

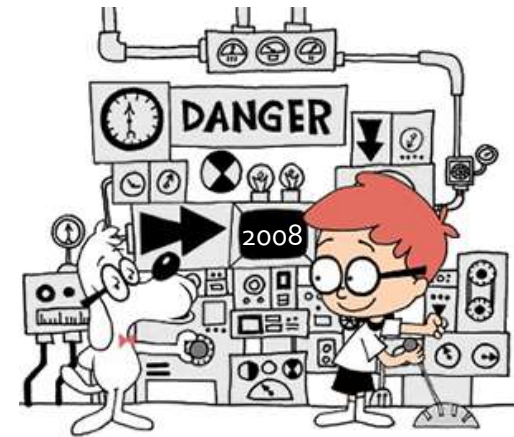
Meet Them Where They're At

Determining Next Steps in Prevention Messaging for your
community.



All aboard the Wayback Machine!

- This is going to feel more like reminiscing than presenting.
- My hope is to show some of the strategies and approaches I've used – please draw your own conclusions about them. Its okay to ridicule!
- Three basic questions: Where have I gone, what have I done, what did I learn?
- My best results occurred when I learned to step back, listen and let others share in the work.

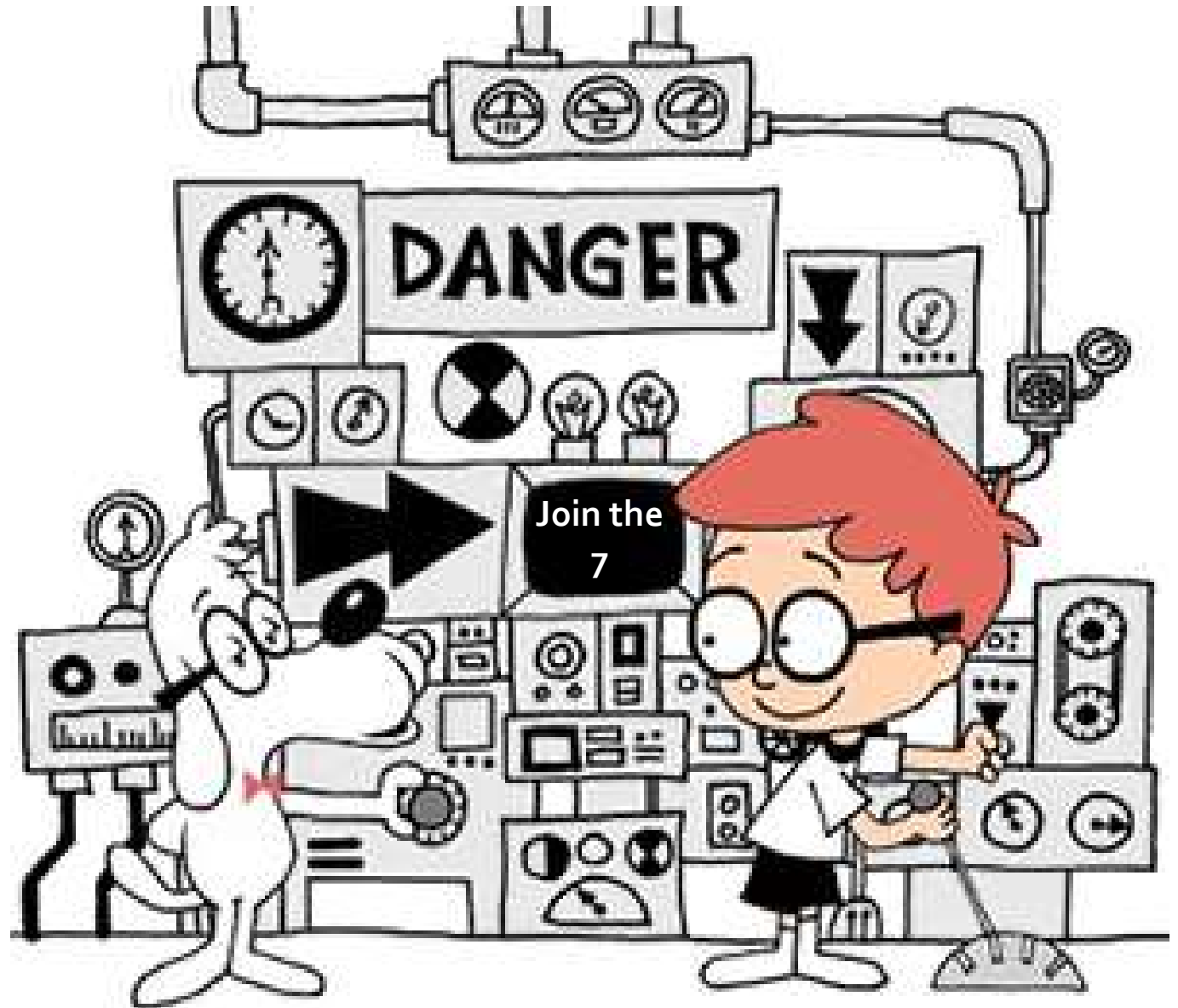


Where have I gone with my messaging campaigns?

