

# Common Theme Campaign

11/20/09 Update

Pat Sears, SPIKE  
Kelly LaMonda, VDH



# Common Theme Campaign

## Three taglines

- Parent Up
- Never too early, Never too late
- Power to the Parents



# Common Theme Campaign

## Intercept surveys

- To measure level of interest
- To measure which phrase best supports
  - Parents' opinions are important to their kids
  - Important for parents to talk to their children



# Common Theme Campaign

## **Intercepts were conducted:**

- Church Street
- High school sports events
- Online (Front Porch Forum)



# Common Theme Campaign

## Results

- 127 respondents
- 98 completed surveys (30 online 68 in person)
- 25% male 75% female

42% aware key reason kids give for not drinking is that they don't want to disappoint their parents



# Common Theme Campaign

**And the winner is.....**

# Parent Up



# Common Theme Campaign

## Parent Up

Highest percentage for all 3 questions:

- Interests me and makes me want to learn more (93%)
- Supports the idea that parents' opinions about underage drinking are important to their children (89%)
- Supports the idea that it is important for parents to talk to their children about underage drinking (87%)



# Common Theme Campaign

## Next Steps

Purchase website names

- [parentupvermont.com](http://parentupvermont.com)
- [parentupvermont.org](http://parentupvermont.org)
- [parentupvt.com](http://parentupvt.com)
- [parentupvt.org](http://parentupvt.org)

Website design

Create materials



# Common Theme Campaign

## Timeline

### Middle School Parent Campaign

- Kicks off first week in **March**
- 6 weeks of radio, print and online ads



# Common Theme Campaign

## Timeline

### High School Parent Campaign

- Kicks off first week in **April**
- Print, radio and online ads optional



# Common Theme Campaign

## Coalition Tasks

### Middle School Parent Campaign

1. Meet with leaders to discuss campaigns
2. Participate or host 2 community events
3. Host neighborhood discussions
4. Work with local media to get coverage
5. Participate in evaluation efforts



# Common Theme Campaign

## Coalition Tasks

### High School Parent Campaign

1. Meet with leaders to discuss campaigns
2. Participate or host 2 community events
3. Consider customizing one of the Parent Pledge templates
4. Work with local media to get coverage
  - Kick off press release
  - Submit articles about underage drinking
  - Use print ad templates and radio ads
5. Participate in evaluation efforts



# Common Theme Campaign

## Evaluation Efforts

- Considering option of a statewide pre and post campaign online survey

- Aware that some coalitions are conducting their own parent surveys and want to make sure we don't interfere with or complicate those efforts



# Common Theme Campaign

## Questions?

Kelly Hale LaMonda

[Khale@vdh.state.vt.us](mailto:Khale@vdh.state.vt.us)

802 651 1551

