



Strong connections  
can help us thrive  
during tough times.



Small exchanges add up  
when it comes to healthy  
communication with  
your teen.



# Promoting Shared Protective Factors to Prevent Underage Alcohol Use

Youth Social Norms Campaigns







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## Campaign Overview

**The Alliance** is a statewide network funded through Recover Alaska. We are united to engage people and communities as partners, promote individual and community wellness, and prevent harms related to alcohol use in Alaska. One way we work toward this is through a youth underage alcohol use prevention campaign.

**Choose Connection** and **In Case You Missed It** are youth-informed social norms campaigns designed to prevent underage drinking by fostering positive connections and safe spaces. The campaigns promote shared protective factors and utilize multiple outreach channels, including local community outreach, to engage Alaska’s youth, parents, youth caregivers, and community leaders.

### Campaign Goals

1. Decrease the percentage of youth, ages 14-20, who report drinking alcohol
2. Increase the percentage of youth who report having one or more adults with whom they feel comfortable and safe talking about alcohol use
3. Increase the percentage of youth programs and youth-serving agencies that promote safe environments for youth to share their experiences, feelings, and perspectives about alcohol and its impact

### Campaign Objectives

1. Destigmatize conversations about alcohol use and promote open conversations about its impacts
2. Promote safe environments where youth can discuss alcohol without fear of judgment
3. Promote awareness of and reflection on conversations around alcohol use and related issues
4. Normalize sharing personalized journeys of sobriety and the tools one has used to navigate tough times

### Strategies

1. Engage youth and adults and encourage safe spaces to talk about alcohol use authentically
2. Promote open and judgment-free discussions about alcohol and its impacts
3. Foster partnerships and collaborations with:
  - Community organizations or individuals in the community that serve youth in some capacity and/or have a shared interest in preventing and reducing underage alcohol use
  - Middle and high schools, universities, or other organizations directly serving youth

### Target Audience

#### Primary

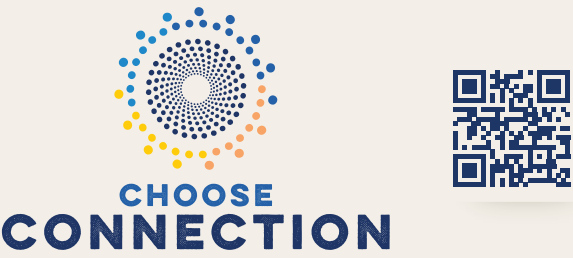
- Alaska Youth, ages 14-20
- Alaska Adults caring for or with youth in their home
- Individuals experiencing or at risk of experiencing depression, grief, stress, and isolation

#### Secondary

- The Alliance network members
- Alaskans, statewide, age 21+
- Teachers, counselors, coaches, youth leaders, etc.
- Adults who manage youth programs or serve youth directly



# About the Campaigns



- Utilizes upstream prevention strategies and promoted shared protective factors
- Messaging focuses on how strong connections to/with people, place, pets, nature, and culture can help you shift through challenging and emotionally turbulent teenage experiences, both as a teen and a parent/guardian of a teen
- These connections instill hope, help a person make positive choices, and develop healthy coping mechanisms

## Campaign Outreach Channels

- **Digital & Social Media:** Facebook, Instagram, Snapchat, YouTube, and streaming TV and radio
- **Traditional Media:** TV, radio, and print ads in urban and rural publications
- **Geofencing and Event Ads:** High-traffic events like WEIO Games and the Iditarod
- **In-Person Outreach:** Included hands-on activities for participants to engage meaningfully with the campaign
- **Outreach Toolkit:** Distributed to partner organizations, empowering local leaders to spread campaign messages, display posters, and support healthy community connections

## Community Outreach

- **Anchorage STrEaM Academy:** Choose Connection activity with Recover Alaska Sober Hero Derrick Moore
- **Anchorage Youth Speak Out:** Hosted table with Alliance members and teen volunteers
- **FASD Conference:** Hosted a table and participatory activity
- **Native Youth Olympic Games:** Hosted 3-day booth with participatory activity and teen volunteers
- **Suicide Prevention Conference:** Hosted 2-day booth with participatory activity
- **Hooper Bay Sobriety Celebration:** Hosted multiple-day participatory activities
- **NWRA Alaska Center for Resource Families:** Shared key findings from formative research and campaign messaging
- **14th Annual Gathering & Health Fair:** Native Village of Eklutna, Knik Tribe, Chickaloon Village – Hosted table with teen volunteers



- More explicit focus on talking about alcohol and creating safe spaces for conversations with teens
- Acknowledges our rapid means of communicating, especially digitally
- Challenges both adults and youth to reconsider the conversations they're having
- Encourages adults to model healthier behavior and provides a range of resources for parents/caregivers of youth and young adults

# Campaign Creative

## Unifying Creative Graphics – Connection Circles

The connection circles used throughout campaign materials are a dynamic and inclusive method of showing the various ways someone can build connection. Each circle was inspired by a story from youth/young adults who participated in the formative research portion of the campaign. These circles are featured on multiple campaign materials, including stickers, temporary tattoos, tote bags, postcards, and journals.