Identifying your most effective messaging channels requires creativity and understanding where your audience is at.

- Student newspaper ads
- Billboards
- Murals
- Radio
- Interviews (newspaper, tv, radio)
- Stadiums
- Streaming Platforms
- Social Media
- Theater advertising
- Internet banner ads on popular websites
- Resource fairs (by far the least effective, but important to the Coalition).

First stop!



Join the 7

Media Formats:

- Radio
- Student Newspapers
- Bus Wraps and Boards

Audience:

- Youth
- Parents (radio only)



10 7 out of 10 7 out of 10 7 out of 10 7 out of 10 7 out of 10 7 out of 10 7 out of 10

You are not alone! More than
7 out of 10 Teens
Don't Abuse
Prescription Drugs.

What is prescription drug abuse?
Any use of prescription medicines for nonmedical reasons or without your doctor's permission is prescription drug abuse. This can be as dangerous - and addictive - as using street narcotics and other illicit drugs.

[HTTP://MYSFACE.COM/JOINTHE7](http://myspace.com/jointhe7)

Join the 7

Media Formats:

- Radio
- Student Newspapers
- Bus Wraps and Boards



Audience:

- Youth
- Parents (radio only)

The graphic features a black background with a repeating pattern of '7 out of 10' at the top. In the center, the text reads 'You are not alone! More than 7 out of 10 Teens Don't Abuse Prescription Drugs.' Below this, there are silhouettes of seven diverse people in various colors (magenta, yellow, purple, green, red, pink, blue). To the right, a network of colorful lines connects several circular portraits of real teens. At the bottom, a URL is displayed in a digital font: 'HTTP://MYSFACE.COM/JOINTHE7'. A small text box on the right side of the graphic defines prescription drug abuse.

You are not alone! More than
7 out of 10 Teens
Don't Abuse
Prescription Drugs.

What is prescription drug abuse?
Any use of prescription medicines for nonmedical reasons or without your doctor's permission is prescription drug abuse. This can be as dangerous - and addictive - as using street narcotics and other illicit drugs.

[HTTP://MYSFACE.COM/JOINTHE7](http://myspace.com/jointhe7)

Join the 7

Media Formats:

- Radio
- Student Newspapers
- Bus Wraps and Boards



Audience:

- Youth
- Parents (radio only)

7 out of 10 7 out of 10 7 out of 10 7 out of 10 7 out of 10 7 out of 10 7 out of 10

You are not alone! More than
7 out of 10 Teens
Don't Abuse
Prescription Drugs.

What is prescription drug abuse?
Any use of prescription medicines for nonmedical reasons or without your doctor's permission is prescription drug abuse. This can be as dangerous - and addictive - as using street narcotics and other illicit drugs.

[HTTP://MYSFACE.COM/JOINTHE7](http://myspace.com/jointhe7)

Painfully Obvious

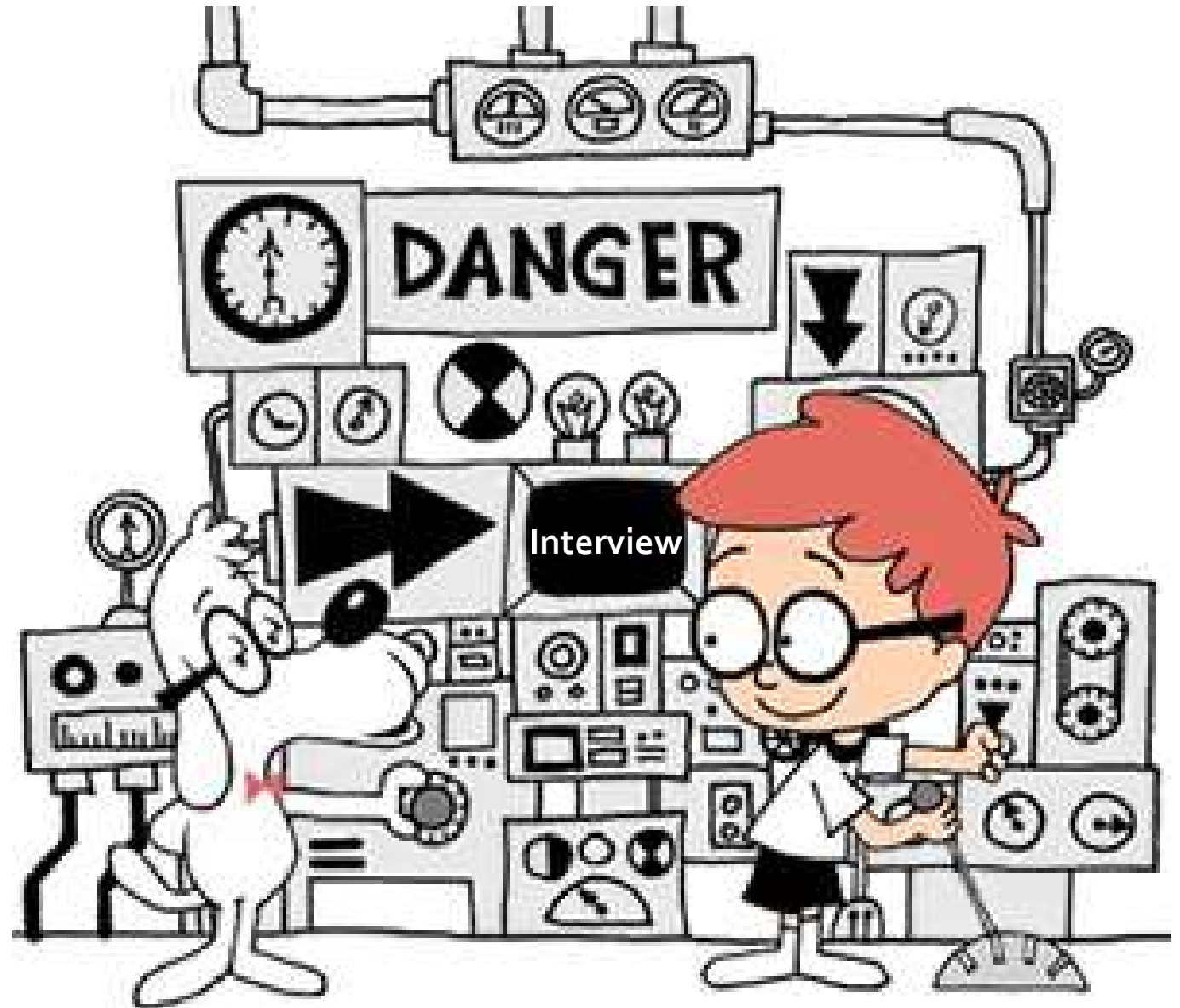
- Still circulating when we developed Join the 7:
- The "Painfully Obvious" campaign -- the nation's first to target the abuse of a prescription drug – sent the message to middle and high school teens that they were at risk for humiliation and isolation as well as addiction, overdose and death.
- Purdue Pharma partnered with the Community Anti-Drug Coalitions of America (CADCA) to distribute the program to 5,400 CADCA member organizations nationwide in the 2000's.

