Intro OMB Control Number: XXXX-XXXX

Expiration Date: XX/XX/XXXX

**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)

\_\_\_ **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](mailto:underage.drinking@samhsa.gov).