

The Substance Abuse Council Presents:



Best Practices

Suggestions for Community Involvement:

Community

- Have a mayor sign a community proclamation about the campaign
- Hold a kickoff with local dignitaries to promote the campaign
- Display materials at local health fairs and information nights
- Post campaign logo and local law enforcement telephone number on billboards
- Write letters to the editor about the importance of campaign message
- Promote campaign message through radio, TV or newspaper interviews
- Place campaign logo and local law enforcement telephone number in bus stop shelters
- Place campaign logo on yard signs

Schools

- Mail fact cards to parents of students through school mailings
- Put campaign information in school newsletters from the principal or superintendent
- Mail fact cards to parents of high school juniors and seniors along with information about prom or graduation
- Mail letter to PTO/PTA with campaign information to other parents
- Pass out fact cards to parents and other adults during school functions
- Develop a pledge card for parents to sign committing to not host parties where alcohol is available to teens
- Put campaign logo and information in school event programs such as choir, band or play
- Place information on school website

Businesses

- Place fact cards in local hotels to discourage teenage parties in hotel rooms
- Display campaign posters in local businesses for employees and customers
- Insert fact cards in employee paychecks
- Place campaign logo and information as ad in local papers
- Place campaign radio ad on local stations
- Use fact cards as bag stuffers at local businesses
- Place static cling stickers with campaign logo on beer coolers at groceries and convenience stores
- Have local pizza shops place fact card on each delivery box
- Place a preview slide with campaign logo and local law enforcement telephone number before movies at your local theater

Law Enforcement

- Print local law enforcement number on materials to report parties
- Mail campaign information and how to report violations from local police chief or sheriff
- Increase monitoring of teen house parties during prom and graduation weekends
- Inform public that there will be an increase in monitoring teen house parties



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