

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.”® campaign, please place a check mark next to the types of methods used.

- EXPOSURE FOR BOTH PARENT/CAREGIVER AND CHILD
 - No cost
 - Public service announcement (television)
 - Public service announcement (radio)
 - School Facebook and Twitter pages (examples of postings provided in the “Talk. They Hear You.” toolkit)
 - School website
 - Cost (advertising quoted between \$800 and \$5,000)
 - Billboards in city, state
 - Digital billboards in city, state
 - Taxi-top advertising in city, state
 - Wallscapes in city, state
 - Bus advertising in city, state
 - Buttons

- PARENT/CAREGIVER-SPECIFIC
 - Disseminate an email/ mailing to parents and caregivers to encourage them to explore the “Talk. They Hear You.” campaign website:
Parent Resources Page
<http://www.samhsa.gov/underage-drinking/parent-resources>
 - Download the “Talk. They Hear You.” mobile application (also available on the campaign website)
 - Create an action plan with child/children (guided by the campaign website)

- CHILD-SPECIFIC
 - Teacher/volunteer passing out a flyer and generating discussion with students
 - Homework assignment to create an action plan (between parent/caregiver and child/children)
 - PowerPoints that can be presented to students (the campaign website has examples)

Attachment 8: Campaign Intervention Checklist

___ Posters, table tents, flyers displayed in and around school

If you have any questions or concerns about this study, please contact the “Talk. They Hear You.” campaign team at underage.drinking@samhsa.gov.