



The Overview of CAMP – Session II

Derek Longmeier, MBA, OCPS II



The Overview of CAMP

Session One

- Prevention Strategy Overview

- Community Norms

- Access & Availability

Session Two

- Media Messages

- Policy & Enforcement

Prevention Approaches Can Have:

Individual Focus

- Individual behaviors
- Individual beliefs & attitudes
- Relationship between individual and ATOD related problems
- Individual participation in problem-solving & skill building

Environmental Focus

- Policy & policy changes
- Social, political & economic contexts of ATOD related problems
- Social Norms
- Media influence
- Availability



A Comprehensive Approach

- Communities need strategies that address both:
 - Individual Factors
 - Knowledge, Attitudes, Beliefs & Behaviors
 - Environmental Factors
 - Community Norms
 - Access & Availability
 - Media Messages
 - Policy & Enforcement

Media Messages

Media Messages provide opportunities to learn:

- How to use alcohol, tobacco, and other drugs
- Circumstances when it is acceptable to use
- How to improve use techniques
- An association with positive consequences

What are Sources of Media?

- Movies
- Television
- Music
- Radio
- Billboards
- Magazines
- Clothing
- Sporting Events
- Social Media
- Smart Phone Apps



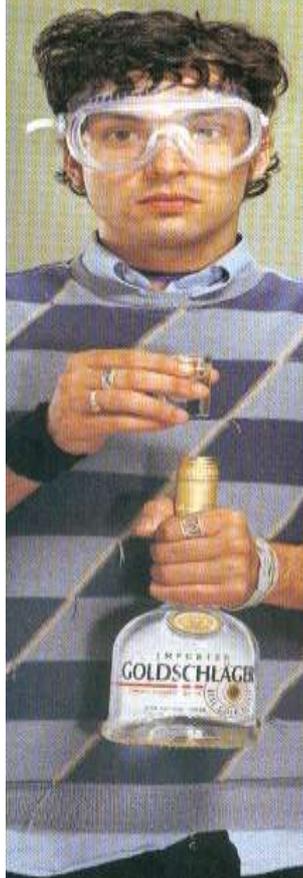
Know the Impact of Ads

From 2001-2003, youth in the U.S. were 96 times more likely per capita to see an ad promoting alcohol than an industry ad discouraging underage drinking

Center on Alcohol Marketing
and Youth, 2005)

And the ads 'discouraging underage drinking'...

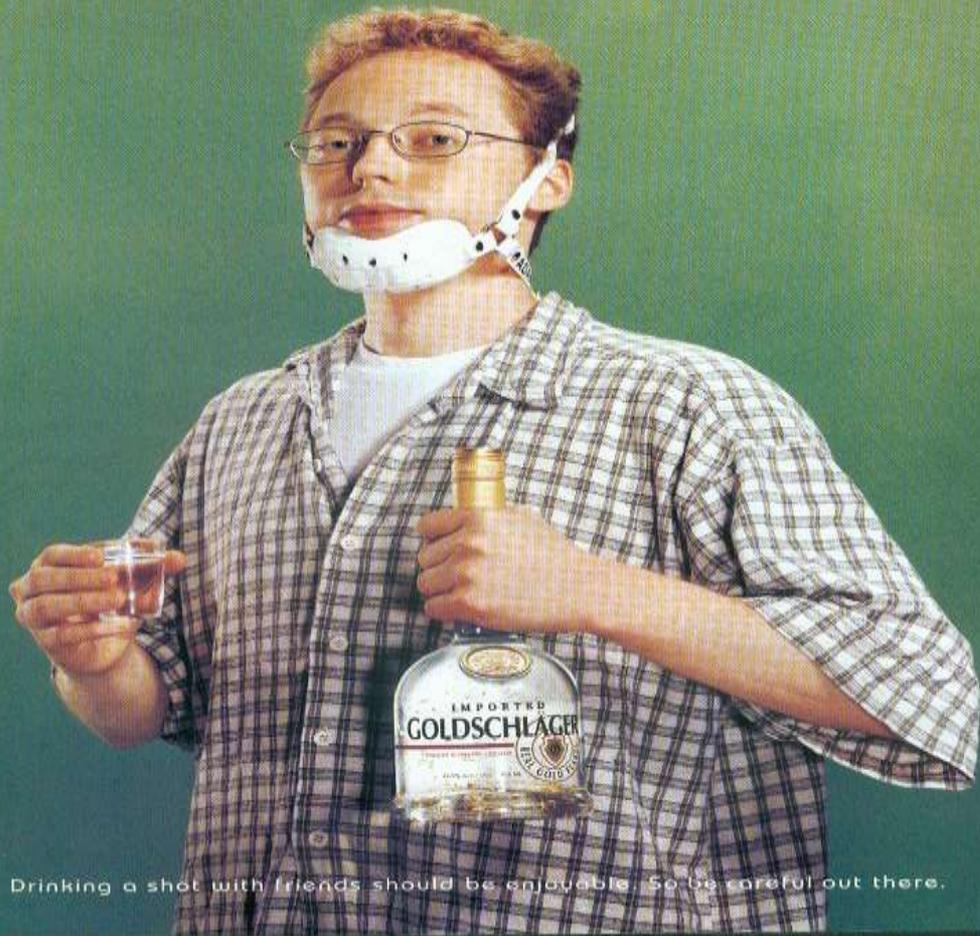
Be careful.