Painfully Obvious



- Still circulating when we developed Join the 7:
- The "Painfully Obvious" campaign -- the nation's first to target the abuse of a prescription drug – sent the message to middle and high school teens that they were at risk for humiliation and isolation as well as addiction, overdose and death.
- Purdue Pharma partnered with the Community Anti-Drug Coalitions of America (CADCA) to distribute the program to 5,400 CADCA member organizations nationwide in the 2000's.

Second stop!

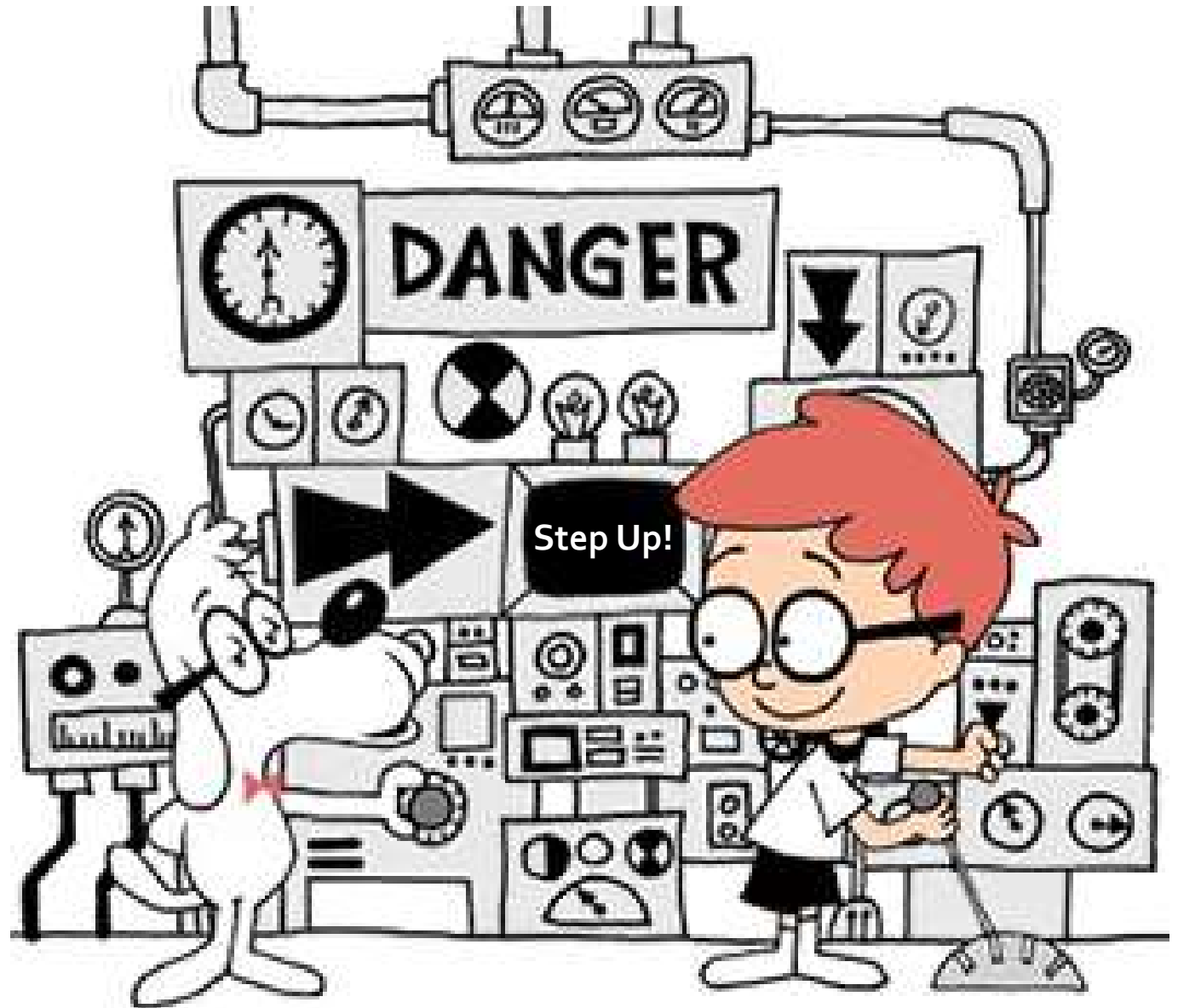


Interview



Comcast
Newsmakers

Third stop!



Step Up & Will You?

Media Formats:

- Radio
- Interview
- Streaming
- Internet
- Banner Ads

Audience:

- Youth



Step Up & Will You?



Media Formats:

- Radio
- Interview
- Streaming
- Internet
- Banner Ads

Audience:

- Youth



Step Up & Will You?



Media Formats:

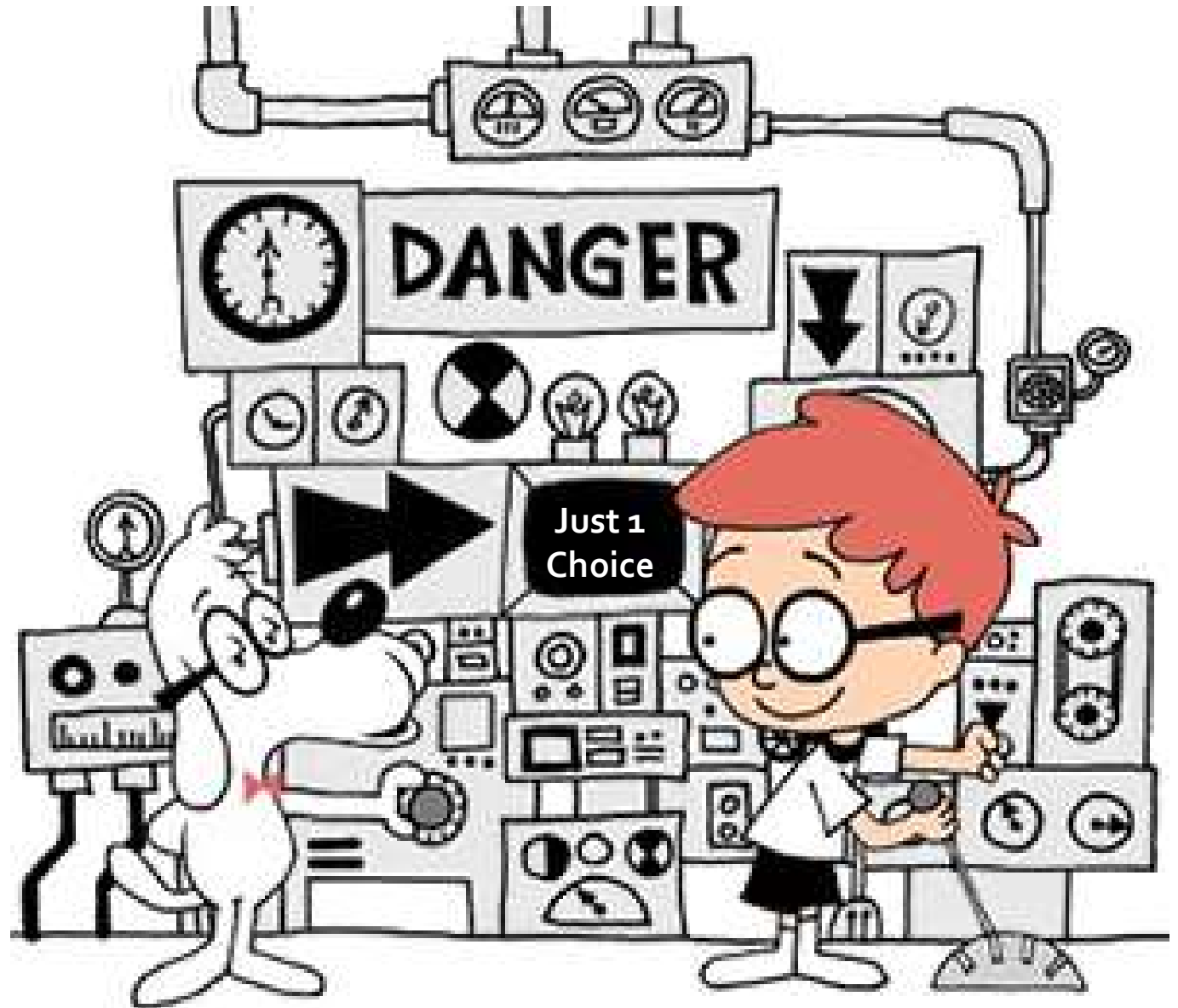
- Radio
- Interview
- Streaming
- Internet
- Banner Ads

Audience:

- Youth



Fourth stop!



