

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
 - Wallscales 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

Attachment 8: Campaign Intervention Checklist

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