

Underage Drinking Prevention Public Education Campaign

High School Teens

Parents of High School Teens

College Students

Agenda

- Underage Drinking Prevention Campaigns
 - High School Teens
 - Parents of High School Teens
- Preliminary Results
- Partner Toolkit
- Reaching College Students
- Questions

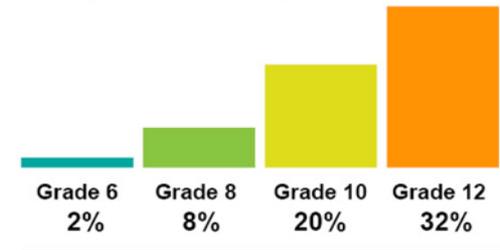
Goal: Prevent UAD among high school teens

Context:

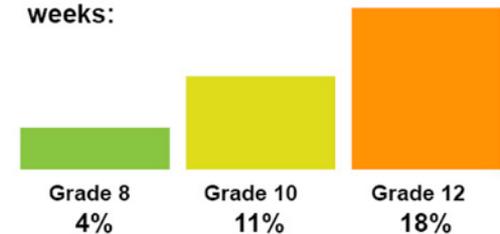
- Underage drinking in WA continues to decline.
- 20 percent of youth report consuming alcohol and serious risks remain.
- Alcohol plays a significant role in all three leading causes of death among youth: injuries, suicides and homicides.
- Those who begin drinking before age 15 are six times more likely to develop alcohol dependence or abuse later in life.

Source: 2016 Washington Health Youth Survey Results

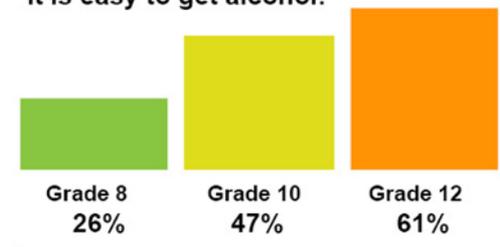
Percent of students who reported having a drink in the past month:



Percent of students who reported binge drinking (5 or more drinks in a row) at least once in the past two weeks:



The percentage of students who think it is easy to get alcohol:



Positive Social Norms Approach

The Good News:

- Four out of five teens don't drink.
- 85 percent of teens report their parents set clear rules about not drinking.

Approach:

Educating about the true social norm to counter misperceptions and encourage greater adoption of the healthy behavior.



Teen Campaign | *Out of the Picture*

Concept: *Out of the Picture* takes the social media practice of using emojis to cover up inappropriate items, such as beer or cigarettes, and turns it on its head. At first glance, the images of teens having fun obscured by one or more emojis seem to suggest the emojis are concealing alcohol.

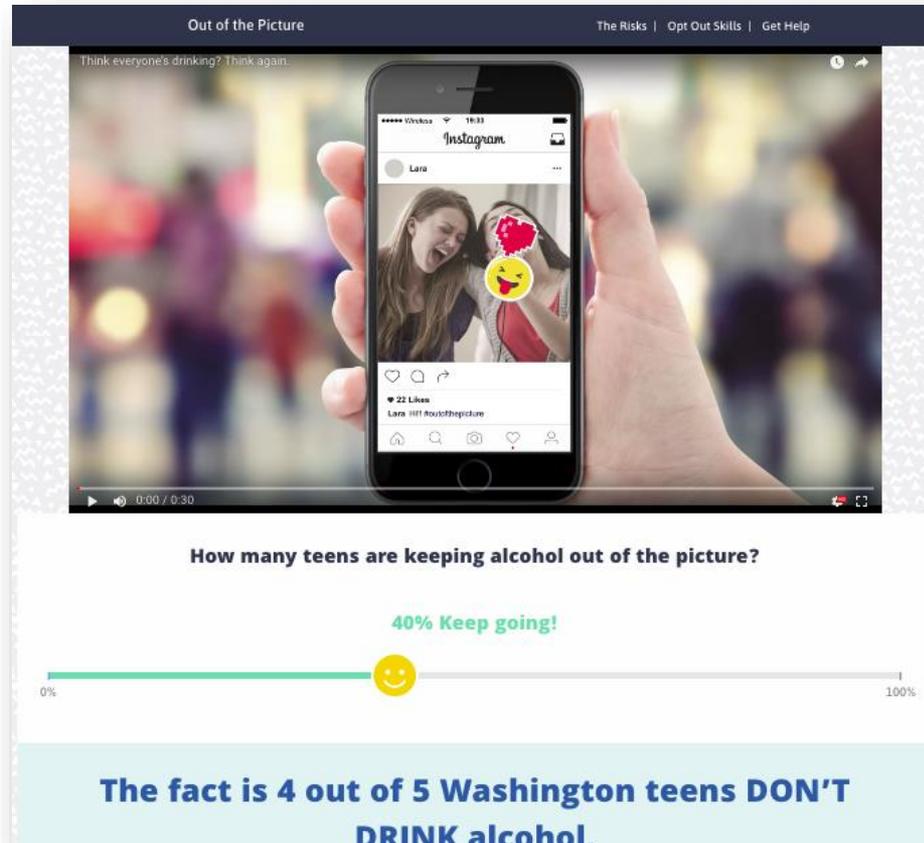
However, when the emojis are removed, it's revealed the teens have nothing to hide and are keeping alcohol out of the picture and out of their lives.

