

Turning the TIDE: Alcohol Media Literacy Campaign on Cape Cod

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Purpose

For families living as permanent residents on Cape Cod, increase the viability of healthy family structures potentially threatened by injudicious use of alcohol.




Meet Julie

Julie is a 13 year old in 8th grade at Sandwich Middle School. She is quite social - and some may consider her the Queen Bee of her group of friends. She plays soccer for school, and enjoys spending her time with friends. They often have sleepovers, hang out at the beach, and talk about their shared love of Justin Bieber and Pretty Little Liars. She's an average B student and hasn't really thought much about high school yet. She loves middle school and her friends are her life.

Her mom, Anne, is a single parent. Anne works for a vacation rental company throughout the year, and also waits tables at a local restaurant during the summer. Julie is an only child, so she spends a lot of time with her friends and at their houses. Anne enjoys going out for drinks with her coworkers after work, and as Julie is often with friends, this doesn't impact their time together. Anne does make a point to have mother-daughter nights on Wednesday nights so they have a set time together - given both their busy social schedules. They often go out to eat at a restaurant of Julie's choosing, or stay in and watch their favorite reality TV show together. Julie enjoys the nights with her mom, but spends a lot of her night snap chatting her friends.



Target Audience

- 13 year olds - last year of middle school (7th or 8th grade)
 - Tried alcohol, but not repeat drinkers
 - Drinking because of peer pressure, there's nothing else to do, or want to fit in for their own benefit
 - Anxiety about going to high-school next year and wanting to be cool
 - Worries: what friends think, appearances, finding classes in fall, being a "little fish"
 - Looks up to coaches, other high school students, parents, media (ex. Pretty Little Liars, Freeform)
 - Aware of parents' drinking & know the effects (basic alcohol education from health class)
 - Stigma = everyone on the Cape drinks. It's normal
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Behavioral Focus

- Have students in their last year of middle school complete media literacy programming
- Increase communication about alcohol related behaviors in family unit



Turning the TIDE on Cape Cod

Teaching the **I**nfluence of **D**angerous **E**nvironmental Messages



Evidence Based Success in Media Literacy

“Media literacy is the ability to ACCESS, ANALYZE, EVALUATE, CREATE, and ACT using all forms of communication. Media literacy empowers people to be critical thinkers and makers, effective communicators and active citizens.” -NAMLE

Recent findings suggest that media literacy is a promising approach to school-based substance abuse intervention. Among the various outcomes associated with media literacy training are:

- Increased media skepticism (Kupersmidt, Barrett, Elmore, & Benson, 2007)
- Increased perceived efficacy in resisting pro-drug media messages (Austin, Pinkleton, Hust, & Cohen, 2005)
- Greater ability to produce counter-arguments to beer advertisements (Slater, et al., 1996)
- Increased beliefs that smoking and drinking are "wrong" for teens (Kupersmidt, Feagans, Eisen, & Hicks, 2005)
- Increased interpersonal communication (Banerjee, S, et al. 2015)

Competing Behaviors & Messages

Behaviors

- Other activities (camps, hobbies, sports, etc.)

Messages

- Cape Cod drinking culture
- Acceptability of parental drinking behaviors
- Media influence of normalizing drinking culture



S.M.A.R.T Objectives



- **Behavioral**
 - By 2018, 20% of last year middle-school students in Barnstable County have completed the alcohol media literacy program.
 - By the end of the alcohol media literacy program, we aim to increase the percent of students who communicate with their parents about alcohol behaviors by 10%.
- **Knowledge**
 - By the end of the alcohol media literacy program, last year middle-school students are “media detectives” with 3 learned skills that can be used to analyze alcohol messages in their environment.
- **Belief**
 - By the end of the alcohol media literacy program, last year middle-school students believe they have the power to be agents of change against the established drinking culture at all levels of their environment including the home, local community, and Barnstable County.

Theoretical Framework I

Social-Ecological Model



Theoretical Framework II

Social Cognitive Theory

Behavioral Capability: TIDE gives last year middle-school students the knowledge and skills they need to have conversations within their family unit about alcohol

Self-Efficacy: TIDE increases last year middle-school students' confidence to use these knowledge and skills within their family unit about alcohol

SWOT Analysis

Strengths

- secured funding
- partner schools
- media literacy is evidence-based & well-established
- sustainable once established
- cross-cultural/genders/ages
- easy to implement

Weaknesses

- upfront costs may be high
- difficulty establishing school buy-in
- competing programs

Opportunities

- applicable to a variety of different health issues

Threats

- priorities change over time
- potentially politically incorrect to community
- may lose buy-in
- party culture in community
- seasonality (hard to influence summer residents)
- messages from other agencies and the media

Marketing Mix



Product

Participation in Alcohol Media Literacy Program

- *Phase 1:* Classroom skills (large group)
- *Phase 2:* Community audit (small groups)
- *Phase 3:* Home environment audit (individual)
- *Phase 4:* Community engagement (action)

Reposition: The program is fun / empowering / something to do

Place

- Where the alcohol media literacy program takes place
 - School
- Places to engage in alcohol media literacy behaviors
 - Home
 - School
 - Community
 - Everywhere!

Price

Benefits: More responsibility, fun activities, gain the skills to talk to their parents, have your parents see you as more responsible, influencing your community

Barriers: It could potentially sound boring, something your parents are making you do, it's more school, you might miss out on something in order to go, more of the same alcohol education

Incentives: Watching TV, fun media activities, discuss favorite celebrities, T-shirt logo contest, give-aways, certificates, being more informed will help them handle drinking culture in high school

Promotion: Creative Brief



Target Audience

13 year olds in last year of
middle school



Communication Objectives

Knowledge: Be media literate and understand the influences of messages in their environment

Belief: Believe that they have the power to make a difference in their family and community

Behavioral: Encourage enrollment. Actively initiate conversation with their family and community members regarding alcohol use and influence.

