

## Activity Descriptions & Reporting Requirements

- Commitment:**
- Projects include four activities. Two are required and two are selected from a group of 11 options.
- Funding:**
- Groups will receive \$2,000 for completing their **LDTL** activities and for timely reporting.
- Project Period & Important Dates:**
- Registration closes February 8, 2013.
  - All activities must be completed by May 31, 2013, unless other arrangements are made with DBHR prior to this deadline.
  - All reporting must be submitted by June 14, 2013, unless other arrangements are made with DBHR prior to this deadline.
- Reporting:**
- Required reporting for each activity is listed next to each activity.
  - There will be penalties for reports that are late or incomplete. For each business day reporting is late, there will be a \$100 deduction. For each reporting element that is missing or incomplete, there will be a \$100 deduction.
  - All e-mail correspondence, including submission of reporting requirements, are to be sent to: [LDTL2013@dshs.wa.gov](mailto:LDTL2013@dshs.wa.gov). For phone inquiries, call Ray Horodowicz at: (360) 725-1528.

### Required Activities:

	Description of Activity:	Reporting Requirement:
<input checked="" type="checkbox"/>	<b>Our Town Presentation.</b> Create a presentation showing the impact of alcohol and liquor privatization on underage drinking in your community. Presentations must summarize information from local CANS (Community Assessment of Neighborhood Stores) and must include information from your local law enforcement and retailers. Show presentation to at least 2 different groups or organizations in your community.	<ul style="list-style-type: none"> <li>A digital copy of the presentation.</li> <li>Hard copy or readable, scanned copies of your completed CANS. Scans must be submitted as a PDF.</li> <li>Names of groups presented to, date of presentations, number in attendance.</li> </ul>
<input checked="" type="checkbox"/>	<b>Social Norms Mini-Campaign.</b> Implement a social norms marketing campaign at one high school in your community. The campaign must use posters to communicate a core message at least two times over a two month period. You must select from messages provided by LDTL organizers and then localize with Healthy Youth Survey data. Guidelines for appropriate images and messaging must be followed. Other items besides posters, such as buttons or clings, can also be used to promote the message of your campaign.	<ul style="list-style-type: none"> <li>Photos of the social norms marketing campaign.</li> <li>Information about number of youth and adults at your school that were exposed to the campaign.</li> </ul>

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### Activities to Choose From:

	Description of Activity:	Reporting Requirement:
<input type="checkbox"/>	<b>Meet your lawmakers.</b> Meet with at least three lawmakers. Can be local, county, or state. Tell them about your group's underage drinking prevention work. Share the results of your CANS. Youth should be the primary speakers. If appropriate, ask each lawmaker you meet to reach out to your group for information prior to making a decision on issues related to underage drinking.	<ul style="list-style-type: none"> <li>○ Photos of your group meeting with the lawmakers.</li> </ul>
<input type="checkbox"/>	<b>Advertising Awareness Training.</b> Participate in the 2013 edition of this training. Present the training to at least 1 group of 5 (or more) youth in your community.	<ul style="list-style-type: none"> <li>○ Photos of your presentations of this training to other groups.</li> <li>○ Number of adults and youth who attending the training.</li> </ul>
<input type="checkbox"/>	<b>Environmental Scan.</b> Take photos of the things in your community that promote either alcohol use or healthy living. Compile photos into a PowerPoint and present to at least 2 different organizations in your community. May be incorporated into the required Our Town Presentation.	<ul style="list-style-type: none"> <li>○ A digital copy of the presentation.</li> <li>○ Names of groups presented to, date of presentations, number in attendance.</li> </ul>
<input type="checkbox"/>	<b>Flash Mob.</b> Hold a spontaneous rally in support of underage drinking prevention. This activity is separate from the Event/Rally activity listed below.	<ul style="list-style-type: none"> <li>○ Video of the event. Video from phones are acceptable.</li> <li>○ Number of participants.</li> </ul>
<input type="checkbox"/>	<b>Social Media.</b> Use social/digital media (Facebook, Twitter, texts, web-sites) to promote messages about the positive benefits of youth staying drug and alcohol free. Activity may include having youth post photos from all your LDTL activities on the LDTL Facebook page.	<ul style="list-style-type: none"> <li>○ Screen shots of content.</li> </ul>
<input type="checkbox"/>	<b>Police Tip Line, LDTL style.</b> Work with your local law enforcement to establish a 'tip line' where information about underage drinking activities can be given. If a general tip line already exists for your community, promote its use for enforcing underage drinking laws.	<ul style="list-style-type: none"> <li>○ Proof that tip line was established. (ie: copy of print ad that runs in newspaper)</li> </ul>
<input type="checkbox"/>	<b>ID Check Signage.</b> Work with a store owner/manager to have the store's ID Check policy put on professional quality signage. Ensure sign is posted by the register.	<ul style="list-style-type: none"> <li>○ Photos of the activity, including photo of the ID Check policy posted by the store's register.</li> </ul>
<input type="checkbox"/>	<b>Store Policy.</b> Have at least one owner/manager establish and implement a store policy for one of the following: what alcohol products they carry; how alcohol products are advertised; security measures used to reduce theft; or, where alcohol displays are set. Provide recognition to stores that implement one of these changes.	<ul style="list-style-type: none"> <li>○ Narrative of challenges and successes related to this activity.</li> </ul>
<input type="checkbox"/>	<b>Event/Rally.</b> Work with law enforcement and other sectors to hold an event or rally promoting your group's underage drinking prevention work. Invite law enforcement to speak about what they are doing to enforce underage drinking laws. This activity is separate from any Flash Mob activity.	<ul style="list-style-type: none"> <li>○ Photos of the event.</li> <li>○ Information about number of participants.</li> </ul>
<input type="checkbox"/>	<b>HERO Cards.</b> Collect at least 100 HERO cards from your community. Create a distribution list from the e-mails on the cards. Send information about underage drinking prevention to that list at least once before the end of the project period.	<ul style="list-style-type: none"> <li>○ Forward a copy of the e-mail with the underage drinking prevention message.</li> </ul>
<input type="checkbox"/>	<b>Traditional News Media.</b> Have a letter to the editor, or a news article published, or a Radio Public Service Announcement aired, or a TV or radio station run a news story related to underage drinking prevention. Ensure your group and the phrase "Let's Draw the Line" are mentioned.	<ul style="list-style-type: none"> <li>○ Copy of the item(s) that are run.</li> </ul>