

STICKER SHOCK CAMPAIGN

An Implementation Guide
for Community Groups &
Schools

Updated
November 2021



Sponsored by:
Idaho Office of Drug Policy & Idaho State Liquor Division



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INTRODUCTION

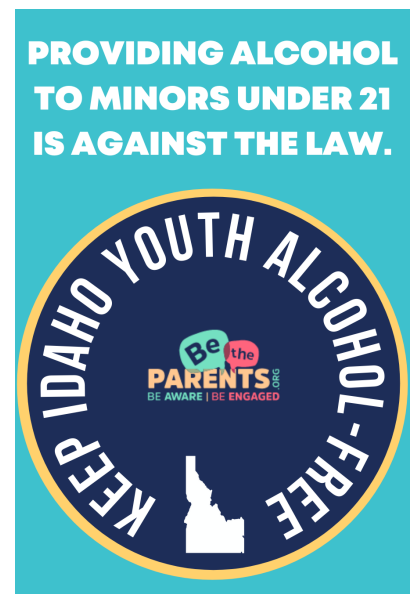
According to the Idaho Youth Risk Behavior Survey in 2019, **43% of underage drinkers reported usually obtaining alcohol they drink by someone giving it to them**, which may include adults aged 21 and over purchasing it legally. Idaho law prohibits both providing alcohol to minors and allowing minors to consume or possess alcohol in a place that is under your control (i.e., your home or car), even if you don't supply the alcohol.

Since 2017, the Idaho Office of Drug Policy has partnered with the Idaho State Liquor Division (ISLD) in sponsoring a joint project, using Substance Abuse Block Grant Prevention funds, to implement a statewide Sticker Shock Campaign. This effort is designed to reach adults who might purchase alcohol legally and provide it to minors.

Stickers, depicted at the bottom of the page, remind adults that furnishing alcohol to minors under 21 is against the law, are placed on bags supplied by ISLD and distributed by state-operated and contracted liquor stores in approximately 25-30 communities throughout Idaho.

The impact of the stickers is increased by media coverage of the campaign and by signs and T-shirts that are displayed by participating retailers. The Statewide Sticker Shock Campaign represents a partnership between ODP, ISLD, retailers, youth, concerned parents and community members, prevention professionals, and law enforcement with the goal of educating potential furnishers, raising public awareness about underage drinking, and strengthening the deterrent effect of the law against providing alcohol to minors.

If you choose to participate in this campaign, **youth from your community will become powerful stakeholders** in the effort to combat underage drinking and to consistently enforce underage drinking laws.



WHAT WE ARE ASKING

- Recruit interested youth to participate in the Statewide Sticker Shock Campaign
- Connect with ISLD contacts and coordinate delivery and pick up of bags and stickers
- Schedule a Stick 'em On event
- Invite community leaders, ISLD associates, and other stakeholders to the event
- Engage in media advocacy
- Hold the event
- Celebrate the success of your efforts

WHAT WE ARE PROVIDING

- Media advisories and press release templates
- Identified state-operated or contracted liquor stores in your area that will be participating
- Bags and stickers
- Ideas and recommendations for events and related activities
- Stipend Opportunity of up to \$200 stipend to use towards event expenses. (Upon request on the registration form)

CAMPAIGN TIMELINE

TASK	DATES
Contact ODP to let us know you are interested	October 1st - 10th (1st come, 1st selected)
Campaign Planning & Preparation	October 10th - October 20th
Campaign Materials Delivered to Participants	October 22nd - November 15th
Organization Campaign Completed, Materials Returned to ISLD Contacts	November 1st - 22nd
Campaign Implementation in Stores	November 26th - while supplies last
Campaign Follow Up & Evaluation	January 2022

PLANNING STEPS

- Step 1: Complete the registration form. Register your organization and tell us what your plans are. Register here.** → <https://forms.gle/TBpxjtHNkzuRGSjQ8>

- Step 2: Recruit youth**
Identify possible sources for interested youth. This is perfect for community service hours, youth leadership activities, or team building! Possible groups include Police Athletic League; Boys & Girls Clubs; Scouts; YMCA; 4-H Clubs; Faith Groups; Substance Abuse Prevention Groups; Youth Athletic Teams; School Service Clubs; Student Government; Youth Service Clubs.

- Step 3: Connect with ISLD contacts and coordinate delivery and pick up of materials**
ISLD will identify participating alcohol retailers in your community and make all materials required for this campaign available for pick up.

- Step 4: Schedule and Plan your Stick 'em On event**
Establish a date, time, and place to implement the event. Keep in mind, bags will need to be picked up and returned to area retailers by November 22nd at the latest for distribution beginning on Black Friday (November 26th, 2021).

- Step 5: Invite community leaders**
Invite local government officials, law enforcement agencies, and other community stakeholders (including ISLD store associates) to attend and assist with the event. Consider inviting the Mayor, City Council members, Chief of Police, judges, school administrators, probation officers, and other community leaders and individuals. Explain the campaign, history, and goal, describe the event you have planned and show examples of the sticker.

