



Rethinking College Drinking campaign

Launched May 13, 2019

History and funding

- ▶ Grant: Strategic Prevention Framework Partnerships for Success (PFS)
 - ▶ Purpose: Underage drinking awareness campaigns for teens, parents of teens, and adults 18-20.
 - ▶ Future funding may include anti-vaping content.
- ▶ Ends September 29, 2019.
- ▶ Funding for public education:
 - ▶ \$316,660 carryover funds
 - ▶ Must support an underage drinking campaign targeting 18-20 year olds
 - ▶ \$482,272 for an underage drinking campaign
 - ▶ Targeting any demographic (teens, 18-20 year olds, parents of teens)

Research

- ▶ Summer 2017 research (online message board) to understand attitudes toward alcohol consumption among 18 to 20 year old college students, specifically:
 - ▶ Perceptions of drinking
 - ▶ Reasons behind underage drinking
 - ▶ Strength of different prevention methods
- ▶ Findings:
 - ▶ Alcohol consumption is a significant part of the college experience, especially in the Greek system.
 - ▶ Nearly three out of five of their peers drink.
 - ▶ Most suggested students drink because others are doing so—primarily in social situations
 - ▶ Seen as part of the party experience and a way to have fun
 - ▶ Reasons: to unwind, relax, and have fun; social pressure to drink

Concepts that resonated

- ▶ Any campaign must inherently:
 - ▶ Recognize drinking culture in college
 - ▶ Acknowledge reasons why they drink
 - ▶ Provide messages about risks
- ▶ Messages about health risks and academic consequences were most effective
- ▶ Messages that relate to what they see on campus or in their personal lives (impacts of excessive drinking, suicide, anxiety, depression) were most compelling
- ▶ Messages about the number of students who don't drink were least compelling, most likely because they do not believe them

Key messages

▶ RETHINKING COLLEGE DRINKING

- ▶ You're here to focus on what's most important—you. So, why risk your relationships, academic record, and health on drinking?
- ▶ When you drink, you're different—acting, saying, and doing things you may not normally.

▶ CONSEQUENCES

- ▶ Drinking can get in the way of you keeping your mind, body, and mood happier and healthier.
- ▶ The effects of alcohol go beyond hangovers—all the way to your bank account and permanent record.

▶ DRINKING AND DRIVING

- ▶ Instead of risking the consequences of drinking and driving, volunteer to be the designated driver, request a rideshare, call a sober friend, check your school for “Safe Rides,” or hop on a bus—whatever gets you home safely.







▶ CROSSFADING

- ▶ Some things just aren't made for each other. It's probably not surprising that mixing alcohol and marijuana—or crossfading—can increase health risks and possible consequences of using either substance alone. That can mean more nausea (or actual vomiting), panic attacks, anxiety, and paranoia.

Iconography

RETHINKING
COLLEGE
DRINKING

FOR STRESS



You've got options.

Rethinking drinking leads to healthier choices that don't put your motivation and grades at risk.

*Drinking alcohol is illegal for anyone under 21.

Learn more at NotAMomentWasted.org

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RETHINKING
COLLEGE
DRINKING

FOR BEING
SOCIAL



You've got options.

Rethinking drinking leads to healthier choices that don't risk your health, grades, and relationships like alcohol can.

*Drinking alcohol is illegal for anyone under 21.

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RETHINKING
COLLEGE
DRINKING

FOR BOREDOM



You've got options.

