



Best Practices

Suggestions for Community Involvement:

- Have mayor sign a community proclamation about campaign
- Hold a kick-off with local dignitaries to promote the campaign
- Display materials at local health-fairs and information nights
- Post campaign logo and phone number on billboards
- Write letters to the editor about the importance of campaign message
- Promote campaign message through radio, cable or newspaper interviews
- Place campaign logo and phone number in bus stop shelters

- Mail fact cards to parents of students through school mailings
- Put campaign information in school newsletters from the principal or superintendent
- Mail fact cards to parents of high school juniors and seniors along with information about prom or graduation
- Place campaign posters in school hallways & library
- Mail letter from PTO with campaign information to other parents
- Pass out fact cards to parents and other adults during school functions
- Develop a pledge card for parents to sign committing to not host parties where alcohol is available to teens
- Put campaign logo and information in school performance programs such as choir, band, or musical

- Display campaign posters in local businesses for employees and customers
- Insert fact cards in employee paychecks
- Place campaign logo & information as ad in local papers
- Place campaign radio ad on local stations
- Use fact cards as bag stuffers at local businesses
- Place static cling stickers with campaign logo on beer coolers at groceries and convenience stores
- Have local pizza shops place a fact card on each delivery box
- Place a preview slide with campaign logo and phone number before the movie at your local theater

- Print local law enforcement phone number on materials to report parties
- Mail campaign information and how to report violations from local police chief or sheriff
- Increase monitoring of teen house parties during prominent weekends
- Inform public that there will be an increase in monitoring teen house parties

NY Parents Who Host Loose the Most

National Council on Alcoholism and Drug Dependence-Rochester Area

www.ncadd-ra.org



A program of Drug-Free Action Alliance

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