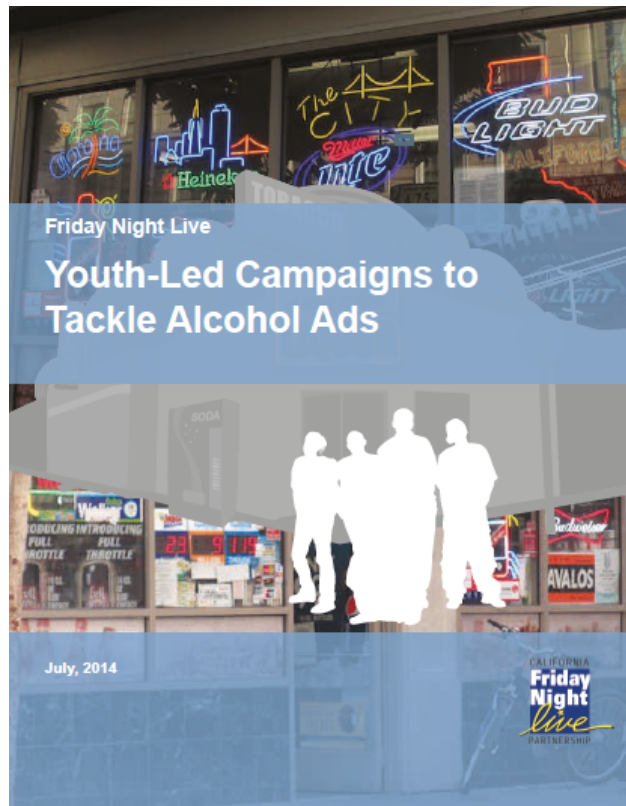


Part III: Alcohol Advertising: A Toolkit for Effecting Change Around Alcohol Advertising In Your Community



Patty Barahona
SF FNL County Coordinator

Today we will learn...

- Review campaign options
- Discuss steps to implement campaign options
- Plan to implement a media advocacy strategy in campaigns
- Share lessons learned regarding campaign implementation

Alcohol Advertising Toolkit

1. Recruit your group
2. Build your team
3. Learn about the issue
4. Do your research
5. Figure out what your data means
- 6. Come up with solutions**
- 7. Choose a campaign**
- 8. Make a campaign action plan**
- 9. Take action**
- 10. Reflect and celebrate**

Campaign Options

1. Awarding a Merchant Change Maker
2. Billboard Take Down
3. Swap it Out and Walk it Out

Campaign Options

Awarding a Merchant Change Maker

- ID store
- Build relationship with merchant
- Secure agreement with merchant
- Develop media advocacy plan
- Prepare for awards event
- Promote your store action

Campaign Options

Billboard Take Down

- ID billboard location
- Do research on ownership and history
- Develop community support for this location being free of alcohol ads
- Develop media advocacy plan
- Prepare for community presentation
- Promote your community support and action!

Campaign Options

Swap It Out and Walk It Out

- Investigate who is promoting
- Collect and display Items
- SWAP event
- Develop media advocacy plan
- Prepare for SWAP event
- Promote your community support and action!

Campaign Options

Check-in question:

Which campaign option resonates with youth and adults based on your findings and recommendations?

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Media Advocacy

How does media advocacy support your campaign work?

Media Advocacy: Layers of Strategy

- Overall Strategy
- Media Strategy
- Message Strategy
- Media Access Strategy

Overall Strategy

What is the problem?

Who's health is being hurt and how?

What is the policy solution?

Who has the power to make the necessary change?

Who must be mobilized to apply the necessary pressure?

What actions will you take?

Media Strategy

What is the best way to reach your target(s)?

What type of communication will be most effective at each stage of the campaign?

If it's news, what can you do?

When would it make a difference?

When might media attention impact the policymaking process?

Where would it help the most?

Message Strategy

What is the problem?

Why does it matter?

What is the solution?

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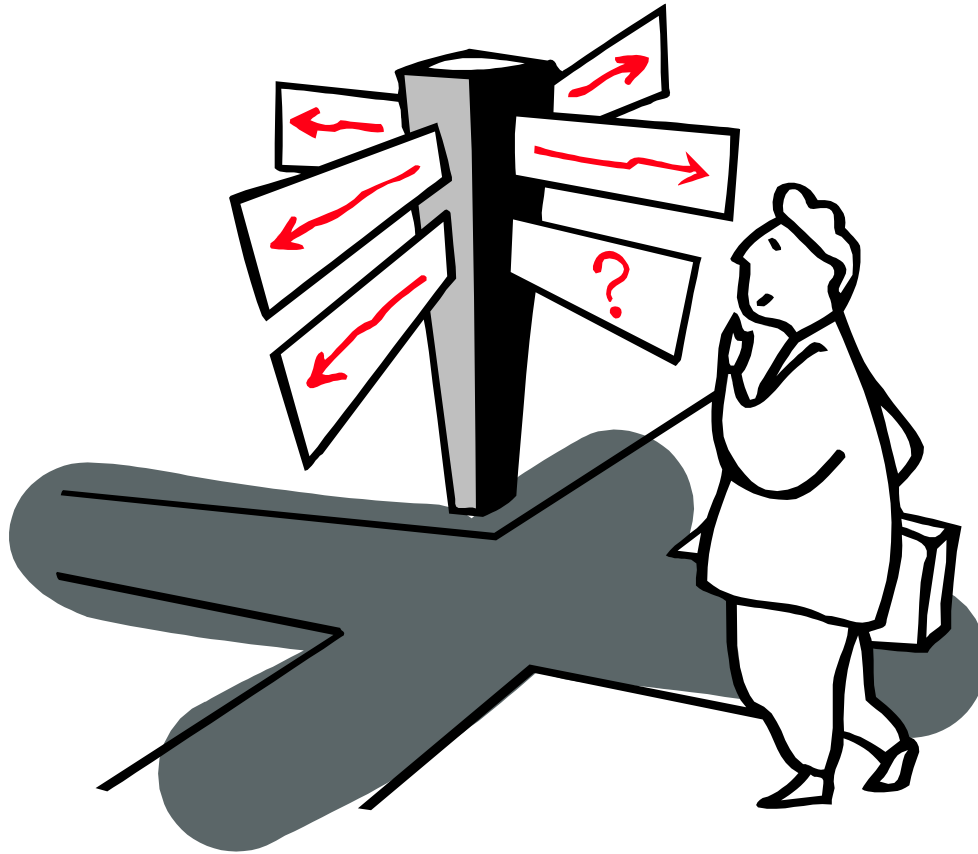
Media Access Strategy

- Can a local issue be connected with a larger, national event?
- Is there a milestone event?
- Is there an anniversary?

Lessons Learned

1. Moving from Plan A to Plan B
2. Leverage Media Advocacy Success
3. Build on campaign successes and scale
4. Evaluate campaign with youth leaders

Q & A



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Thank you!

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