Just One Choice

Media Formats:

- Radio
- Stadium
- Billboard
- Mural

Audience:

- Youth



Just One Choice

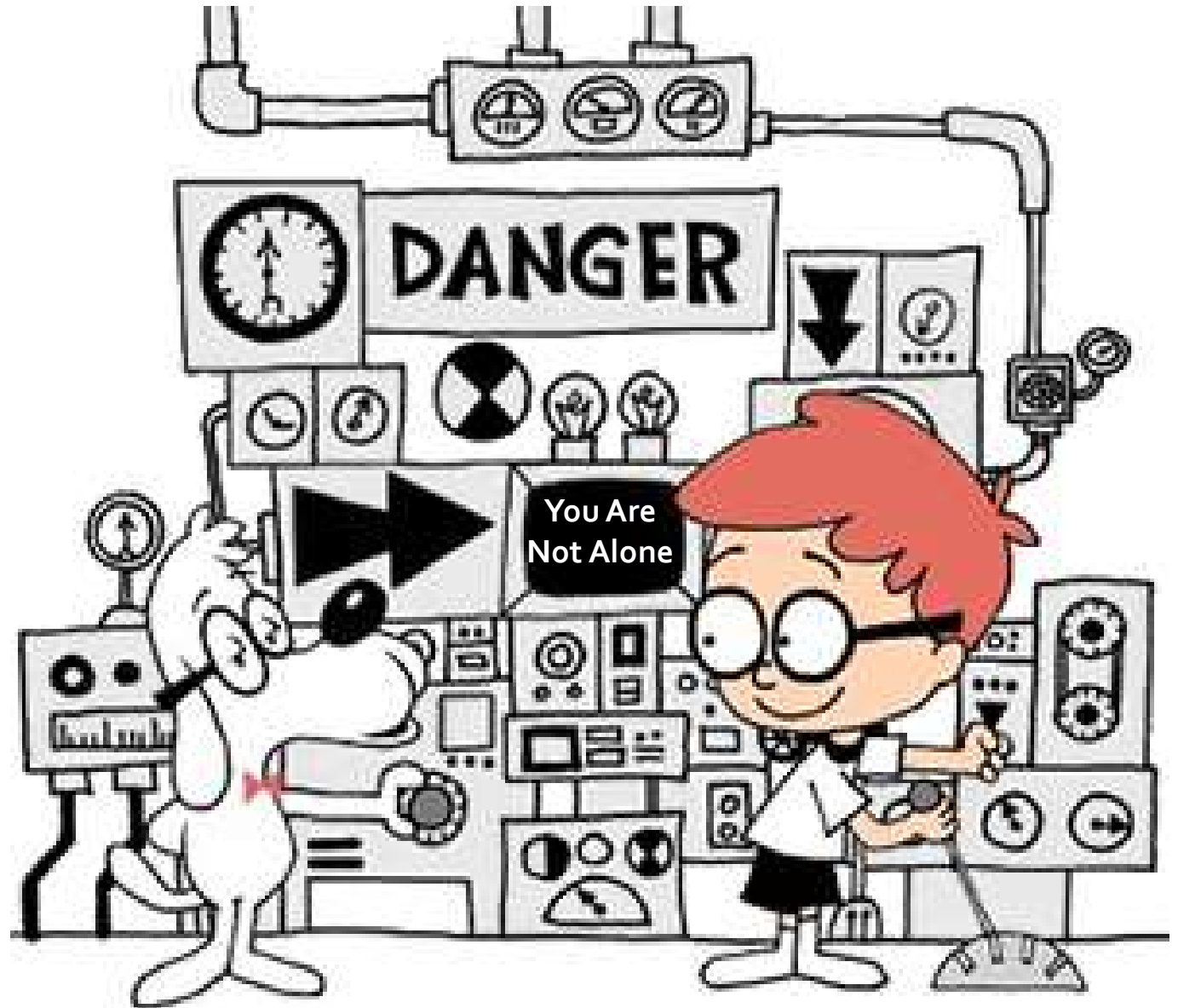
Media Formats: 

- Radio
- Stadium
- Billboard
- Mural

Audience:
- Youth



Fifth stop!



