

## INTRODUCING: THE DSCYF “STEP UP” UNDERAGE DRINKING CAMPAIGN:

### WHY TACKLE UNDERAGE DRINKING IN DELAWARE NOW?

- Because underage drinking is a long standing problem in Delaware. According to the CDC, nearly one in five Delawareans engages in binge drinking; one of the highest rates in the US
- Because underage drinking costs Delaware \$172 million a year in healthcare and law enforcement
- Because research shows us Delaware parents are in denial about teens and drinking
- Because there is an inextricable link between permissiveness at home and teens that drink
- Because we want to alert parents and teens to the dangers of caffeinated drinks containing alcohol
- Because the holiday season is here
- **Because our first line of defense is prevention, always**

### STRATEGY

Though the Department has long-addressed underage drinking issues through various substance abuse prevention initiatives, the Step Up campaign will be a more focused, strategic approach. This campaign, overseen by the Division of Prevention and Behavioral Health Services, urges parents/adults to look critically at the role **they play in making it OK for teens to drink**, and how to change those behaviors. The campaign has a distinctive look and message – “As parents/adults, are we making it OK for our kids to drink?” This theme will be consistent in all the publicity and materials created for the project as well as the short documentary.

### THE CAMPAIGN GOALS ARE TO:

- Inform/educate/persuade parents to be **more vigilant** about preventing underage drinking
- Arm parents and other adults with proven techniques to protect their kids from underage drinking
- Expose many of the consequences of drinking, including risky sexual behavior and drunk driving
- Discuss ways to successfully block teenage access to alcohol
- Collaborate with other state agencies and community groups to deliver a consistent statewide message

### THE STEP UP CAMPAIGN COMPONENTS INCLUDES:

- ✓ **Two short videos, disseminated to prevention contractors and schools and available online**
- ✓ **Print media ads in News Journal**
- ✓ **Social media messaging via Step Up Facebook and Twitter pages**
- ✓ **Outdoor media ads (one billboard in 22 locations)**
- ✓ **Website: ParentsStepUp.org**



# STEP UP

PARENTS do we make it **OK** for our teens to drink?



## STEP UP VIDEO

**Underage drinking** is a Parent's problem.

Most Delaware teens say alcohol is always available at house parties...  
**Is your liquor locked away?**

ParentsStepUp.org **STEP UP**

The message is brought to you by the Department of Services for Children, Youth and Their Families.

**ALCOHOL** for teens is **NEVER** OK. Even when your team is winning.

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## TWO OF THE THREE STEP UP PRINT ADVERTISEMENTS