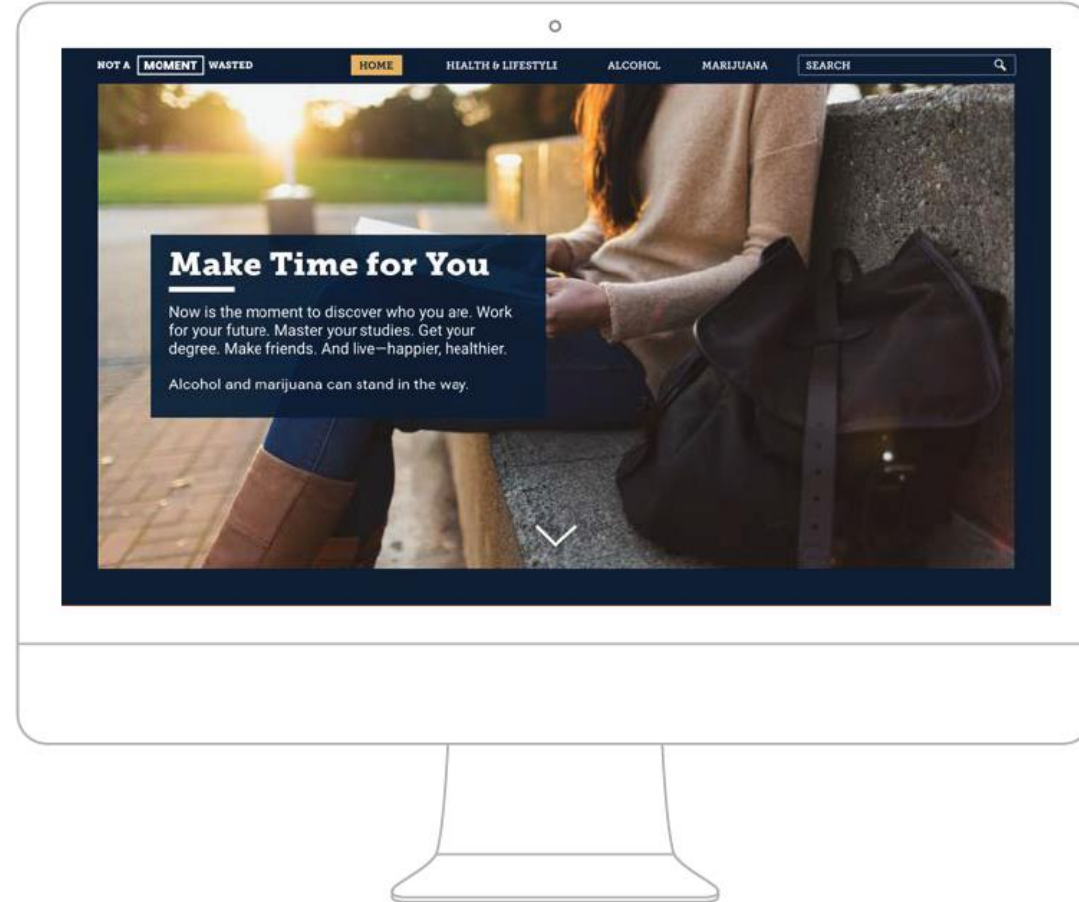
Rethinking drinking leads to healthier choices that don't get in the way of what matters most—like your friends, passions, and academic success.

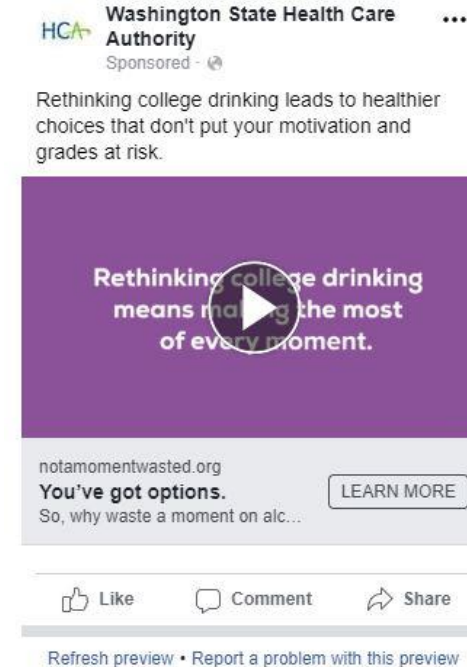
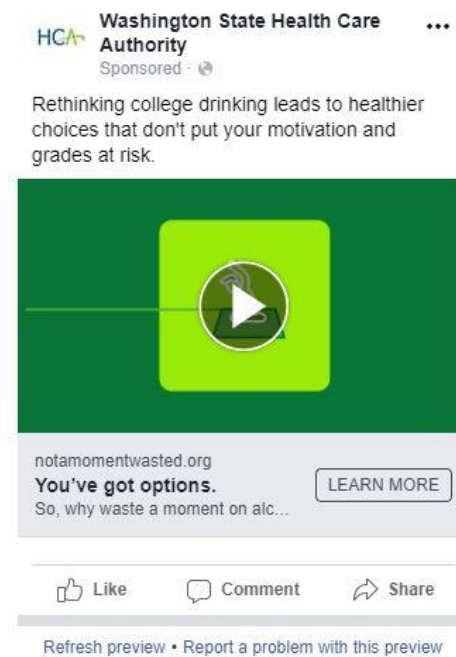
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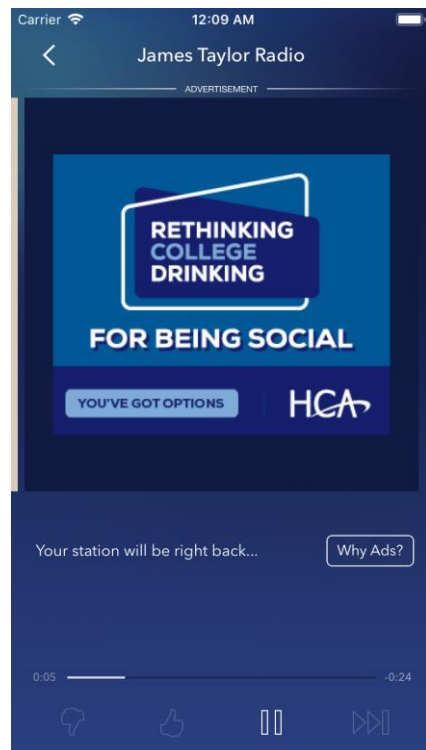
Website





