



Spring Break Underage Drinking Project Ideas

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

Talk with Retailers - Ask store owners to promote the Spring Break underage drinking 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 to discuss the dangers of providing alcohol to minors and hosting parties that include drinking alcohol. Hand out Spring Break materials.

Billboards - Using the Spring Break posters, have youth create message boards around awareness of underage drinking and place at schools and other venues. Ask store owners if you can place a message board in their store.

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

Spring Break Pledge - Ask parents sign a pledge stating they will not serve alcohol at any underage parties. Print their pledge in the local paper.

Show of Hands Banner - Ask students and/or community members to outline their hands on a large banner representing a pledge against underage drinking, and display at schools, community centers, grocery stores or other locations along with the Spring Break posters and magnets.

Yard Signs - Turn Spring Break Alternative Activity 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 paper or school parent newsletter. Send to neighborhood and community centers to publish as well.

Prevention Letter from Portland Police and Multnomah County Sheriff – Enlarge the letter and use as a poster in schools. Reprint the letter in your school newspaper or school parent newsletter.

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. Having 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: This is the communities and/or people to whom you target your project message. Examples include your high school classmates, parents, adults and retailers.
- 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 the promotion and sale of 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 proper ID checking will reduce sales of alcohol to minors by 10%?)
- Step 6. Strategies: A specific action to accomplish an objective. (Example: [group name] will create resource packets for local retailers to educate them about correct ways to check IDs)
- 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 types of 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 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.