North Dakota SPF-SIG
Implementation Planning Training

Alcohol Warning Posters
Counter-Marketing and Counter-Advertising Campaigns

Objectives

Participants will be able to:

- Clarify the goals and intended outcomes of the strategy
- Identify the components of a comprehensive strategy
- Determine the key planning steps necessary to implement the strategy
- Build a “work group” to implement the strategy
Our Planning Process

The Strategic Prevention Framework

Introductions

Please introduce yourself:
- Name
- Where you are from
- “Hat” you are wearing
- Member of a SPF-SIG Coalition or Work Group

Expectations
North Dakota SPF-SIG Logic Model

Problem(s)
• Underage Drinking
• Adult Binge Drinking

Intervening Variables
• Economic/Retail Price
• Retail Availability
• Social Availability
• Enforcement
• Promotion of Alcohol
• Community Norms
• Individual Factors

Evidence-Based Strategies

Alcohol Warning Posters

Fargo Cass
First District
Walsh

Describe:
1. The problem being addressed
2. The intervening variable: Promotion
3. The process used to choose this strategy

Alcohol, tobacco, and other drug (ATOD) warning posters are notices or signs located in retail establishments that provide information related to the legal, social, and health consequences of ATOD substance use.
Alcohol Warning Posters

Retail Practices Addressed by Warning Posters
Warning posters can address:
• Providing alcohol to minors
• Serving an intoxicated person
• Underage possession in a retail environment
• Retail establishment’s serving practices
• General health risks associated with alcohol use
• Specific health risks over drinking during pregnancy
• Risks of using alcohol w/medicine or operating machinery

Describe the Behavior /Setting Change
What are the specific behaviors or settings at are the Alcohol Warning Posters supposed to address?

What are local conditions in your community?

Alcohol Warning Posters
How does the Strategy Work?

Placement:
• Poster Awareness
• Exposure

Content:
• Beliefs
• Memory
Alcohol Warning Posters

Implementation Issue #1

Alcohol Warning Posters alone will not change behaviors....

...but they can:

- Increase individuals' knowledge and beliefs about the consequences of these behaviors.
- Be one of the multiple messages from multiple sources that are required for an idea to be retained.

Be part of a comprehensive alcohol prevention strategy:

- Compliance checks
- Responsible Server Training
- Keg Registration
- Advertising and price restrictions
- Reward and Reminder Shoulder Tap Operations
- Alcohol Warning Posters

Implementation Issue #2

Will retailers display the posters?

- Voluntary compliance will work with some retailers
- Ordinances can be put in place requiring posters in specific retail settings – as part of the licensing requirements
  - Provide free posters & assign responsibility for dissemination
  - Ensure an enforcement mechanism is in place

Implementation Issue #3

Will the appropriate poster be displayed in an appropriate place to reach the appropriate audience?

- Who is the target audience?
- What is the message?
- Where should the poster be placed?
Alcohol Warning Posters

**Types of Warning Posters**

Warning posters can feature:

- Legal penalties and consequences for providing to minors
- Legal penalties and consequences for serving an intoxicated person
- Legal penalties for underage possession
- Retail establishment's serving practices
- General health risks / specific risks during pregnancy
- Risks of using alcohol w/medicine or operating machinery

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Alcohol Warning Posters - Content

- **Who is the Target Audience?**
- **What is the message?**
- **Where should the posted be placed?**

The legal penalties and consequences of providing/selling to underage or intoxicated persons;

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Alcohol Warning Posters - Content

- **Who is the Target Audience?**
- **What is the message?**
- **Where should the posted be placed?**

The legal penalties and consequences of providing/selling to underage or intoxicated persons;
Alcohol Warning Posters - Content

- Who is the Target Audience?
- What is the message?
- Where should the posted be placed?

The legal penalties of underage possession of alcohol, tobacco, or other drugs;

Alcohol Warning Posters - Content

- Who is the Target Audience?
- What is the message?
- Where should the posted be placed?

The establishment’s policies and practices on checking customers’ age identification and refusing sales to intoxicated persons;

Alcohol Warning Posters - Content

- Who is the Target Audience?
- What does the poster say?
- Where should the posted be placed?

General health risks associated with alcohol, tobacco, or other drug use;
Alcohol Warning Posters - Content

- Who is the Target Audience?
- What is the message?
- Where should the posted be placed?

General health risks associated with alcohol, tobacco, or other drug use:

Alcohol Warning Posters - Content

- Who is the Target Audience?
- What is the message?
- Where should the posted be placed?

General health risks associated with alcohol, tobacco, or other drug use:

Alcohol Warning Posters - Content

- Who is the Target Audience?
- What is the message?
- Where should the posted be placed?

Risks associated with alcohol or tobacco consumption during pregnancy
Alcohol Warning Posters - Content

• Who is the Target Audience?
• What is the message?
• Where should the posted be placed?

Risks of consuming alcohol, tobacco, or other drugs while taking certain medications and/or prior to driving motor vehicles and operating heavy machinery.

Alcohol Warning Posters - Activity

Based on your needs assessment... which warning posters are needed in your community?