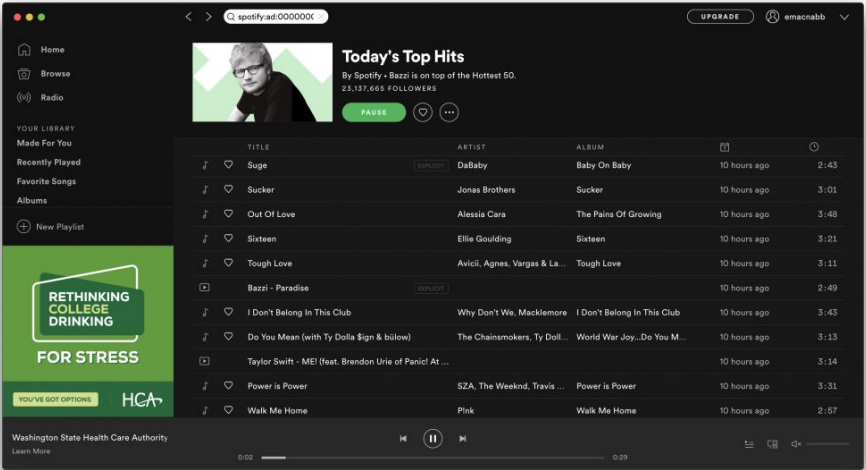
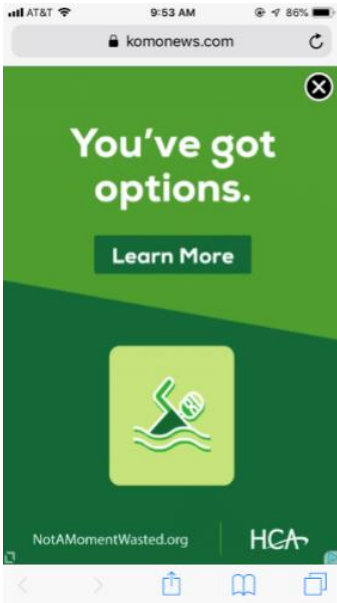
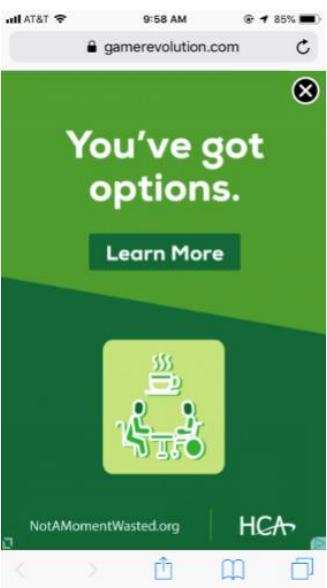
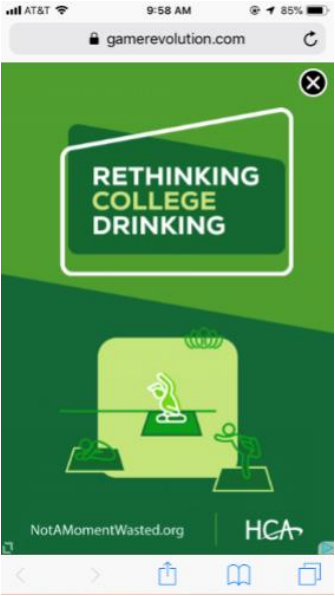