Tactics: Digitally-focused, mobile-first campaign, reaching teens when they are surfing their favorite websites, interacting with friends on social media, playing games and listening to radio online.



Teen Campaign | *Out of the Picture*

Microsite



Teen Campaign | *Out of the Picture*

Two 15-second Videos



Teen Campaign | *Out of the Picture*

Two Animated Banners



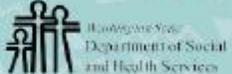
Think everyone
is drinking?
Think again.



4 out of 5 teens
DON'T DRINK.

Washington teens
are keeping alcohol
#outofthepicture

[LEARN MORE](#)



Think everyone
is drinking?
Think again.



Washington teens
are keeping alcohol
#outofthepicture

[LEARN MORE](#)



Teen Campaign | *Out of the Picture*

Four Social Media

Instagram

Washington State DSHS Sponsored



Learn More

416 likes

Washington State DS... Think everyone's drinking? Think again. Washington teens are keeping alcohol #outofthepicture.

Instagram

outofthepicturewa Sponsored



Learn More

outofthepicturewa Think everyone's drinking? Think again. Washington teens are keeping alcohol #outofthepicture.

Washington State DSHS Sponsored

Think Washington teens are drinking? Think again.



4 out of 5 don't drink
Keep alcohol #outofthepicture [Learn More](#)
outofthepicture.org

20 562 Comments 311 Shares

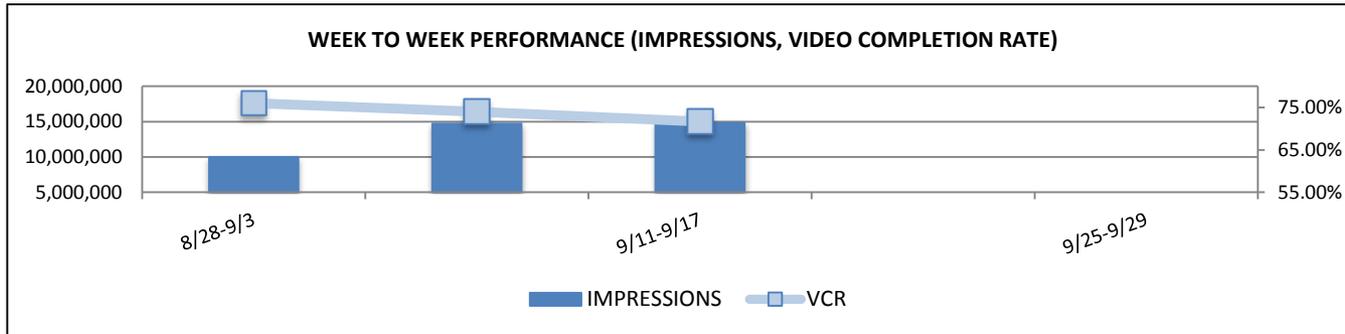
Like Comment Share

Key Performance Indicators: Teens

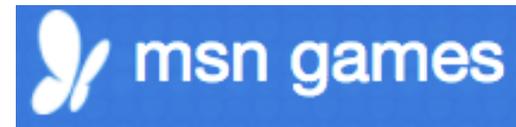
Media Buy Duration: Aug 28 – Sept 29

Period of Performance – Aug 28 – Sept 22

IMPRESSIONS	CLICKS	CLICK THROUGH RATE	VIDEO COMPLETIONS
50,626,932	195,455	0.39%	4,850,507



Top Performing Sites/Apps:



Parent Campaign | *Looks Can Deceive*

Concept: *Looks Can Deceive* acknowledges that it doesn't always seem to parents that their teens are listening, especially when it comes to setting rules about not drinking alcohol. But the truth is that teens are paying attention, and these conversations are effective.

