcohol Industry's  
messaging?**



# The Boss Wants More Money



**Dover, NH**

**Youth 2 Youth**

*Section VII  
Closing*

[www.DoverY2Y.org](http://www.DoverY2Y.org)

# How we can be a resource:

**Dana Mitchell**

[d.mitchell@dover.nh.gov](mailto:d.mitchell@dover.nh.gov)

[DoverY2Y@dover.nh.gov](mailto:DoverY2Y@dover.nh.gov)

603-516-3274

[www.DoverY2Y.org](http://www.DoverY2Y.org)



# Closing Out Today:



- **Annual Webinar Series on Youth Empowerment**
  - 4 or 5 webinars a year
  - Various topics
  - No charge

# Closing Out Today:

- **No Charge to email:**
  - A PSA script
  - An mp3
  - A skit





# Closing Out Today:



- **No Charge to:**

- Come to Dover and visit us – for those that are close enough.
- Access our resources on our web site or YouTube Channel.

# Closing Out Today:

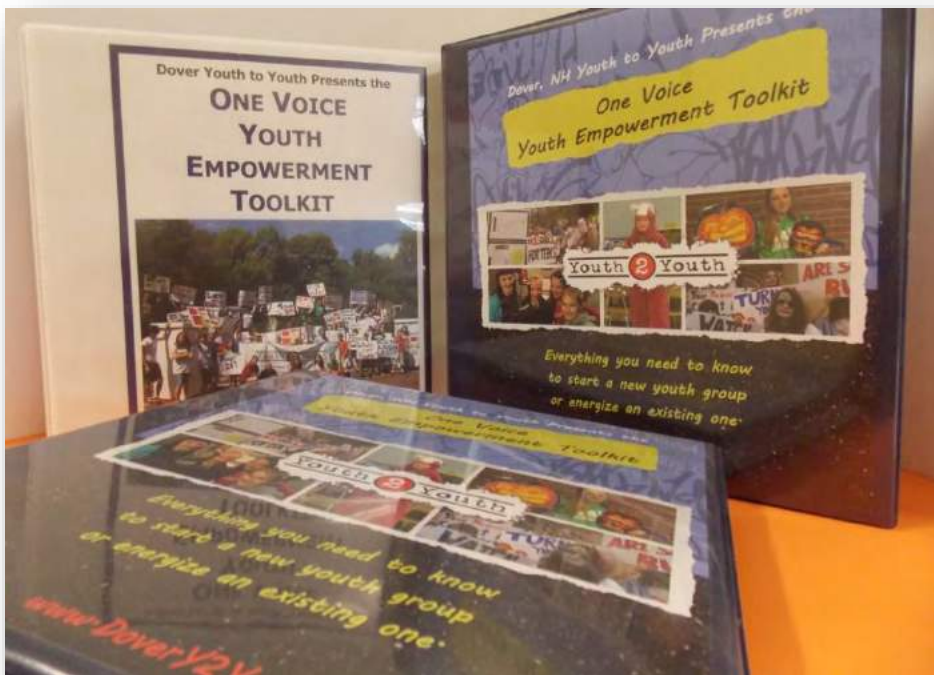


- **We have to charge for:**
  - On-site training where we travel to you.
  - Perhaps a small charge for a customized webinar.
  - The Toolkit

# The Toolkit

## The One Voice Youth Empowerment Toolkit:

- It's a *toolkit*...
- Not a curriculum





**Dana Mitchell**

Office: 603.516.3274  
Cell: 603.817.9773  
d.mitchell@dover.nh.gov

Dover Police  
46 Chestnut Street  
Dover, NH 03820

[www.DoverY2Y.org](http://www.DoverY2Y.org)

**Dover, NH**

**Youth 2 Youth**

*Counter Advertising:  
Can You Handle the  
Truth?*

[www.DoverY2Y.org](http://www.DoverY2Y.org)



**Dover, NH**

**Youth **2** Youth**

*David vs. Goliath  
Taking on the  
Alcohol Industry*

[www.DoverY2Y.org](http://www.DoverY2Y.org)



# A Tour of the Toolkit

- Introduction
- Getting Started (Part 1)
- Modules covering *Knowledge & Skills*
- Modules for *Action* (Part 3)
- Evaluation information (Part 4)
- Appendix
  - Appendix G: commercial DVDs
- Flash Drive (currently 17 gig of content)