PLANNING STEPS CONTINUED

Step 6: Develop a media plan

Sample ideas are included in this document. Create a media information packet that includes: A news release, fact sheets, event description, and a sample sticker. Send out media advisories a week or two in advance of the event date to local newspapers, radio and television stations, newspaper supplements, community bulletin boards, and any other appropriate media source. If you anticipate media coverage, you may wish to obtain parental consent/media releases from participating youth (example attached).

Other options include:

- sending an op-ed piece to your local paper
- write a letter to the editor to encourage adults to not provide alcohol to youth
- encourage parents not to allow youth to drink at holiday parties
- recognize youth for acting on this issue
- thank the retailers for participating
- hold school assembly, community town hall event, or panel discussion about the impact of underage drinking in your community
- create a video for school news
- share photos and campaign information via social media
- thank local retailers for doing their part in helping keep Idaho youth alcohol free

Assign responsibilities and deadlines for each of the above tasks.

Step 7: Hold the Event

Designate a location for the campaign, distribute the materials, meet and greet all participants, facilitate introductions, monitor participants and have fun and take pictures! Don't forget to send us pictures!

Step 8: Celebrate the Success of Your Efforts

Complete the Feedback Form that we will send out after the campaign. Recognize all participants by preparing and distributing thank you notes.

FREQUENTLY ASKED QUESTIONS

How do I get youth to participate in the campaign?

- Contact the suggested youth groups in this packet, or any other that may be integral to your community. When explaining the event to youth, sound energetic and upbeat. Don't preach and lecture the youth.
- Provide an appropriate incentive to entice the youth to participate.
 - Have food available before and/or after the event
 - Provide transportation to and from the event, if needed
 - Provide giveaways such as T-shirts, key chains, water bottles, movie passes, discount coupons, etc. from community donations

How many youth do I need for this campaign?

- It is advisable that you should plan for approximately 5 to 12 youth from each community, depending on the size and number of retailers who have volunteered to participate in the campaign. If you are coordinating the campaign in more than one community, you will want to plan accordingly and have a similarly sized group for each community.

How do I locate the names and addresses of the participating retailers in my community?

- ISLD will assign community contacts who will identify participating retailers in your community and have all materials available for pick up.

How many stickers do we need?

- ISLD contacts will set the number of stickers needed after determining the number of retailers volunteering to participate in your area. You can anticipate receiving approximately 500 - 2,500 stickers per store.

Where do we place the stickers?

- The stickers are only to be placed on ISLD bags provided.

FREQUENTLY ASKED QUESTIONS CONTINUED

How do I get local government officials, law enforcement agencies, or other community leaders to attend and participate in the event?

- Don't wait until the last minute to get them involved.
- Remind them that alcohol is one of the most common contributors to injury, death, and criminal behavior among youth. The enforcement of laws regulating the commercial availability of alcohol to youth is critical, but only one-step in the process of reducing underage drinking. Studies have shown that 68% of youth between the ages of 18 to 20 years old report that adults over 21 years old are the most common sources of alcohol. By comparison, only 14% of the youth reported that they got their alcohol most recently from a commercial outlet. Their public support of strategies, like the Statewide Sticker Shock Campaign that focuses on adult providers and supported by effective media coverage, raises awareness of the problem to help bring about change.

How do I get the media to cover the event?

- Know the people you are calling and what geographical area they cover. Take the initiative. Pick up the phone and call. When you make contact get to the point and provide appropriate, timely, clear, and inclusive information.
- After the initial contact, follow up. If you told them you will call back, call back! If you tell them you will send additional information, send it! If you tell them that you will keep them informed, keep them informed.
- Also, don't limit your efforts to what they've seen or done before. Creativity is by far the most important factor in putting together a good media event. Brainstorm with your colleagues and youth.
- Media events should be designed so that the reporters and other observers will walk away knowing exactly what your goal is. Guide the media's attention in such a way that the policy implications of the problem, not just the individual implications, are the primary focus. Focus on shaping attitudes, effecting policy, keeping our youth safe, and building community partnerships.

STICKER SHOCK ACTION PLAN WORKSHEET

WHAT NEEDS TO BE DONE?	WHO WILL DO IT?	BY WHEN?	COMMENTS

STICKER SHOCK PERMISSION SLIP / MEDIA RELEASE FORM (IF NEEDED)

***Adult participants must sign the bottom section of this form to serve as a media release.*

Name: _____ Age (if under 21): _____

Address: _____

Phone: _____

Group Name: _____ Contact person: _____

Dear parent/guardian/participant:

The Sticker Shock Campaign is a statewide campaign that our group, _____, is participating in. This activity aims to reduce underage drinking by limiting youth access to alcohol. The goal is to educate adults who might provide alcohol to youth about the law that prohibits furnishing alcohol to minors. Youth will place warning stickers on paper bags to be used by area retailers. The sticker warns that it is illegal to provide alcohol to minors.

An adult chaperone will be present at all times. If you have any questions, please feel free to call the contact person listed above at the following phone #: _____.