Tactics: Digitally-focused campaign, reaching parents on relevant websites, social media and local news sources like *The Seattle Times* and *Univision*.



The Seattle Times



Parent Campaign | *Looks Can Deceive*

Two Animated Banners

Banner Ad 1

It doesn't look like it,

but they're listening.

TALK TO YOUR KIDS ABOUT NOT DRINKING. IT WORKS.

[Learn How >>](#)

StartTalkingNow.org

Banner Ad 2

It doesn't look like it

but they care what you think.

TALK TO YOUR KIDS ABOUT NOT DRINKING. IT WORKS.

[Learn How >>](#)

StartTalkingNow.org

Parent Campaign | *Looks Can Deceive*

Four Social Media

YOUR LOGO StartTalkingNow
Sponsored [Like Page](#)

Studies show WA teens are less likely to drink when adults talk to them about alcohol use



It may not look like it,
but they're paying attention.

YOUR CAPTION HERE [Learn More](#)

YOUR LOGO StartTalkingNow
Sponsored [Like Page](#)

85% of Washington teens say their parents set clear rules about alcohol use.



It may not look like it,
but they're paying attention.

YOUR CAPTION HERE [Learn More](#)

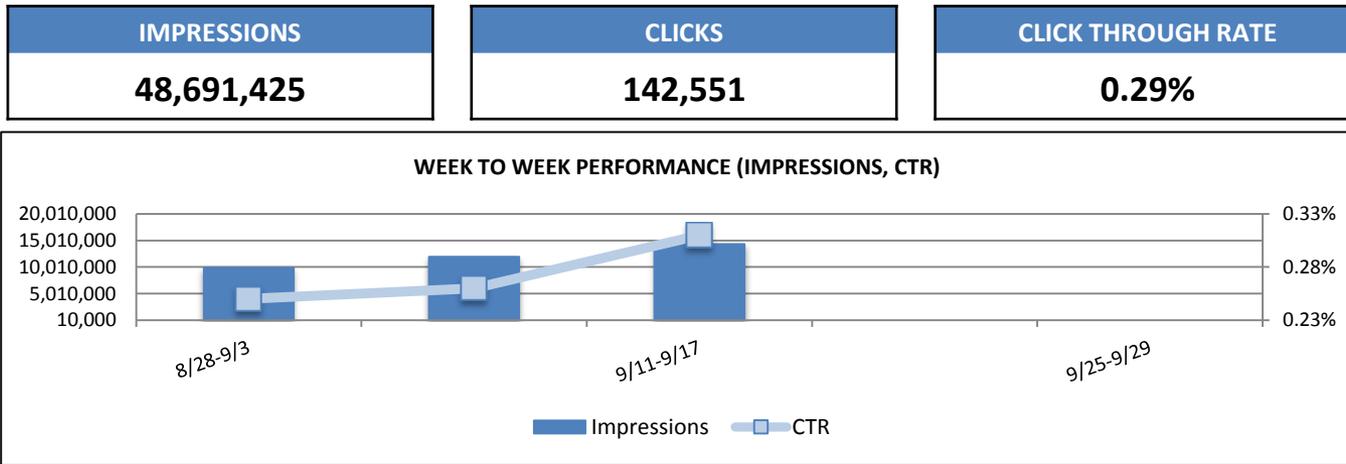
Seattle Times Takeover

The screenshot shows the top of the Seattle Times website. The navigation bar includes 'Menu', 'Weather', 'Traffic', 'The Seattle Times' logo, 'Log In', 'Subscribe', and a search icon. Below the navigation bar, there are category links: LOCAL, BIZ/TECH, SPORTS, ENTERTAINMENT, LIFE, TRAVEL, HOMES, OPINION, JOBS, AUTOS, SHOP, and All Sections. The main content area is dominated by a large green banner with the text 'Talk to your teen about NOT drinking. IT WORKS.' and a 'Learn More' button. To the right of the banner is the logo for the Washington State Department of Social & Health Services. Below the banner, there are several news snippets on the left and a large article on the right. The left snippets include: 'Seattle mayoral candidates release policy plans, woo workers ahead of Tuesday debate', 'After Irma, Florida's evacuees 'want to get home and start cleaning up'', 'In U.S. News rankings, Washington colleges stay steady, but critics raise more questions about list's criteria', 'You can kiss those 85-degree-plus days goodbye, Seattle', 'Power couples: Seattle ranks No. 2 in country for income of married people', and 'Nordstrom's new idea: A neighborhood store that doesn't stock clothes'. The large article on the right is titled 'Greenwood neighbors battle developer over century-old' and features a photo of a large tree in front of a house. The article text reads: 'Greenwood neighbors are fighting to save a century-old Western Red Cedar, but a developer says rapidly growing Seattle nowadays needs more housing, not more trees. (Courtesy of Kim Brotherton)'. Below the article is the name 'Nicole Brodeur' and a 'Learn More' button. The Washington State Department of Social & Health Services logo is also present at the bottom of the article.

Key Performance Indicators

Media Buy Duration: Aug 28 – Sept 29

Period of Performance – Aug 28 – Sept 22



Top Performing Apps/Sites:



Toolkit for Partners

September 2017

4 Things You Can Do

Partners like you are critical to reducing underage drinking in our state because you work directly with teens and their parents to provide trusted information and support. We've developed a toolkit to make participation easier.

Here's what you can do to help prevent underage drinking in Washington state.



01 | Out of the Picture

Teen Campaign

Campaign Background

In August 2017, the Washington State Department of Social and Health Services (DSHS) launched a statewide effort to prevent underage drinking, reaching high school teens with the Out of the Picture campaign.

