



# COMMUNITY ENGAGEMENT STRATEGIES

## For reaching parents where they LIVE, WORK & SHOP

In order to maximize the impact of the *Parents Who Host, Lose the Most: Don't be a party to teenage drinking* message, examine your community to determine the most effective ways to get the message disseminated. The suggestions below, organized by sector, are examples of successful engagement strategies employed by many communities.

### Schools

- Put campaign information in school newsletters from the principal or superintendent
- Mail fact cards and *Parent Party Tips* to parents of high school juniors and seniors along with information about prom or graduation
- Distribute fact cards to parents and other adults during school functions
- Attach fact cards to graduation tickets
- Develop a parent pledge in which parents commit to not host parties where alcohol is available to teens
- Post a “thermometer” in a public space tracking the number of parents who have signed the pledge
- Put campaign logo and information in school event programs such as choir, band or play performances
- Announcements at sporting events
- Place information on school website
- Develop text alerts for parents/students
- Incorporate the message into pre-season parent sports meetings
- Collaborate with PTO/PTA to send campaign information to parents
- In conjunction with law enforcement, mail a letter to parents co-signed by the principal and a law enforcement official

### Businesses

- Place table tents in hotel rooms to discourage teenage parties at hotels
- Display campaign posters for employees and customers
- Insert fact cards in employee paychecks
- Use fact cards as bag stuffers
- Place static cling stickers with campaign logo on beer coolers at groceries and convenience stores
- Place stickers on each delivery box (appropriate for pizza shops, florists, bakers, drycleaners, etc.)
- Place table tents on restaurant tables or print logo for placemats
- For fast-food restaurants, place stickers on all to-go bags and print tray liners with initiative message
- Post the campaign message on marquees outside of businesses



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## Law Enforcement

- Print law enforcement telephone number on materials to report parties
- In conjunction with the school, mail a letter to parents co-signed by the principal and chief or sheriff
- Increase monitoring of teen house parties during prom and graduation weekends
- Inform public that there will be an increase in monitoring for teen house parties
- Post campaign logo and law enforcement telephone number on billboards
- Place campaign logo and law enforcement telephone number in bus stop shelters
- Speak at PTA/PTO meetings to increase awareness

## Parents

- Hold 'Parent Chats' where parents can meet at a host parents home to discuss underage drinking and other issues related to teenage life
- Distribute ready-to-use parent handouts, such as *Parents: Know the facts* and *Parent Party Tips*
- Involve parents in the Parent Pledge process
- Send text messages to students on prom and graduation nights reminding them to be safe
- Volunteer to place a campaign yard sign in the front yard

## Media

- Run a story in the newspaper promoting the campaign's message
- Host a T.V./Radio talk show to discuss the importance of the campaign
- Write an editorial about the importance of campaign message
- Promote campaign message through radio, TV or newspaper interviews
- Place campaign logo and information ads in newspapers papers
- Place campaign radio ad on stations
- Place a preview slide with campaign logo and law enforcement telephone number before movies at your theater
- Post information with link on websites

## Youth

- Involve youth in *Parents Who Host, Lose the Most: Don't be a party to teenage drinking* through student written and narrated radio advertisements
- Have youth groups collaborate with English, Health, or other classes in which students interview their parents regarding their parent's knowledge about state underage drinking laws
- Empower students to post the positive message of 'don't be a party to teenage drinking' on social media outlets

## Government

- Have the mayor sign a community proclamation about the campaign
- Work to strengthen state or local social host laws
- Include a fact card when books, CDs, DVDs, and other materials are borrowed from the library
- Incorporate prosecutors in a town hall meeting
- Have elected officials talk with teens and parents about the importance of making healthy choices



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## **Medical**

- Have the campaign Public Service Announcement playing on waiting room T.V.s
- Post campaign materials, such as posters or table tents at the receptionist's counter
- Have the campaign Fact Card or *Parent Party Tips* on waiting room tables

## **Social Services**

- Display materials at health fairs and information nights
- Place initiative information and links on agency websites
- Discuss healthy choices during trainings

## **Service Groups**

- Display materials at health fairs and information nights
- Help project organizers distribute or place yard signs
- Present campaign information at membership meetings

## **Other**

- Encourage seniors to report underage drinking parties to law enforcement
- Ask for seniors to help distribute or place yard signs
- Work with faith-based groups to insert the campaign logo and information into a bulletin
- Distribute materials at all community festivals and display banner at community parades

