

# UNDERAGE DRINKING

## OKLAHOMA'S 800 MILLION DOLLAR JAM

### Lesson 1:

### SOCIAL MARKETING

Imagine you could create a social marketing message for your high school or community about the dangers and consequences of underage drinking. Who would be your target audience? What kind of message would you send? What if you could display your message on a billboard for your whole town to see?

### WHAT YOU WILL NEED

- Notebook paper
- Pens or pencils
- The AlcoholEdu Billboard Template

### OVERVIEW

Work individually or as a team to come up with a message and design for your social marketing message. Follow these steps to plan your message.

1. **Choose your AUDIENCE.** Which group of people do you want to influence? Teens, parents, or an entire community?
2. **Choose your ACTION.** What do you want your audience to do? For example, a message for teens might be "Choose not to drink if you are under 21." A message for an entire community might be "Don't drink and drive."
3. **Determine the SUPPORTING FACTS AND MESSAGES.** What does your audience need to know to perform this behavior? For example, a supporting message for "Choose not to drink if you are under 21" might be "People's brains are still developing until their mid-20's."
4. **Choose your DESIGN.** Use the The AlcoholEdu Billboard Template. pdf to sketch and write your message as if it were appearing on an actual billboard. Find it at: <http://everfi.me/BillboardTemplate>

NOW TAKE A MOMENT  
TO REFLECT UPON YOUR  
MESSAGE.

1. Why did you choose that audience?
2. Why did you choose that message?
3. What made you think that was the most important message for your billboard?

Consider putting your ideas to use! It may be hard to create an actual billboard for your town, but consider launching a campaign at school or in your community using flyers, posters, or artwork to distribute your message.

Check out Lesson 2 on Wednesday, April 18. This lesson is part of the Underage Drinking – Oklahoma's 800 Million Dollar Jam program provided by the Newspapers in Education (NIE) program. To learn more about NIE's free classroom resources, visit [nie.newsok.com](http://nie.newsok.com) or contact [bhuntsman@opubco.com](mailto:bhuntsman@opubco.com).