This campaign is informed by research indicating that positive social norms approach increases healthy behavior. For example, when teens know that other teens are making healthy decisions, they are more likely to do the same.

While many teens believe the majority of their peers drink alcohol, the reality is that four out of five Washington teens don't drink, according to the 2016 Washington Healthy Youth Survey.

To illustrate this norm, Out of the Picture takes the social media practice of using emojis to cover up inappropriate items, such as beer or cigarettes, and turns it on its head. At first glance, the images of teens having fun obscured by one or more emojis seem to suggest the emojis are concealing alcohol. However, when the emojis are removed, it's revealed the teens have nothing to hide and are keeping alcohol out of the picture and out of their lives.

The campaign will reach youth where they are—online and on their phones—delivering visuals and messages while teens are surfing their favorite websites, interacting with friends on social media, playing games and actively searching for information. Two 15-second videos, display ads and social media ads will direct to outofthepicture.org. The campaign website reinforces the norm that the vast majority of teens in Washington don't drink and offers more information about the risks and consequences of underage drinking in ways that are relevant for youth.

To inform the development of Out of the Picture, 90 Washington youth in Seattle and Spokane were interviewed to gauge perceptions of the frequency of drinking among peers and test reactions to potential creative campaigns.



Key Messages and Talking Points

Goals

The goals of Out of the Picture are to raise awareness about the true healthy norm regarding underage drinking—four out of five teens don't drink alcohol. The campaign also provides teens with information about the risks of underage drinking, and ways to say no to alcohol.

Key messages

- Think everyone is drinking? Think again.
- 4 out of 5 teens don't drink.
- Washington teens are keeping alcohol #outofthepicture and out of their lives.
- Learn more at OutofthePicture.org

Concept

Out of the Picture takes the social media practice of using emojis to cover up inappropriate items, such as beer or cigarettes, and turns it on its head. At first glance, the images of teens having fun, obscured by one or more emojis, seem to suggest the emojis are concealing alcohol. However, when the emojis are removed, it's revealed the teens have nothing to hide and are keeping alcohol out of the picture and out of their lives.

Research

- The *Out of the Picture* campaign is informed by research that indicates promoting positive social norms increases healthy behavior. When teens know that most of their peers don't drink, they are more likely to follow the same behavior. Source: <https://www.cdc.gov/violenceprevention/pdf/efc-promoting-positive-community-norms.pdf.pdf>.
- While many teens believe the majority of their peers drink alcohol, the reality is that four out of five Washington teens **don't** drink. Source: 2016 Washington Healthy Youth Survey (www.AskHYS.net).
- To inform the development of *Out of the Picture*, 90 Washington youth in Seattle and Spokane were interviewed to gauge perceptions of the frequency of drinking among peers and test reactions to potential campaign messages. Teens reported that while they were surprised to learn how many teens don't drink, this message was also believable, and would make them think twice about drinking.

