

Stengthening Social Norm Perceptions:

- One third of parents surveyed said it was ok for 17-20 year olds to drink. We could stress that 70% of parents do NOT think this is ok.
- Don't be afraid to call a parent. You are not being rude. We should encourage parents to be proactive and feel entitled.
- It was noted that many parents are afraid to tread too hard on their children's privacy and social lives for fear the kids will rebel or shut them out. We could promote the strong parent as the loving parent. Your kid will respect you for it, not rebel against it. This message has been done before and there may be existing PSAs, posters, brochures that we can use. It was cautioned that we should not go overboard with the strong parent image since this can go too far and lead to unethical behavior, such as spyware, reading kids diaries, etc.

Awareness:

- Awareness of law is low. It may be effective to show visual examples of ramifications of breaking the law. Caveat is that this may be less effective if not coinciding with strong police support.
- Raise awareness of 3-6pm being peak time for kids to drink. Promote specific after-school programs. They can be cliquish which keeps some kids away. Check to see if there has been a youth center/program assessment done to figure out where the gaps in usage are and could be increased. One idea for promoting after-school programs is a poster with pictures of kids in an after-school program juxtaposed with kids drinking. Problems with this would be helping to normalize the sight of kids drinking and also visually associating these programs with drinking.
- Raise awareness of the damage that drinking can have on brain development. This has been done with the "this is your brain on drugs" ad done many years ago. It was criticized but we are still talking about it. Maybe another similar but lesser known ad has been done. Melissa and Shera will check on this.

COMMUNICATION CHANNELS: (preliminary discussion)

- Posters with pull-outs would be a good idea since there is only so much info we can put on posters. Also, is a good way to evaluate its effectiveness because we can track how many people call/email due to the pull-out.
- It is best to leave producing cost-intensive media like TV PSAs to the national or state organizations. Use their work when relevant. Shera and Michelle will check to see what already exists. Community cable stations are great but reach is limited.
- We could have a survey on the CPC website asking parents to test themselves on how well their perceptions are in sync with the health survey data and youth perceptions. Problem may be getting traffic to CPC website, getting parents to take a test, and many other orgs probably have such surveys already? This does exist for youth, just not sure about parents. Shera and Michelle will check this.
- The awareness of the law message, if we do this, could use the shoulder tap* and sticker shock campaigns as vehicles.

*Youth approach adults at package stores and ask them to buy them alcohol. If adults

say yes the child talks to them about the dangers of providing alcohol to youth. If they say no the youth congratulates them on not breaking the law.

Next Meeting	Finalize messages, discuss channels, media	Presenter: Kim	
Action items		Person(s) responsible	Deadline
✓ We don't want to reinvent the wheel. Find examples of what materials already exists in terms of:		Shera and Michelle	Sept 25
• parent perceptions			
• tips and methods for teen proofing and supervision			
• and awareness of the facts of the law and physical damage done by alcohol/drugs.			
✓ Contact <i>Words Can Work</i> in Cambridge to see what kind of work they have done that may be useful.		Shera and Michelle	Sept 25
✓ Check to see if there has been a youth center/program assessment done to figure out where the gaps in usage are and could be increased.		Christine	asap
✓ Help Shera and Michelle with regional center resources		Marianna	asap

Other Information

Next Meeting: October 16

Special Notes: Thanks!