You Are Not Alone

Media Formats:

- Video/Theater
- Social Media
- Presentation
- TV News Interview

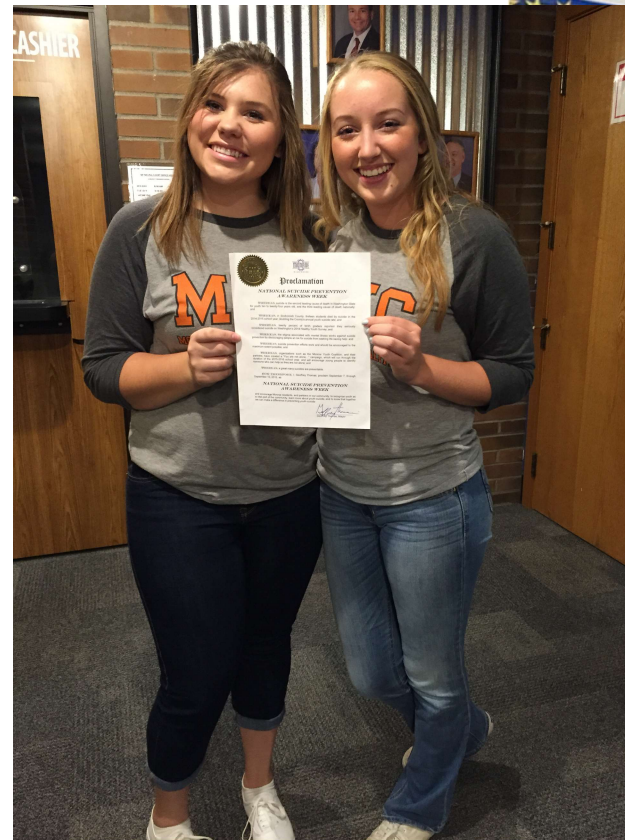
Audience:

- Youth



Monroe Schools @MonroeWAschools · Mar 16

MHS Youth Coalition shows peers "You are not alone" by writing name of every student on paper stars #starprojectmhs



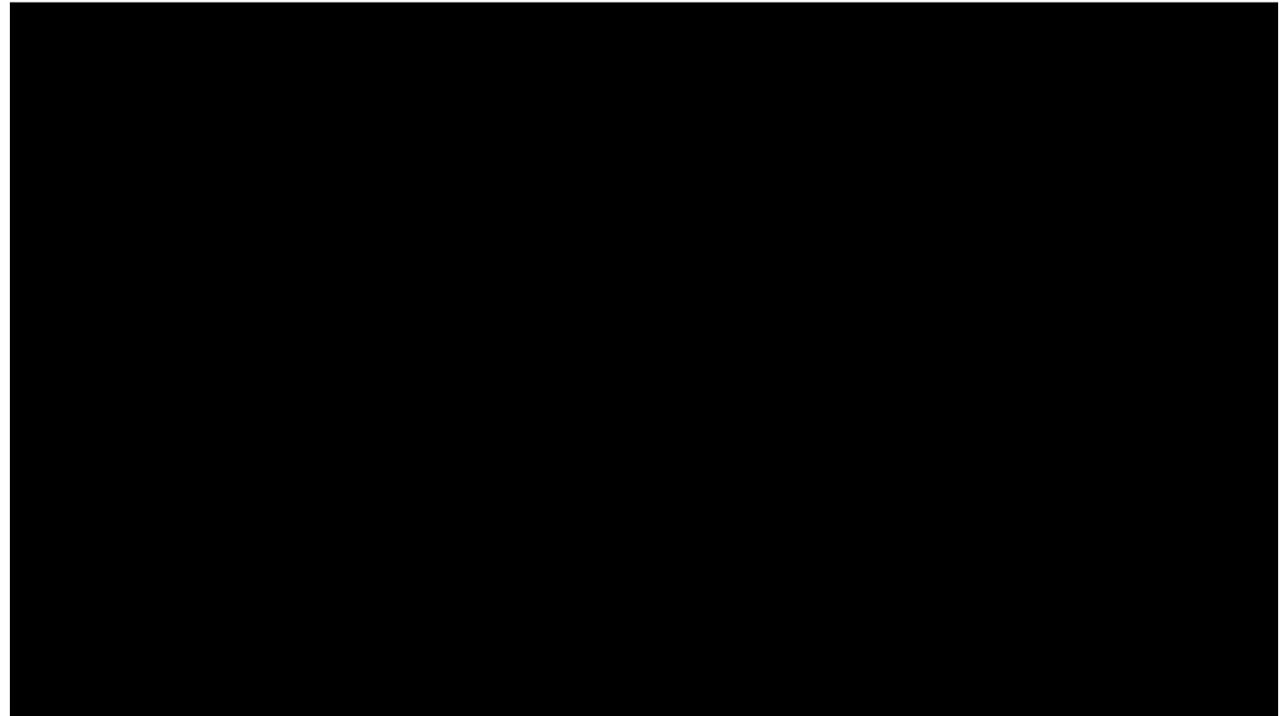
You Are Not Alone

Media Formats:

- Video/Theater
- Social Media
- Presentation
- TV News Interview

Audience:

- Youth



You Are Not Alone

Media Formats:

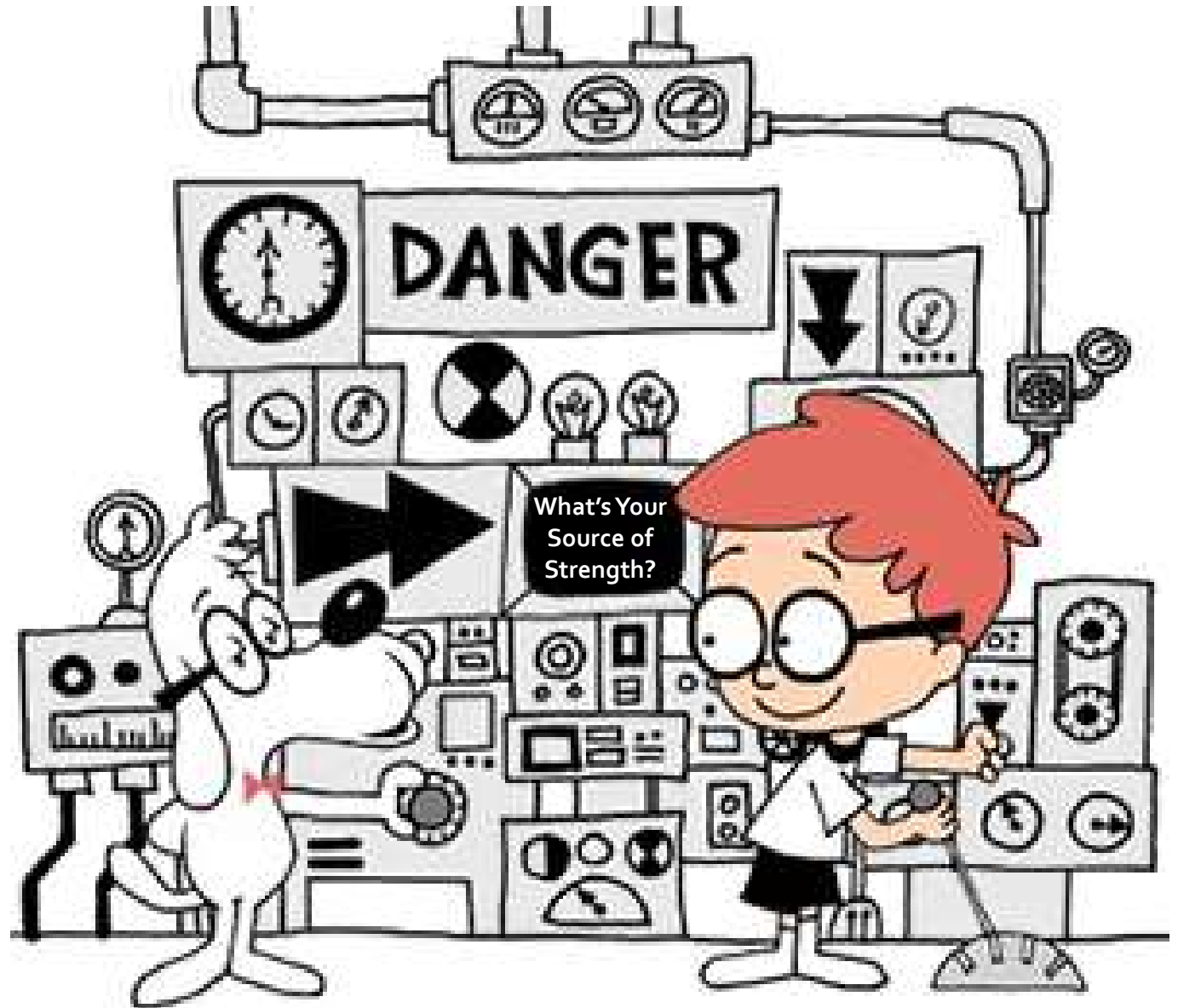
- Video/Theater
- Social Media
- Presentation
- TV News Interview

Audience:

- Youth



Sixth stop!



What's Your Source of Strength?

Media Formats:

- Video/Theater
- Social Media
- Poster

Audience:

- Youth

- **Monroe HS Video Project Script**

Sources of Strength is a diverse community trying to improve the world one person at a time.

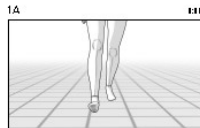
As a group we hone our leadership skills.

We make a positive impact on society.

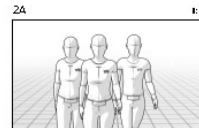
We influence the leaders of tomorrow.

What is your Source of Strength?

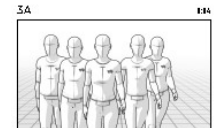
What's Your Source of Strength?



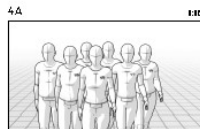
1A
Main character is walking towards the camera at a casual pace. Camera immediately begins to pan up.



2A
As the camera continues to pan up, two more characters join from the sides, walking at the same pace but slightly behind the main character.



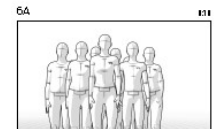
3A
Two more characters join the march.



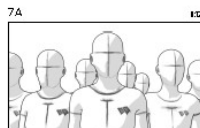
4A
Two more join from the sides. The camera continues to pan up and tilt down to gain perspective as the group size increases.



5A
Two more characters enter from the side and join in the back of the group.



6A
The crowd comes to a stop as the camera cranes down for a powerful perspective.



7A
Camera zooms in for a close up of main Characters face & first expression.

