

# Washington State Department of Social and Health Services | Underage Drinking Prevention Campaign

**Toolkit for Partners**

September 2017



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*Transforming lives*

01 | Introduction

# About this Toolkit

# About this Toolkit

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# About this Toolkit

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## A Message to Partners

Dear Partner,

According to the most recent statewide survey, underage drinking in Washington State continues to decline. However, 21 percent of teens still report consuming alcohol in the last 30 days, and too many risks remain. Alcohol plays a significant role in all three leading causes of death among teens: injuries, suicides and homicides.

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 directly with the *Out of the Picture* campaign and reaching parents of teens with the *Looks Can Deceive* campaign.

### Background

Both campaigns are 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. Your help is needed to continue to spread awareness.



*Transforming lives*

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### What You Can Do

Use this campaign outreach toolkit to educate teens and parents of teens about the reality of underage drinking in Washington State: four out of five teens don't drink, and they are getting anti-alcohol messages from their parents. In this toolkit, you will find:

- Campaign backgrounders and talking points
- Campaign assets and printable files
- Social Media content to share with your networks
- Additional resources

Let's work together to inform teens and their parents about the true social norm around underage drinking—most teens don't drink and most parents talk with their teens about not drinking.

Thank you for your dedication to preventing underage drinking in Washington.

Sincerely,

A handwritten signature in blue ink that reads "Chris Imhoff".

Chris Imhoff, Director  
Division of Behavioral Health and Recovery  
Behavioral Health Administration  
Department of Social and Health Services

# About this Toolkit

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## 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 your participation easier.

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

1. **Share the campaigns on social media.** Share campaign messages, images and videos on your organization's social media channels. You can find prepared posts within each campaign section. Make sure to include links to [outofthepicture.org](http://outofthepicture.org) for teens and [starttalkingnow.org](http://starttalkingnow.org) for parents.
2. **Distribute campaign materials.** Downloadable flyers and posters are in the parent campaign section of this toolkit. Put these up on bulletin boards or in windows. Place the flyers in waiting areas and distribute them to parents.
3. **Prepare your staff to talk about the campaign and the facts.** Campaign talking points and backgrounders are in the toolkit. Download these and send them to staff with a link to the rest of the toolkit or dedicate time during your next staff meeting to review them.
4. **Adapt the campaign for your organization.** We've developed materials to make it easy for you, but feel free to tailor these messages to your community. We encourage you to adapt the campaign for your own outreach efforts.

For more information, please contact [prevention@dshs.wa.gov](mailto:prevention@dshs.wa.gov).

02 | *Out of the Picture*

# Teen Campaign

# Teen Campaign

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## Campaign Backgrounder

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.



# Teen Campaign

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## Key Messages and Talking Points

### Goals

The goal of *Out of the Picture* is to raise awareness about the true healthy norm regarding underage drinking that 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](http://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>.
- 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](http://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 to 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.

# Teen Campaign

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## 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](http://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.



# Teen Campaign

## Draft Social Media Content

This social media toolkit was developed to give DSHS partner organizations and stakeholders an easy, effective way to share information about the *Out of the Picture* campaign. The content in this toolkit was developed for general teen audiences based on the campaign's key messages. Posts can be used as is, but you're encouraged to customize content to best suit the community you support.

To download the images, visit <http://www.theathenaforum.org/UADCampaign>.



Post copy: Think most Washington teens are drinking? Think again. <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: Get the skills to make opting out of drinking easier. <https://www.outofthepicture.org/>



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

# Teen Campaign

## Campaign Assets

The following assets were developed for the *Out of the Picture* campaign and made available here for use in your community.

### Campaign Website

Share and link materials to the campaign website:

<http://outofthepicture.org>



# Teen Campaign

## Videos

We encourage you to share these videos on social media and download them for presentations in your community. They could also be used in your local theater.

