

## Event and Outreach Ideas for Coalitions During the Middle School Parent Campaign

The following is a list of suggestions for outreach activities and events that local coalitions can do in their communities for the parents of middle school children.

- Attend middle school events and hand out direct mail cards or others handouts to parents. Be sure to ask for permission first.
- Schedule a discussion about underage drinking before or after a school event and invite parents.
- Contact local religious institutions and ask if you can have five minutes during the service to introduce the campaign and provide handouts.
- Contact local civic organizations and ask if you can come and speak about underage drinking.
- Ask several middle school parents to host neighborhood coffee times to discuss underage drinking and invite other middle school parents to attend.
- Reserve a booth at a local fair or event.
- Ask local businesses to have handouts available in their locations.
- Find local business events, such as a sale at a store, and ask permission to attend and handout materials.
- Work with local media outlets to host a discussion about underage drinking for parents of middle school students.
- Ask the local media to run an article during each week of the campaign highlighting different myths and facts about underage drinking.
- Contact middle school principals and ask for the opportunity to meet with teachers to explain the campaign. Ask them to brainstorm ideas on how to get the message out to parents.
- Submit an article about the importance of talking about underage drinking into the middle school parent newsletter or on the school's website. Partner with the school to send out an email blast of the article.
- Meet with middle school coaches to ask for their support and explore opportunities to reach the parents of athletes.

- Set up an online discussion (webinar) during lunch on a weekday and invite parents to join in.
- Meet with town leaders to explain the campaign and solicit their support and promotion.
- Identify key opinion leaders in the community and contact them directly to discuss the program and solicit their support. Ask them for ideas on how to spread the word.
- Sponsor a contest:
  - Best one-minute video about ways to start the conversation with tweens or young teens.
  - Best one-minute video about how to answer the tough questions kids ask about underage drinking.
  - Op-Ed contest: write a short essay on why it is important to talk with kids about underage drinking, with the winning article published in a paper.
- Work with area businesses to sponsor a breakfast for parents of middle school students. Provide a brief presentation then ask parents to work in teams to develop ideas on how to talk to their kids.
- Sponsor a family dinner night—encourage every family to have dinner together that night and talk about underage drinking.
- Write letters to your local family physicians and pediatricians asking them to inform parents about the importance of talking to their kids about underage drinking.
- Coordinate a parent seminar and feature a local expert on parent/child communication.
- Obtain a proclamation from a public official in your community.
- Organize a media event with a radio station at a local mall or business.