Intro OMB Control Number:  \_\_\_\_\_\_

Expires: \_\_\_\_\_\_\_\_

**Ideas for ways to increase campaign visibility:**

**In an effort to understand the methods of exposure that were utilized for the Talk They Hear You (TTHY) Campaign, please place a check mark next to types of methods used.**

* EXPOSURE FOR BOTH PARENT & CHILD
	+ No cost

\_\_\_ PSA (television)

\_\_\_ PSA (Radio)

\_\_\_School Facebook & Twitter Page (examples of postings provided in TTHY toolkit)

\_\_\_School Website

* + Cost (advertising quoted between $800-$5000)

**\_\_\_Billboards in Easthampton, MA**

\_\_\_**Digital Billboards in Easthampton, MA**

\_\_\_**Taxi Top Advertising in Easthampton, MA**

\_\_\_**Wallscapes in Easthampton, MA**

\_\_\_**Bus Advertising in Easthampton, MA**

**\_\_\_Buttons**

* **PARENT SPECIFIC**

**\_\_\_ Email/Mailing to Parents to encourage them to explore website:**

**Parent Resources Page** <http://www.samhsa.gov/underage-drinking/parent-resources>

**\_\_\_Download TTHY App (also available on website)**

**\_\_\_Create Action Plan with child (guided by website)**

* **CHILD SPECIFIC**

\_\_\_Teacher/ Volunteer passing out flyer and generating discussion with students

\_\_\_Homework assignment to create action plan (between parent & child)

\_\_\_PowerPoints that can be presented to students (website has examples)

\_\_\_**Posters, Table-tents, Flyers displayed in and around school**

If you have any questions or concerns about this study, please contact Elaine Rahbar at 240-485-3606.