**Video 1:** The Truth Might Surprise You

<https://www.youtube.com/watch?v=gz8GCABTSoA>

**Video 2:** It's Not as Common as You Think

[https://www.youtube.com/watch?v=yUmNPglaC\\_s](https://www.youtube.com/watch?v=yUmNPglaC_s)

Link to download video files:

<http://www.theathenaforum.org/UADCampaign>



## Banner Ads



Version A



Link to download banner assets:

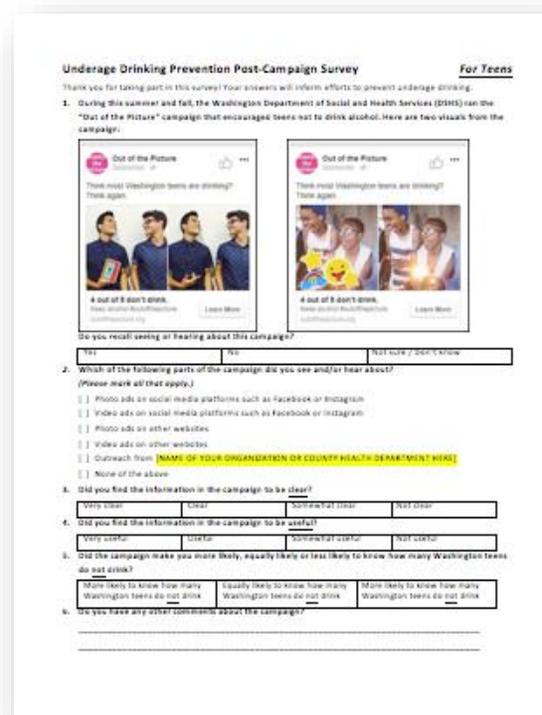
<http://www.theathenaforum.org/UADCampaign>

# Teen Campaign

## Post Survey

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

Link to download survey: <http://www.theathenaforum.org/UADCampaign>



03 | *Looks Can Deceive*

# Parent Campaign

## Parent Campaign

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### Looks Can Deceive Campaign Backgrounder

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](http://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.

# Parent Campaign

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## 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](http://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](http://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](http://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](http://StartTalkingNow.org).

# Parent Campaign

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## 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.

# Parent Campaign

## Draft Social Media Content

This social media toolkit was developed to give DSHS partner organizations and stakeholders an easy, effective way to share information about the *Looks Can Deceive* campaign. The content in this toolkit was developed for general parent audiences based on the campaign's key messages. Posts can be used as is, but you're encouraged to customize content so it best suits the community you support.

Link to download these images: <http://www.theathenaforum.org/UADCampaign>



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>



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>



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>



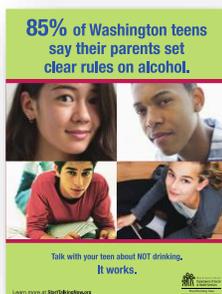
Post copy: 82% of WA teens whose families talk to them about not using alcohol don't drink. Here are some tips on how to start the conversation.  
<https://starttalkingnow.org/parents>

# Parent Campaign

## Campaign Assets

### Flyer

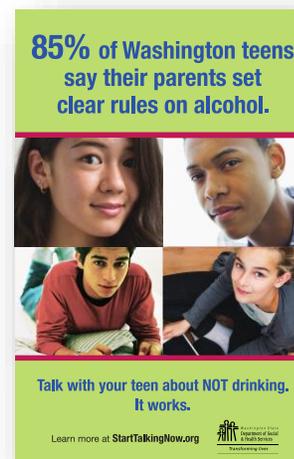
The following file was developed for you to download and print as flyers for use in your community.



Link to download flyer and poster assets:  
<http://www.theathenaforum.org/UADCampaign>

### Posters

The following poster was developed for you to download and print as 11x17 posters for use in your community. Posters are available in nine languages at the link below.



# Parent Campaign

## Spanish-Language PSA

The following videos were developed with Univision to connect with adult Spanish-speaking audiences in Washington through news programs and TV ads. We encourage you to share them on social media or embed them on your website if you work with the Spanish-speaking community. Available for use until August 30, 2018.



## Billboard

Link to download Spanish video and billboard assets:  
<http://www.theathenaforum.org/UADCampaign>



# Parent Campaign

## Post Survey

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

Link to download the survey.

<http://www.theathenaforum.org/UADCampaign>

**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 teen about not drinking. Here are two of the visuals from the campaign:

**Don't Talking Here**

There are lots of ways to talk with your parents are involved in their lives.



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

**Don't Talking Here**

Lots of teens say their parents get clear rules or advice on what they should not do.



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

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 (television)
- 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
-----------------------------------------------------	--------------------------------------------------------	-----------------------------------------------------

6. Did you have any other comments about the campaign?

\_\_\_\_\_

04 | Research

# Other Resources

## Other Resources

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### 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>