Key Messages and Talking Points (cont.)

Channels

- To reach youth where they are—online and on their phones—*Out of the Picture* delivers visuals and messages while teens are surfing their favorite websites, interacting with friends on social media, playing games and actively searching for information. A diverse range of teens and interests are featured across advertisements that include short videos, banner ads and social media content.
- A website, OutofthePicture.org, supports the campaign's digital advertising, social media and partner efforts to reinforce the true social norm. The site offers information about the risks and consequences of underage drinking in ways that are relevant for youth.
- The *Out of the Picture* campaign will provide prevention partners throughout Washington with an online campaign toolkit that will include campaign videos, advertising messages and social media content. With the toolkit partners will be able to deliver these important messages directly to teens in their communities.



Draft Social Media Content



Post copy: Think most Washington teens are drinking?
Think again. <https://www.outofthepicture.org/>



Post copy: Get the skills to make opting out of drinking
easier. <https://www.outofthepicture.org/>



Post copy: Underage drinking can be bad for your
health and your future. Learn the risks.
<https://www.outofthepicture.org/>



Post copy: Think most Washington teens are drinking?
Think again. <https://www.outofthepicture.org/>

Campaign Assets

Campaign Website

Share and link materials to the campaign website:

<http://outofthepicture.org>



Videos



Banner Ads



Version A

Washington teens
are keeping alcohol
#outofthepicture

LEARN MORE 



Washington State
Department of Social
& Health Services

4 out of 5 teens
DON'T DRINK.

LEARN MORE 

Post Survey

Distribute this survey to the groups you serve to assess the effectiveness of your own campaign or DSHS' statewide effort.

For Teens

Underage Drinking Prevention Post-Campaign Survey

Thank you for taking part in this survey! Your answers will inform efforts to prevent underage drinking.

1. During this summer and fall, the Washington Department of Social and Health Services (DSHS) ran the "Out of the Picture" campaign that encouraged teens not to drink alcohol. Here are two visuals from the campaign.

Out of the Picture

Think most Washington teens are drinking? Think again.



4 out of 8 don't drink.

See: [WSDH PublicHealthInfo](#)
[washington.gov](#)

[Learn More](#)

Out of the Picture

Think most Washington teens are drinking? Think again.



4 out of 8 don't drink.

See: [WSDH PublicHealthInfo](#)
[washington.gov](#)

[Learn More](#)

Do you recall seeing or hearing about this campaign?

Yes	No	Not sure / don't know
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2. Which of the following parts of the campaign did you see and/or hear about? (Please mark all that apply.)

- Photo ads on social media platforms such as Facebook or Instagram
- Video ads on social media platforms such as Facebook or Instagram
- Photo ads on other websites
- Video ads on other websites
- Outreach from **[NAME OF YOUR ORGANIZATION OR COUNTY HEALTH DEPARTMENT HERE]**
- None of the above

3. Did you find the information in the campaign to be clear?

Very clear	Clear	Somewhat clear	Not clear
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4. Did you find the information in the campaign to be useful?

Very useful	Useful	Somewhat useful	Not useful
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5. Did the campaign make you more likely, equally likely or less likely to know how many Washington teens do not drink?

More likely to know how many Washington teens do not drink	Equally likely to know how many Washington teens do not drink	Less likely to know how many Washington teens do not drink
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6. Do you have any other comments about the campaign?

02 | Looks Can Deceive

Parent Campaign

Campaign Background

In August 2017, the Washington State Department of Social and Health Services (DSHS) will launch a statewide effort to prevent underage drinking, reaching parents of teens with the *Looks Can Deceive* campaign.

This campaign is informed by research indicating that positive social norms approach increases healthy behavior. For example, when teens know that other teens are making healthy decisions, they are more likely to do the same.

It doesn't always seem to parents that their teens are listening, especially when it comes to setting rules about not drinking alcohol. But the truth is that teens *are* paying attention and these conversations are effective.

Additionally, most parents *are* having these conversations. The *Looks Can Deceive* campaign encourages parents to continue or start these



conversations by letting them know that 85 percent of Washington teens say their parents set clear rules and expectations about not drinking, according to the 2016 Washington Health Youth Survey.

The advertising, social media posts and the work of community organizations seek to get parents' attention, encourage them to talk with their teen about not drinking and let them know about the resources available at **StartTalkingNow.org**. The site contains information in a variety of languages and offers tips to make it easier and more effective to talk with teens about not drinking.