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Obstacles

“I’m bored. It’s something to do.”

Lack of activities

“If I drink, I have to get drunk.”

Lack of perceived control

“It’s so easy to get it.”

Accessibility

“My dad has a beer every night, so it’s obviously not bad for you.”

Disconnect of age appropriate behavior

“Everybody on Cape Cod drinks & parties.”

Community norms & perception

“My parents always drink with their friends.”

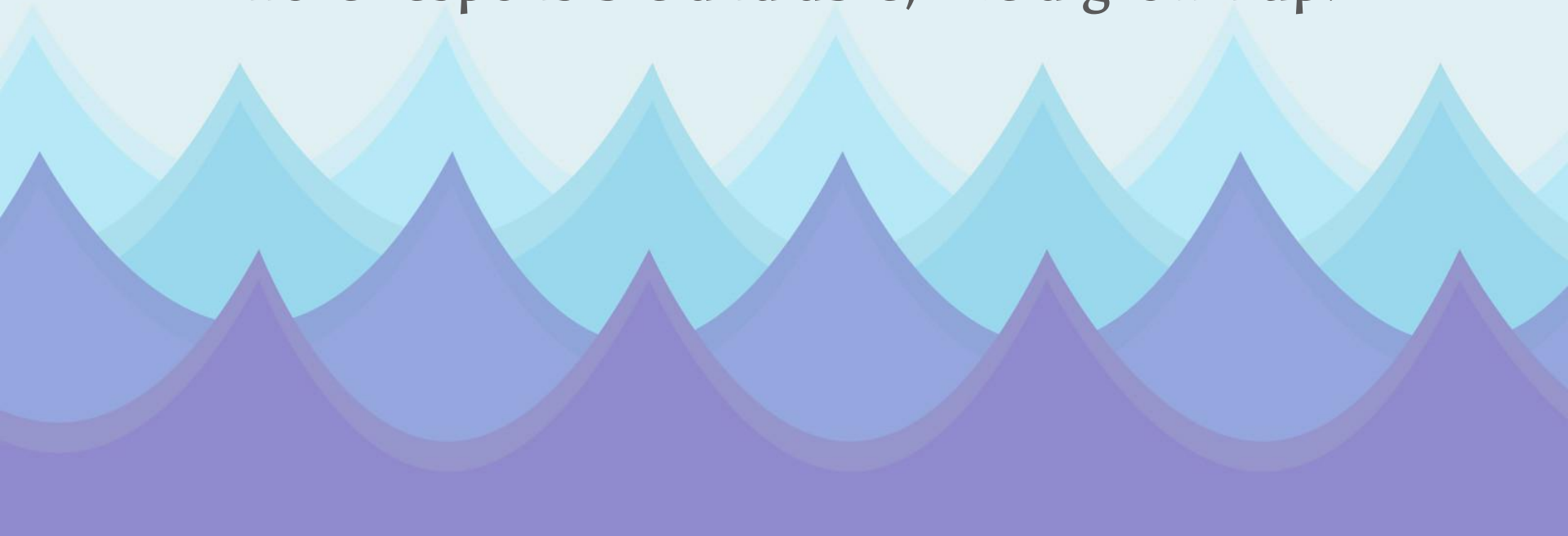
Parental behavior influence

“My mom’s OK with it, as long as we’re at home.”

Differing familial values

Key Promise

If I become media literate, then people will see me as more responsible and able, like a grown up.



Support Statement

- Because my parents want a better life for me.
- Because my parents care what I think.
- Because I will be able to assess the environment around me and understand the influences on me and my community.



Creative Considerations

Tone:

Empowering, fun

NOT authoritative

Openings:

Spring semester vacation week

Last week of school

Communication Channels:

School communication

Interpersonal communication

Community events/meetings

Other Considerations:

Portuguese speaking parents

Not specifically highlight alcohol -
focus on media literacy in comms
(opens opportunities for future
focuses)

Creative Concepts

- **Hype up the program to increase engagement**
- Targeting kids to gain interest in program
- Targeting parents to sign up children
- Foster conversation among adults - kids will be the change agents



**THE ONLY
CLASS WHERE
CELL PHONES
ARE ALLOWED**



TIDE: Cape Cod Media Literacy Program

DOUBLE TAP TO
BECOME A
MEDIA MASTER





FILTER
MORE THAN
YOUR FACE

Learn how to take
charge of what the
media is saying
to you




A photograph of two women smiling at the camera. The woman on the left has reddish-brown hair in a bun and wears glasses and a green vest over a striped shirt. The woman on the right has grey hair and wears glasses and a colorful patterned scarf. She is holding a wine glass filled with red wine. The background is a plain yellow wall.

YOUR KIDS SEE
THEMSELVES IN YOU...
WHAT DO
YOU SEE FOR
THEM?

Help them get the tools to take control
of messages that influence them everyday.



Implementation Plan

- Gain stakeholder buy-in: school officials, parents, kids
 - Design a sound curriculum: use/tailor existing or create one
 - Logistics: secure funding and location
 - Promotion: give enough notice to families
 - Execute: run the program
 - Evaluate
 - Expand reach & diversify curriculum
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Evaluation Plan

Process

- # of students enrolled in alcohol media literacy program
- Program satisfaction measures
- Facilitator implementation logs

Outcome

- Self-efficacy measures of alcohol media literacy skills
- Self-report of child-parent conversations about alcohol
- Social norms of perceived drinking behaviors
- Long term: rates of middle school/high school drinking behaviors (long term, current, binge)
- Community measures: alcoholism, drunk driving, hospitalizations, underage arrests

Questions?