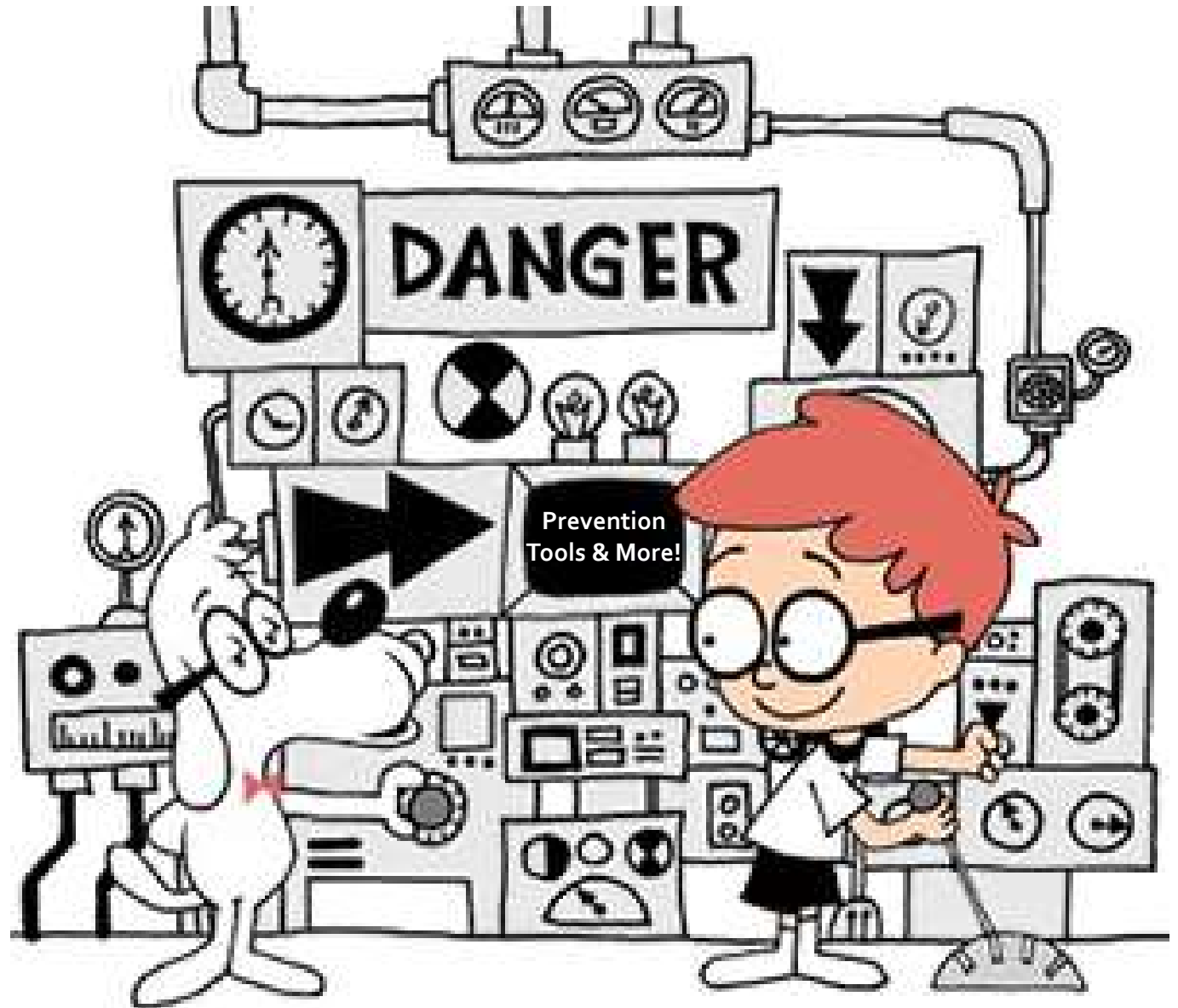
What's Your
Source of
Strength?



What's Your
Source of
Strength?



To the future!



Prevention Tools!

Media Formats:

- Video
- Print
- Presentation

Audience:

- Preventionists



Está bien (It's Okay)

Media Formats:

- Video/Theater
- Print
- Skills Classes
- Streaming
- Trusted Word of Mouth

Audience:

- Hispanic and Latino Males (Fathers)



Lessons
Learned

“Let them lead.”

- Cynthia Stark-Wickman

(Yesterday)

Lessons Learned.

- Allow for creativity.
- Be the guide who sets objectives, not necessarily the expert who sets barriers.
- Explore the best communication channels to reach your audience.
- Think beyond traditional and neo-traditional media.
- Know your culture! The messenger matters.
- Strengthen your campaign by spotlighting your leaders.
- Find value-added wins.
- Think twice about using local youth.

Why did these messages work for our community?

- These messages were the right messages for our community at the time we launched them.
- They worked because we had buy-in. Our investment wasn't just in the message, but in the developers of message.
- They worked because of their authenticity and voice.
- They worked because they were a component of broader initiatives involving Coalition and partner programming, branding and outreach.

Now is Your
Time!

IF YOU ARE
TIRED OF
STARTING OVER



STOP
GIVING UP

Now is Your
Time!