While developing the campaign, DSHS consulted with Washington prevention professionals and parents to guide messaging, tone, look and feel of the ads.

Key Messages and Talking Points

Goals

The goal of the Looks Can Deceive campaign is to get parents in Washington to talk with their teens about not drinking, by normalizing the idea that most parents are having these conversations—and that doing so makes a big impact.

Campaign Research

The Looks Can Deceive campaign is informed by research indicating a positive social norms approach is effective at changing behaviors. In this case, when parents learn that 85 percent of Washington teens say their parents set clear rules and expectations about not drinking, they are encouraged to continue or start these conversations.

Concept

Looks Can Deceive acknowledges that it doesn't always seem to parents that their teens are listening, especially when it comes to setting rules about not drinking alcohol. But the truth is that teens **are** paying attention, and these conversations are effective..

Key Messages

- Teens are less likely to drink when parents are involved in their lives. It may not look like it, but your teen is listening. Talk with your teen about not drinking. It works. Learn more at StartTalkingNow.org
- 82% of WA teens whose families talk with them about not using alcohol don't drink. It may not look like it, but they care what you think. Talk with your teen about not drinking. It works. Learn more at StartTalkingNow.org
- 85% of teens say their parents set clear rules on alcohol. Talk to yours about not drinking. It works. Learn more at StartTalkingNow.org
- It may not look like it, but they're paying attention. Talk with your teen about not drinking. It works. Learn more at StartTalkingNow.org

Key Messages and Talking Points (cont.)

Channels

- *Looks Can Deceive* reaches parents where they are seeking advice and information—on relevant websites, social media and local publications like *The Seattle Times*.
- The advertising, social media posts and the work of community organizations seek to get parents' attention, encourage them to talk with their teens about not drinking and let them know about the resources available at StartTalkingNow.org. The site contains information in a variety of languages and offers tips on how to effectively talk with teens, monitor their activities and stay involved in their lives.
- The *Looks Can Deceive* campaign will partner with Univision to connect with adult Spanish-speaking audiences in Washington through news programs and TV ads about preventing underage drinking.

Partners

The *Looks Can Deceive* campaign will provide prevention partners with an online campaign toolkit, including campaign ads, posters and social media content, which they can use to deliver these important messages directly to their communities.

Draft Social Media Content



It might not look like it, but they're listening.

Post copy: 82% of WA teens whose families talk to them about not using alcohol don't drink. Here are some tips on how to start the conversation.

<https://starttalkingnow.org/parents>



It might not look like it, but they're listening.

Post copy: 85% of WA teens say their parents set clear rules about not drinking. Here are some tips on talking to your teen. <https://starttalkingnow.org/parents>



It might not look like it, but they're listening.

Post copy: WA Teens are less likely to drink when adults talk to them about alcohol use. Here are some tips to make these conversations more effective.

<https://starttalkingnow.org/parents>

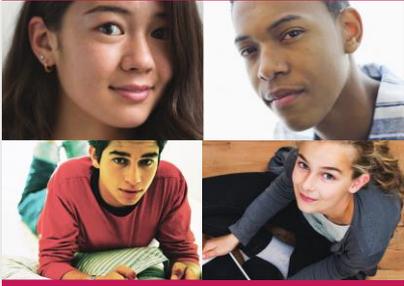


It might not look like it, but they're listening.

Post copy: 82% of WA teens whose families talk to them about not using alcohol don't drink. Here are some tips on how to start the conversation. <https://starttalkingnow.org/parents>

Flyer

**85% of Washington teens
say their parents set
clear rules on alcohol.**



Talk with your teen about **NOT** drinking.
It works.

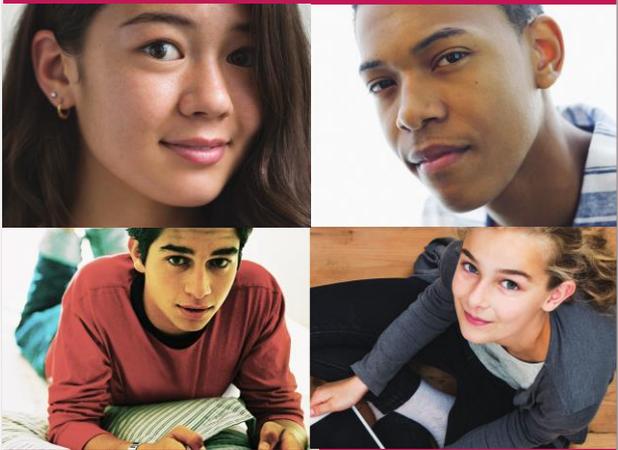
Learn more at StartTalkingNow.org



Washington State
Department of Social
& Health Services
Transforming lives

Poster

**85% of Washington teens
say their parents set
clear rules on alcohol.**



Talk with your teen about **NOT** drinking.
It works.