Drinking with friends should be both enjoyable and safe. So please drink responsibly.

© 2001 Imported by Heublein, Inc., Stamford, CT. Imported Goldschlager, 40% Alc. by Vol., 80 Proof.

Be careful.



Drinking a shot with friends should be enjoyable. So be careful out there.

Be careful.



Drinking with friends should be both enjoyable and safe. So please drink responsibly.

© 2001 Imported by Heublein, Inc., Stamford, CT. Imported Goldschlager, 40% Alc. by Vol., 80 Proof.

Smirnoff - Gizmo

Video -

http://www.youtube.com/watch?v=z_byRR4tX0A

Effective Strategies

Use the influence of the media to communicate healthy choices

- PSA Announcements on radio & television
- Newspaper articles (highlighting seller/servers in compliance)
- Billboards promoting positive messages
- PA announcements in schools

Effective Strategies

Use the influence of the media to support community change efforts

- Op Editorials
- Press Conference
- Rally
- Guerilla Marketing (sidewalks, social media, text alerts)

Media Literacy

The ability to 'read' or 'decode' messages in various media sources.





"Media Literacy is not just important, it's absolutely critical. It's going to make the difference between whether kids are a tool of the mass media or whether the mass media is a tool for kids to use." Linda Ellerbee, producer/host, Nick News





Provide Media Literacy to Students & Adults

- Who is the target audience?
- How is the target audience receiving the message?
- Is the message safe, legal, ethical?
- What messages are being sent?
- What information is being left out?
- Is the message appropriate?

Optional Activity

Media Literacy: Decoding the Message

- Choose a magazine (Cosmopolitan, GQ, etc.)
- Look for ads for alcohol or Rx
- Answer the questions in the previous slide



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Old Story. New Twist.



Green Apple Twist

Bud Light - Axe Murderer

Video -

<http://www.youtube.com/watch?v=5keWFKAhxgM>

**Media can also send a clear
message supporting healthy
behaviors**

CAPA Coalition - Resist

Video - Video Source:

<http://www.bbhcapa.org/mediagallery/media.html>



HOW FAST
CAN YOUTH GET
DRUGS?

...this
FAST

Piedmont Community Services
www.chillmhc.org

FAIRWAY

Media Challenges

- Evaluating the success of the campaign
- Competition with highly financed campaigns (alcohol, tobacco, etc.)
- Presenting the 'product' in a way that reinforces core needs
- Must reach a large number to be effective



Scare Tactics

Definition: The use of fear or disgust for the purpose of improved well-being

Goal: Scare the health into them

Assumption: Awareness of negative consequences will result in positive behavior change

Reefer Madness Trailer

Video -

<http://www.youtube.com/watch?v=sbjHOBJzhb0>



Scare Tactics

(7.17-7.18)

**“Don’t make it a
grad to forget”**

Don't make it a grad to forget.



Edinman and Area Chapter
MADD
Mothers Against Drunk Driving

A&E: Beyond Scared Straight

Video -

http://www.youtube.com/watch?v=yJol6X_HC_A

Scared Straight Facts

- Youth who participate in Scared Straight have higher recidivism rates than youth in control groups.
- Scared Straight programs increased crime up to 28%.
- US DOJ does not support scared straight programs.
- OJJDP does not fund Scared Straight programs, and cites such programs as potential violations of federal law.

http://www.ncjrs.gov/html/ojjdp/news_at_glance/234084/topstory.html

Scare Tactics

- Not only ineffective, but may lead to damaging effects
- Exaggerated dangers & false information present to teens lead to disbelief and discrediting of information/professionals
- Even less effective when youth have been in environments of substance use/abuse

Policy & Enforcement

Rules, and ensuring compliance with those rules, which shape how ATOD are promoted, sold & consumed.

Policy & Enforcement

Can be in shared environment

- Laws, ordinances, regulations

Can be in individualized environments

- Policies in schools, workplaces, athletic teams, dorms



Review Laws, Policies, Regulations & Ordinances

- Are they appropriate?
- Are they sufficient?
- Are they enforced?
- Are they enforced consistently?

How do you know?

Policy Strategies

Increasing/setting mandatory minimum penalties for ATOD related infractions

Design or Enforce school substance abuse policy (for all students, not just athletes)

Expanding warnings on packaging (sticker shock)

Advocate for maintaining and enforcing current laws

Educate law makers about the costs of underage use...

What Does Underage Drinking Cost OH?

In Millions

Youth Violence: \$1,825.7

Youth Traffic Crashes: \$294.2

High-Risk Sex (ages 14-18): \$244.2

Youth Property Crime: \$209.8

Youth Injury: \$100.0

Youth Poisonings & Psychosis: \$77.5

FAS Among Mothers (15-20): \$53.7

Youth Alcohol Treatment: \$150

Annual Cost of
Underage
Drinking:

\$2.9 Billion

What is Doable in Your Community

- Identify one strategy per category that would enhance your community
- How do you know that is a needed strategy?
- Do you have enough support in your community?
- What would need to be done to make sure it is successful?
- How will you know when you are done?



Derek Longmeier, MBA, OCPS II

ATODPrevention@gmail.com

(614) 579-1644