



**lindsey
meyer
teen
institute**

PLEASE DON'T RISK IT ACTION GUIDE



A PROGRAM OF PARTNERS IN PREVENTION

PLEASE DON'T RISK IT

The Please Don't Risk It Campaign is an initiative to have parents and guardians in your community gain knowledge about the legal and health risks that come with providing youth under the age of 21 with alcohol. The packet of information provided to the stores will include the sample ad and fact sheet.

With this guide you will be able to put together a campaign with the help of LMTI and lead your Action Group through some critical thinking about the access and attitudes of alcohol in your school and community.

TARGET AREA(S):

- #### Alcohol

MATERIALS NEEDED:

- ☐ Flyers
 ☐ Group Info Sheet
 ☐ Please Don't Risk It Ad
 ☐ Press Release
 ☐ Resource Sheet

TARGET AUDIENCE:

- ☐ Adults ☐ Community Members
- ☐ Parents ☐ Other

STRATEGY/STRATEGIES:

- #### □ Providing Information

GREAT FOR:

- ☐ Alcohol Awareness Month (Apr.)
- ☐ National Drug & Alcohol Fact Week (Jan.)
- ☐ Red Ribbon Week (Oct.)
- ☐ Holidays associated with drinking

INSTRUCTIONS

1. DESIGN. As a group decide on a color scheme for the flyer. The flyer could be made with school, town, or county colors. Figure out what logos and websites need to be listed on the flyer as well. The GCADA and LMTI logos and information will already be listed. Do you have a local Municipal Alliance? Do the schools or communities who participate want their logos included? Once you decide, contact the LMTI staff to have them make the files you need.

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2. IDENTIFY. Make a list of of the schools, newspapers, municipalities, and organizations that you want to contact about distributing the flyers.

GROUP

CONTACT PERSON

NOTES

INSTRUCTIONS

3. REACH OUT. Reach out to the groups you have identified to take part and ask for them to participate in this campaign. Make sure you let them know who you are, what the campaign is, and the importance of providing this information. In the calls you should find out the most appropriate person to discuss this with.

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4. CONFIRM DETAILS WITH GROUPS. Make sure to finalize whatever details you need to with each group. Select a day to stuff envelopes and label addresses. If working with a newspaper, send out the updated press release with the flyer.

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5. GO TO EVENTS. When possible, you may want to distribute flyers in person. Find local events or meetings in which you could present the campaign and information to people. You can try Board of Education meetings, Parent Teacher Associations, club meetings, etc. Look out for festivals or street fairs that allow you to distribute the information as well.

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6. EVALUATE/DEBRIEF. Once you have completed the event it is important to evaluate and debrief the process.

Debrief Questions:

- How many did we send out/how many people have we reached?
- Did we receive any feedback/criticism?
- How can we improve doing these types of campaigns in the future?
- How can we use this campaign to make a bigger impact in the future?

ACTION PLAN

COMPLETED	TASK	WHO?	BY WHEN?	MATERIALS NEEDED
<input type="checkbox"/>	Select colors for the flyer and the logos that will appear on it.			
<input type="checkbox"/>	Contact LMTI and let them know what colors and logos you want on the flyer.			
<input type="checkbox"/>	Update the flyer with Action Group information.	LMTI Staff		
<input type="checkbox"/>	Determine the best way to distribute flyers.			
<input type="checkbox"/>	Contact the proper school administration to get permission to send out the flyers.			
<input type="checkbox"/>	Pick a date to implement the project.			
<input type="checkbox"/>	Confirm with school that they will cover the cost of postage and provide mailing labels of parent addresses.			
<input type="checkbox"/>	See if school will send flyer out via email.			
<input type="checkbox"/>	Pick a time to meet and stuff envelopes/send them out.			
<input type="checkbox"/>	Update information in sample press release.			
<input type="checkbox"/>	Contact newspaper and send press release with flyer.			
<input type="checkbox"/>	Identify groups or organizations to present campaign to.			
<input type="checkbox"/>	Identify fairs/events to distribute campaign flyers.			
<input type="checkbox"/>	Create info sheet and resource sheet for table events and informational meetings.			
<input type="checkbox"/>				
<input type="checkbox"/>				

EXAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE:

Contact: [ADVISOR NAME],
[NAME OF GROUP]
Lindsey Meyer Teen Institute
[PHONE NUMBER]
[E-MAIL ADDRESS]

[ACTION GROUP NAME] LAUNCHES AWARENESS CAMPAIGN

[TOWN NAME] - The [ACTION GROUP NAME] and [FUNDERS] partnered to remind parents of the legal and health consequences of providing alcohol to minors with their "Please Don't Risk It" campaign. National research shows that 57% of minors reported drinking at friends' homes.

According to the National Council on Alcoholism and Drug Dependence for New Jersey more than 40% of individuals who begin drinking before age 13 will develop an alcohol abuse or dependency at some point in their lives.

Underage drinking is a factor in nearly half of all teen automobile crashes and 50% - 65% of youth suicides. Alcohol abuse is linked to as many as two-thirds of all sexual assaults and date rapes of teens and college students.

If a parent or legal guardian fails or neglects to exercise reasonable supervision or control over the conduct of the person under 18 years of age, for a first offense the parent or legal guardian shall be notified of the violation in writing. If that person under 18 years of age is caught a second or subsequent time, the parent or legal guardian shall be subject to a \$500 fine.

WHAT CAN PARENTS DO?

- Talk to your kids about the consequences of alcohol and drugs, AND don't be afraid to talk to your kids' circle of friends. Set and communicate clear rules - be direct about your expectations and the consequences of your child's actions.
- If your teen is attending a party, call the parent host to ensure there will be appropriate supervision and no alcohol. Call your friends' parents and make sure you're all on the same page about underage drinking and how your child is getting to and from the party. ALWAYS give your child permission to call you at any hour for any reason for a ride. Help your child identify another adult they trust and can also call at any time for help.
- Be a good role-model for your child.
- Help your teen to make healthy lifestyle choices.
- Talk to older siblings about the consequences of supplying alcohol to younger brothers and sisters or their friends.

For more information, visit [RESOURCE INFORMATION].

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