Learn more at StartTalkingNow.org



Washington State
Department of Social
& Health Services
Transforming lives

Spanish-Language PSA



Billboards



Post Survey

Distribute this survey to the groups you serve to assess the effectiveness of your own campaign or DSHS' statewide effort.

Underage Drinking Prevention Post-Campaign Survey **For Parents**

Thank you for taking part in this survey! Your answers will inform efforts to prevent underage drinking.

1. During this summer and fall, the Washington Department of Social and Health Services (DSHS) ran a campaign that encouraged parents to talk with their teens about not drinking. Here are two of the visuals from the campaign:

Start Talking Now

Parents are more likely to drink when parents are involved in their teens.



It may not look like it, but you're paying attention.

[Learn More](#)

Start Talking Now

82% of parents say their parents set clear rules on alcohol. Talk with them about not drinking.



It may not look like it, but you're paying attention.

[Learn More](#)

Do you recall seeing or hearing about this campaign?

Yes	No	Not sure / Don't know
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2. Which of the following parts of the campaign did you see and/or hear about?
(Please mark all that apply.)

- Online banner ads on The Seattle Times website
- Online banner ads on other websites
- Content on social media
- Poster in a non-English language (if so, which language? _____)
- Billboard
- Television (Univision)
- Outreach from [NAME OF YOUR ORGANIZATION OR COUNTY HEALTH DEPARTMENT HERE]
- None of the above

3. Did you find the information in the campaign to be clear?

Very clear	Clear	Somewhat clear	Not clear
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4. Did you find the information in the campaign to be useful?

Very useful	Useful	Somewhat useful	Not useful
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5. Did the campaign make you more likely, equally likely or less likely to talk with your teen about not drinking?

More likely to talk with my teen about not drinking	Equally likely to talk with my teen about not drinking	Less likely to talk with my teen about not drinking
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6. Did you have any other comments about the campaign?

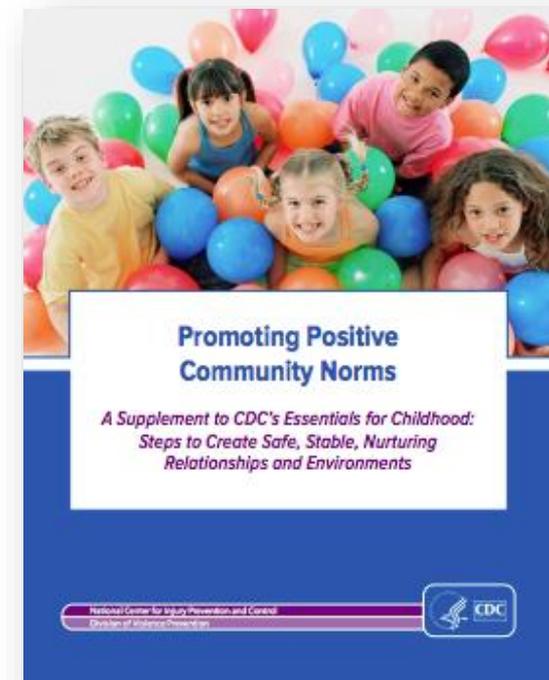
03 | Research

Other Resources

A Guide to Promoting Positive Community Norms

Here is a guide developed by the Centers for Disease Control and Prevention to help inform positive social norms efforts.