Terms:

1. I give permission for my child to participate in the Sticker Shock Campaign.
2. I understand that the activity involves participants placing stickers on bags to be used in local retail stores.
3. I understand that there will be adult supervision at the site to assure that reasonable and foreseeable safety precautions are taken.
4. This event may involve local and statewide media. I give my permission and release for my child's (if under 21)/my (if 18 or older) photograph or electronic image to be captured and associated with the Sticker Shock Campaign.
5. I have read and understand this authorization consent form and agree to all terms outlined here.

Date: _____
Signature of parent or legal guardian (or self if participant is at least 21 years old)

***If 18 or older: I give my permission and release for any photographic or electronic image to be captured and associated with the Sticker Shock Campaign.*

Date: _____
Signature of participant 18 and older

STICKER SHOCK SAMPLE NEWS RELEASE

(Letterhead)

Date: *(If you are sending the press release before your event, write “HOLD UNTIL (date/time of the event)”. If you are sending it the day of the event, write “FOR IMMEDIATE RELEASE”)*

Contact: Name(s):

Phone number(s):

Local Youth Kick Off a New Campaign to Prevent Underage Drinking during the Holiday Season.

The next time you make a purchase at an Idaho State Liquor Store, you'll be part of the newest statewide campaign to prevent underage drinking. The campaign is sponsored by The Office of Drug Policy, the Idaho State Liquor Division, and _____ (your group/organization). All involved hope the message sticks.

Area students spent volunteer and community service hours placing eye-catching stickers on the brown paper bags customers use to carry their purchases from local liquor stores. The stickers stand out on the store bags and provide a strong reminder: “Providing Alcohol to minors under 21 is against the law. Keep Idaho Youth Alcohol- Free.”

This public awareness campaign will be taking place in stores statewide beginning on November 26th. The campaign is intended to bring attention to the issue of underage drinking and the adults who provide alcohol to minors.

(Add Quote from youth participant --- for example: “When adults supply alcohol to youth it sends us a very mixed message,” said _____, youth member.)

(Add Quote from adult participant --- for example: “Some adults do not perceive youth use of alcohol as a danger. Some even feel a sense of relief that “it’s only alcohol” and not a “real drug.” But alcohol remains the drug most abused by our youth.”)

The Sticker Shock Campaign hopes to cause adults to think twice before making it any easier for youth to access alcohol. Underage drinking is a community concern and the most effective way to address it is through community involvement and everyone’s participation.

For additional information, please contact:

Name, address, phone #, fax #, or email address

STICKER SHOCK SAMPLE MEDIA ADVISORY

(Email Sample)

To: Name of Media Editor/News Director
Name of Media Outlet

Subject Line: Event - Community Youth Kickoff Sticker Shock Campaign

Body:

Event Name: Community Youth Kickoff Sticker Shock Campaign

Event Date:

Event Time:

Event Location:

Brief Description: Youth from _____ will join (names of others invited attendees) to kick off this youth-led alcohol prevention activity.

The goal of the event is to _____

Signature:

Contact person's name from sponsoring group/organization

Address

Phone #

Email

STICKER SHOCK SUGGESTIONS FOR A LETTER TO THE EDITOR

Media research shows that the letters to the editor section is one of the most widely read parts of the paper. It's a natural forum for sharing your opinion and story with your community.

STEPS TO WRITING A GREAT LETTER TO THE EDITOR

The purpose of an editorial is to take a strong stand on an issue. An editorial should be well researched and provide valid information supporting the writer's position. There should not be any doubt where the writer stands on that issue.

Step 1: Introduce yourself. What school and community are you from? Do you work with a group that you'd like to mention?

Step 2: Consider your audience's interest. Choose a topic that will be of interest to your audience and that you feel strongly about.

Step 3: State your position. Begin by presenting your topic and strongly stating your position.

Step 4: Use facts and specific figures to support your stand. Use completely accurate facts, quotes and statistics to support your position.

Step 5: Strongly restate your position.

Step 6: State your call to action. What do you want people to do on the issue? Is there anyone they should call or reach out to in some way? Be specific so that folks can help you with your cause.

Sincerely,
Name
Organization Name

STICKER SHOCK SAMPLE THANK YOU LETTER FOR RETAILERS

Date:

Store Name:

Address:

Dear _____,

Thank you for agreeing to participate in our community's Sticker Shock campaign, a statewide public information campaign to raise awareness of Idaho's underage drinking laws.

We recognize your desire to sell alcohol responsibly and would like to let you know we appreciate your partnership in the efforts to keep our youth healthy and safe.

Your participation in this campaign helps to send a strong message that our youth and local retail stores are working together to create a safer, healthier community by addressing the problem of underage drinking. Alcohol has been identified as the number one drug of choice among Idaho's youth, and according to local youth, one of the easiest substances to obtain.

The Sticker Shock campaign hopes to cause adults to not provide alcohol to the youth.

Sincerely,

Name

Organization Name

QUESTIONS

If you have any questions, please contact:

Office of Drug Policy
Patty Alonzo
patty.alonzo@odp.idaho.gov
208-854-3046

Idaho State Liquor Division
Catie Wiseman
Catie.Wiseman@liquor.idaho.gov
208-947-9410