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Undertone.



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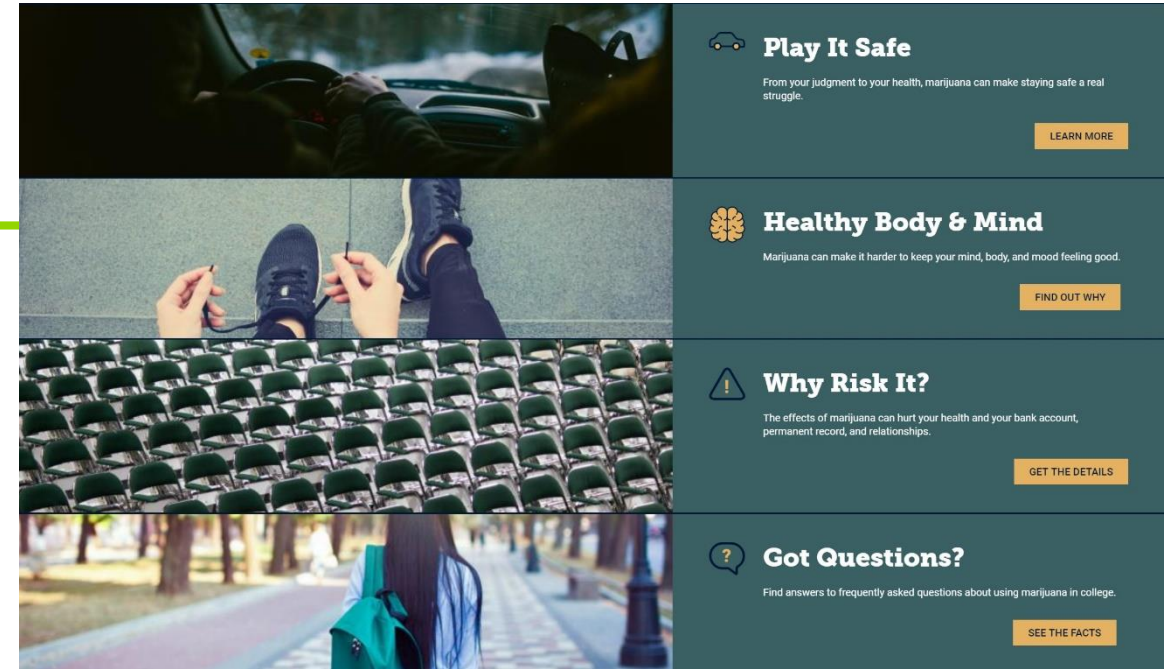
Other campaign assets

- ▶ Gonzaga and WSU specific posters
- ▶ Movie theaters (short ad that runs before the movie starts)
- ▶ General posters
 - ▶ For Boredom
 - ▶ For Being Social
 - ▶ For Stress
- ▶ Banner ads for websites
- ▶ www.NotAMomentWasted.org

Partnerships

▶ DOH

- ▶ Marijuana misuse awareness campaign housed in same location as Rethinking College Drinking campaign
NotAMomentWasted.org



▶ National Institute on Alcohol Abuse and Alcoholism

- ▶ Rethinking Drinking website and resources
- ▶ Consider this similarity a strength of the campaign, and do not see our outreach overlapping extensively.

Learn more

- ▶ Melissa Thoemke, behavioral health communications manager,
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- ▶ Julee Christianson, prevention system manager,
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- ▶ Website:
 - ▶ NotAMomentWasted.org
 - ▶ Underage drinking, marijuana, and future campaigns