Choose Connection Facebook Posts The Alliance



Campaign Creative



In Case You Missed It  
Facebook Posts  
Recover Alaska & The Alliance



In Case You  
Missed It  
Postcard

Choose  
Connection  
Postcard



Choose Connection  
Campaign Poster





Campaign Impact

The campaign achieved remarkable reach and engagement, reflecting strong interest and interaction from diverse Alaska communities. Campaign highlights include:

- Facebook: Average engagement rate of 168%, far exceeding the 2% industry standard
- Search Ads: CTR of 8.3%, showing demand for related resources/support
- Snapchat: CTR of 1.62%, showing high level of interest among young audiences

Community Outreach Feedback

“ We have many programs for a particular substance or topic, but nothing that works as general prevention like this does. —ANTHC Public Health Manager ”

“ I have so many patients who face isolation and depression who could be helped by this. —Community Psychiatrist, Suicide Prevention Conference ”

“ Having this activity made it easy to understand and retain long-term. I took home a piece of the campaign that reminds me how I connect. —FASD Conference Participant ”

“ Military families are at risk of loneliness and instability and could benefit from something that helps them feel grounded and connected. —JBERR Health Professional ”

Outreach Events

Native Youth Olympics Games - Anchorage



Anchorage Youth Speak Out



14th Annual Gathering & Health Fair Native Village of Eklutna, Knik Tribe, Chickaloon Village

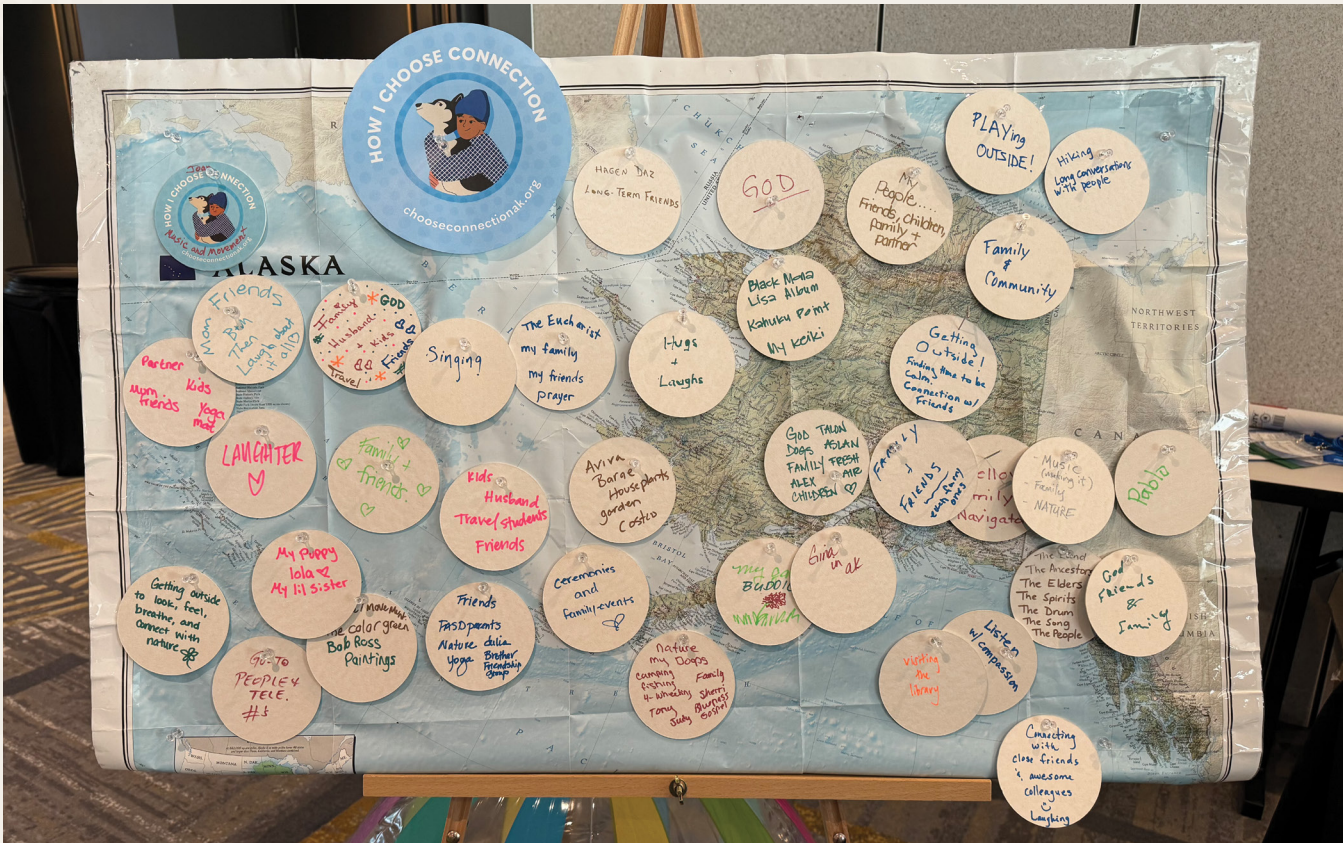


# Hooper Bay Sobriety Celebration

Alliance member Anda Saylor Whiskey and Regional Co-Chair Johon Atkinson delivered a Choose Connection Campaign activity where people shared what helps them feel connected.



## FASD Conference, Seattle, with Alliance Member Hope Finkelstein



## Participatory Activity - Connection Map





Youth Volunteers, 2024 NYO Games

