



Project ideas for implementing a shoulder-tapping prevention campaign

Town Halls - Hold a town hall in your community to promote discussion of underage drinking policy issues. Hand out shoulder-tapping prevention posters and magnets.

Talk with Retailers - Ask store owners to promote the shoulder-tapping prevention campaign by putting up posters, magnets, etc. Raise awareness with checkers and employees. Mobilize a youth group to distribute posters and magnets to business owners.

Bottle Tagging - Ask store owners for permission to put anti-underage drinking messages on alcoholic beverages.

Parent Night - Hold a parent night discussing the dangers of providing alcohol to minors. Hand out campaign materials.

Billboards - Using the shoulder-tapping prevention campaign posters, have youth create message boards around awareness of underage drinking and place around schools and the community. Ask store owners if you can place a message board in their stores.

Counter Advertising - Hold a contest for youth to create counter ads (posters) that “spoof” alcohol industry advertising in the media and display them around schools.

Parent Pledge - *Ask parents to sign a pledge stating they will not furnish alcohol to minors under any circumstances. Print their pledge in the local paper.*

Show of Hands Banner - Have students and/or community members outline their hands on a large banner representing a pledge against underage drinking, and display in schools or a major community center (grocery store) with the shoulder-tapping campaign posters and magnets.

Yard Signs - Turn shoulder-tapping prevention posters into yard signs, visit neighborhoods in your community and ask residents to post underage drinking messages in their yards.

Prevention Article - Publish the enclosed prevention article in your school’s parent newsletter. Send to neighborhood and community centers to publish as well.

Action Plan

When planning a project it is important to have clear, challenging, yet attainable goals, objectives and strategies. Use the following pages as underage drinking campaign planning resources. The **Project Planning Worksheet** should be used as a guide to help you think about and develop your project goals, objectives and strategies. Clear strategies to accomplish your objectives and goals will keep your project focused and on track.

Project Planning Worksheet

1. What problem or issue will your project address?

2. How will this project influence an environment? What policy or policies will this project affect?

3. Project Details (Description, Date, Location, Time):

4. Project Target Audience (s):

5. Project Goals:

6. Project Objectives:

7. What Strategies will be used to reach the Project Objectives written above?

8. Potential Obstacles (low/no budget):

9. What equipment/resources are needed to carry out the project? (projector screens, decorations, etc.):

- Step 1. Problem or issue addressed: List the problem or issue your group project is focused on. This will become your goal statement and project objectives.
- Step 2. Project Details: Provide a brief description of your project. List the dates(s), location(s) and time(s) your project will take place.
- Step 3. Target Audience: Communities and/or people to whom you want to target your project message. Examples include retailers, adults, parents and youth.
- Step 4. Goals: Goals are broad statements about what your project intends to accomplish. A goal should be challenging but attainable. Goals help you stay focused and prioritize your time and energy. (Example: To decrease shoulder-tapping and the incidents of furnishing alcohol to minors)
- Step 5. Objectives. Objectives break down your goals so they can be measured within a specific time period. Objectives are written as single sentences that include details like quantities, statistics, time specifics and measurables. (Example: Educating retailers about shoulder-tapping will reduce the level of underage drinking by 10%)
- Step 6. Strategies: A specific action to accomplish an objective. (Example: [group name] will create resource packets for local retailers to raise awareness about the problem of shoulder tapping)
- Step 7. Potential Obstacles: List what might get in the way of accomplishing your project and/or your project goals.
- Step 8. Equipment/Resources: List the equipment and/or resources you will need to plan and implement your project. (Resource examples might include facility space, speakers and food. Equipment examples could include a podium, microphone, table, computer, etc.)
- Step 9. Workgroups Needed (Facility, Publicity, Entertainment, Food, etc): If your youth group is large, you may divide participants into smaller groups responsible for a project area.