

# ACTION KIT

## REDUCING ALCOHOL MARKETING TO YOUTH

### GETTING ORGANIZED

#### ACTION STEPS GUIDE

## HOW DO WE DECIDE WHAT TO DO ABOUT REDUCING ALCOHOL MARKETING TO YOUTH

### I. Identify a Reducing Alcohol Marketing team/coalition/working group

- A. Use an existing coalition, form a subgroup, or create a new group
- B. Select a name for your team
- C. Determine meeting facilitator
- D. Choose an ongoing meeting place and time
- E. Establish structure, initial goals and purpose

### II. Assess your community (this will help your team decide what their focus will be).

- A. Survey your community
  - 1. Retail stores: which stores have too many alcohol signs?
  - 2. Beer gardens: which family-oriented community events provide beer gardens?
  - 3. Sponsorship of community or government events: which family-oriented community events are sponsored by the alcohol industry or local alcohol distributors?
  - 4. Billboards: how many billboards have alcohol ads?
  - 5. Sports fields: which sports fields have alcohol ads?
- B. Gather facts
  - 1. Take photographs of alcohol-related advertising in your community, i.e. retail stores, beer gardens, community events, billboards, sports fields.
  - 2. What other forms of alcohol advertising exist, where?
  - 3. Who are the advertisers/sponsors/owners/managers?

**Note:** When taking photos of the outside of a building there's no need to ask permission. However, when taking photos of the inside of a building it's important to ask permission to do so.

### **III. Based on the results from your assessment, your team is ready to begin the planning process.**

A. Draft team's purpose statement

B. Consider others that you might invite to join your team, such as:

- Parents
- School-aged youth
- College-youth, other young adults 18-30
- Representatives from various cultures in your community
- Business owners
- Store managers
- Elected officials
- Local alcohol distributors
- Prevention agencies or groups
- Community leaders
- Chambers of Commerce
- Healthcare organizations or providers
- Faith-based organizations
- School staff
- Organizations such as 4-H, Boy Scouts, Boys and Girls Club, etc.

### **IV. Strengthen team's understanding by:**

A. Showing "This Place" video (*See tools tab*)

B. Reviewing statewide and/or local Healthy Youth Survey results (*See tools tab*)

C. Reviewing the team's purpose

D. Reviewing research in CAMY's brochure, Alcohol Marketing and Youth, that focuses on advertising's impact on underage drinking (*See tools tab*)

E. Becoming familiar with summary on How signs get to Retail Stores (*See tools tab*)

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**V. Plan project action steps.** *(See tools tab for worksheet)*

*Ideas your team can consider:*

- A. Increase awareness of alcohol marketing to youth in your local community
  1. Hold meetings or workshops with other local coalitions, service providers, and others
  2. Sponsor a community forum
    - Discuss youth exposure to alcohol advertising in your community
    - Show “This Place” video *(See tools tab)*
    - Use PowerPoint presentation *(See tools tab)*
    - Provide the results from the Healthy Youth Survey *(See tools tab)*, or Start Talking materials at [www.StartTalkingNow.org](http://www.StartTalkingNow.org)
    - Show any pictures you might have taken.
    - Invite media coverage
  3. Brainstorm other strategies.
- B. Develop actions steps for specific project(s) selected by your team
  1. Contact and meet people who have influence.
  2. If the meeting does not produce the change desired consider:
    - Email campaign
    - Petition
    - Letters to the newspaper editor
    - Coalition letter signed by chair
    - Letter writing campaign

**VI. Write action plan**

- A. Finalize plan
- B. Have Reducing Alcohol Marketing team approve the action plan

**VII. TAKE ACTION!**

- A. Implement your action plan
- B. Track activities

### **VIII. Evaluate results**

- A. Review actions taken and solicit feedback
- B. Collect before and after photographs
- C. Collect information and share success stories
- D. Follow-up/modify or adjust action plan
- E. Identify “next steps”
- F. Thank community/business leaders for support

### **IX. Celebrate Success!**

- A. Reward the success by presenting an award
- B. Hold a banquet
- C. Newspaper article
- D. Recognition letter from the mayor