• Legal penalties and consequences for providing to minors
• Legal penalties and consequences for serving an intoxicated person
• Legal penalties for underage possession
• Retail establishment’s serving practices
• General health risks / specific risks during pregnancy
• Risks of using alcohol w/medicine or operating machinery

Alcohol Warning Posters - Evaluation Results

The evidence of effectiveness is generally supportive of warning posters for alcohol, although one study found that the presence of alcohol warning posters was associated with increased youth access.

Information with a “should” message have not been successful.
Identify **Outcomes** to be tracked:
- Consequences
- Consumption
- Intervening variables
  - Behavior Changes

**Thought Bubble**

Example:
Did the alcohol warning posters lead to a change in perceptions or opinions... or behaviors?

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**Evaluation - Process**

**Process measures** measure the **process** by which programmatic or policy components produce desired changes.

Example:
Were appropriate alcohol warning posters placed in appropriate locations? How many?

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**Form a Work Group**

Benefits include:
- Engage a variety of sectors and cultures with different skills and viewpoints
- Share the work and leverage resources
- Networking opportunities
- New ideas and energy
- Information sharing and feedback
- Shared publicity
- Cultural competence & Sustainability
Identify Work Group Members

Identify individuals and organizations who can become involved in this strategy:

- Alcohol serving establishments
- Local Liquor Control Board
- Youth and Parents
- Local coalition
- Policy makers
- Law enforcement
- Other:

Activity:

1) Identify an individual or organization who you want to recruit.
2) What role can they play in this strategy?
3) In your community how would you recruit this individual or organization?
   - Who would you contact?
   - What would you say to them?

Next Steps
Counter-Marketing and Counter-Advertising Campaigns

Fargo Cass
Walsh

Describe:
1. The problem being addressed
2. The intervening variable
3. The process used to choose this strategy

Counter-Marketing and Counter-Advertising Campaigns

Counter-marketing refers to the use of commercial marketing tactics to reduce the prevalence of substance use.

Counter-marketing attempts to counter pro-substance influences and increase pro-health messages and influences throughout a state, region, or community.

Counter-Marketing and Counter-Advertising Campaigns

Advertising

Counter-Marketing and Counter-Advertising Campaigns

Advertising
Counter-Marketing and Counter-Advertising Campaigns

Counter Advertising

Counter-Marketing and Counter-Advertising Campaigns

Brewery Sponsored Counter Advertising

Mixed messaging and no stated limits.

Counter-Marketing and Counter-Advertising Campaigns

Counter-Advertising to Brewery Sponsored Counter Advertising
The Elaboration Likelihood Model (ELM)

A. Central route: Persuasion that occurs when people carefully think about a message and are influenced by its arguments.

B. Peripheral route: Persuasion that occurs when people do not think carefully about a message and are instead influenced by superficial factors surrounding the communication.
Counter-Marketing and Counter-Advertising Campaigns

A Continuum

Central Route

Peripheral Route

The "Truth" Campaign and Similar Techniques

Test Your Messages
Counter-Marketing and Counter-Advertising Campaigns

Creating a Counter Advertisement

1. ANALYZE AN AD...

Choose an ad and ask yourself the following questions:
   - What is the product?
   - Who is the target audience?
   - What are the stated messages?
   - What are the implied, hidden messages?
   - What might a counter-message or Public Service Announcement look like?

2. CREATE A COUNTER AD...

   - Clarify the ad you want to counter, the message you want to share and the target audience you want to reach.
   - Using a paper and pencil, some old magazines, scissors and glue or a computer and mouse, create your own counter ad.

3. NOW ADVERTISE!
Counter-Marketing and Counter-Advertising Campaigns

Creating a Counter Advertisement

3. NOW ADVERTISE!
Display your counter ad by hanging a poster, sending a postcard or e-mail greeting, including it in a presentation, putting it on your web page, or creating a screen-saver.

Counter-Marketing and Counter-Advertising Campaigns

Creating a Counter Advertisement - Activity

CREATE A COUNTER AD...
- Examine the Budweiser Advertisement
- Identify the target audience
- Determine the counter message
- Draw it!

Evaluation Results

Results of a review article indicate varied evidence of effectiveness for counter-marketing efforts targeting alcohol consumption.

Information alone does not change behavior. Include information sharing strategies as part of a comprehensive approach.
Counter-Marketing and Counter-Advertising Campaigns

Considerations
- Know your target audience and what you want to accomplish
- Use both central and peripheral techniques
- Engage youth in the process
- Test your ideas before going public
- Include counter-advertising as part of a comprehensive approach.

Form a Work Group

Benefits include:
- Engage a variety of sectors and cultures with different skills and viewpoints
- Share the work and leverage resources
- Networking opportunities
- New ideas and energy
- Information sharing and feedback
- Shared publicity
- Cultural competence & Sustainability

Identify Work Group Members

Identify individuals and organizations who can become involved in this strategy:
- Media (all types)
- Youth and Parents
- Local Coalition
- Representative from Advocacy Work Group
- Others:
Identify Work Group Members

Activity:
1) Identify an individual or organization who you want to recruit.
2) What role can they play in this strategy?
3) In your community how would you recruit this individual or organization?
   • Who would you contact?
   • What would you say to them?

Next Steps

Resources

CADCA – Community Anti-Drug Coalitions of America
www.cadca.org

Help & Technical Assistance – Contact:
800-54CADCA x240
training@cadca.org