<https://www.cdc.gov/violenceprevention/pdf/efc-promoting-positive-community-norms.pdf.pdf>



Reaching College Students

The need for information

- Similarly serious risks as younger teens – but less known about effectively reaching college students

Challenges

- Unique time in their lives / Experimentation mindset
- Most college students have a foot in both camps:
 - Taking on newfound responsibility and independence; Legally adults (18+)
 - Only recently were high schoolers; Often will spend the first few years of college under the legal drinking age
- The “norm” behavior for this audience is to drink
- Very tight timeline

Goal

- To inform the future efforts of DSHS and partners to reduce underage drinking among college students

Two Approaches

Preventing Underage Drinking Among College Students: Environmental Scan of Public Health Campaigns

- To learn from how other health departments, colleges/universities and advocates approach underage drinking prevention campaigns
- To consider creative concepts, messaging, tactics and targeting – and potentially to later test them in WA

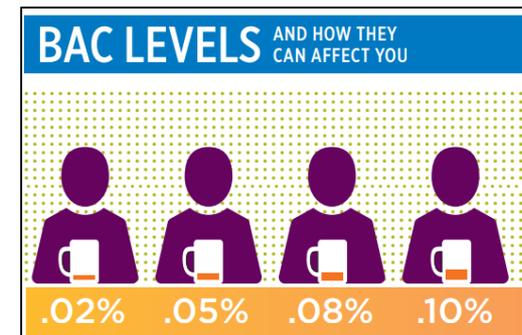
Underage Drinking Prevention Small Group Interviews Among 18- to 20-year-old College Students in WA

- To better understand attitudes toward alcohol consumption
- To probe for reasons behind underage drinking
- To test the strength of prevention messages
- GMMB partnered with Northwest Research Group

Environmental Scan: A Few Key Takeaways

- Campaigns more frequently focus on binge drinking prevention rather than alcohol prevention
- Two calls to action dominate campaigns:
 - Directives (e.g., “Don’t drink”)
 - Invitations (e.g., “Think about it”)
- Campaigns tend to talk *at* students, not *with* them
- Some campaigns target college students indirectly—via the adults in their lives (parents, professors, etc.)
- Range of approaches:
 - Informative
 - Severe risks
 - Minor consequences

Alcohol is a factor in 28% of college dropouts.



Before you got **wasted**,
you weren't known as "The Creep."



Don't over do it.
www.facebook.com/theotherhangover

The other Hangover

Assessment Design for Small Group Interviews

- Fifty-one participants (26 small group or one-on-one discussions)
- Interviews lasted approximately 30 minutes
- All participants ages 18 to 20, and enrolled at a college or university in WA in fall 2017
- Fast timeline and below-industry incentive, but still secured some diversity:

Gender	Male	31
	Female	23
Age	18-years-old	14
	19-years-old	20
	20-years-old	20
School Type	Two-year	13
	Four-year	41

Race / Ethnicity	White	40
	Asian	7
	Black	4
	Hispanic	2
	Mixed Race	1
Class	Freshman	20
	Sophomore	24
	Junior	10

- Fifteen from UW-Seattle; Others included Bellevue College, Central WA, Gonzaga, Seattle Pacific, Seattle University, University of Puget Sound, UW Bothell and Western Washington University

College Students' Outlook

- **Drinking is perceived to be part of college life.**
- **College students believe at least a majority of their classmates drink alcohol.**
 - Some students believe all their classmates drink alcohol.
- **Reasons to drink may change from high school to college.**
 - More external peer pressure to drink in high school? (The pressure to drink in college can be internal rather than external.)
- **Students see themselves as independent adults and—particularly as they approach age 21—view the legal drinking age as arbitrary.**
- **Believe drinking “responsibly” is safe.**

“Drinking during college is just what you do.”

Best-testing messages (9 total messages tested)

Message	Score 1 = Strongly disagree; 4 = Strongly agree
Information about possible severe consequences of drinking (e.g., poor grades, car crashes, etc.)	3.32
Information about health risks of drinking (e.g., brain damage, alcohol dependency, cirrhosis, etc.)	3.25
Alternatives to deal with or relieve stress	2.67
Information about possible less severe consequences of drinking (e.g., saying something you regret, being sloppy, slurring words)	2.32

Note: Other public education campaigns demonstrate that a “just the facts” approach doesn’t work; Success requires an emotional connection and/or a memorable “hook”

A Few Key Takeaways Beyond Messaging

- **Communications is only one part of preventing underage drinking**
 - Policies and enforcement are key
- **Reach students early (starting at orientation; possibly through RAs and other in-person outreach)—and be persistent**
- **Increase promotion of activities for students that don't involve drinking**
- **Weigh the possibility of a harms reduction campaign**
 - Student's volunteer this as a possibility. (We realize this isn't a viable strategy for all partners.)

“At our orientation... a campus police officer spoke... She was joking and she was like, ‘We don’t really arrest students for doing stuff.’ Even drugs, I don’t think they really get in trouble that much.”

Questions?