Grand Forks Substance Abuse Prevention Coalition
Underage Alcohol Use Prevention
Proposed 2015 Communication Strategy

Presented at:
CCC Meeting
Altru Board Room
January 28, 2015
4:00 PM
Introduction

The attached slides are an excerpt from the proposed strategy to reduce underage drinking in Grand Forks County.
Target Audience

Elementary School
- Pre K – Grade 5
- Grade 6
- Grade 7
- Grade 8

Middle School
- Grade 9
- Grade 10
- Grade 11
- Grade 12

High School
- Primary Audience
- Secondary Audience

Post High School
- Ages 18-20
Young people tell us that they receive plenty of education and guidance from parents and authority figures. They know the risks and the consequences. They understand the facts and figures.

We have not provided them with a method that empowers them to advocate those values while acknowledging their fears of being marginalized by their peers.
Opportunities

• Studies have shown a correlation between delaying the age that drinking starts and responsible drinking habits later on.

• Mobile devices dominate communications within this group.

• A tremendous amount of “private” dialogue takes place within this group and is not viewed by parents and authority figures.

• Symbolic visual icons dominate their communications.
Message Strategy – Underage Drinking

Pursue a message that underage people can share that enables them to claim their position of a non-drinker in a way that is subtle and positive. The message will provide a visual hint to their peers that they prefer to abstain from drinking. It will provide a visual cue that says exactly how their values apply to drinking alcohol.
This message is not intended to only come from parents and authorities. It is also a message that is shared in the inner circle where they communicate (most often) via their private digital connections. Use of this message will help them align themselves with peers that share the same views without having to take a significant risk.
Facilitate the creation of an emoji icon that reflects a position of being a non-drinker. This icon will be the base for underage drinking prevention communications. The icon will be defined as:

“(No thanks) I’m good”

(Response to the opportunity to consume alcohol)
Message Delivery Tactics

Proposed delivery tactics include and are not limited to:

• Emoji icon design contest
• Wearable icons
• GIF sharing website
• Social media
• School communications
• Digital advertising
• Out-of-home advertising
• Live events