



Just Say Something!

A Social Marketing Campaign for Parents Implemented by Hanover Cares

Hanover-Cares.org

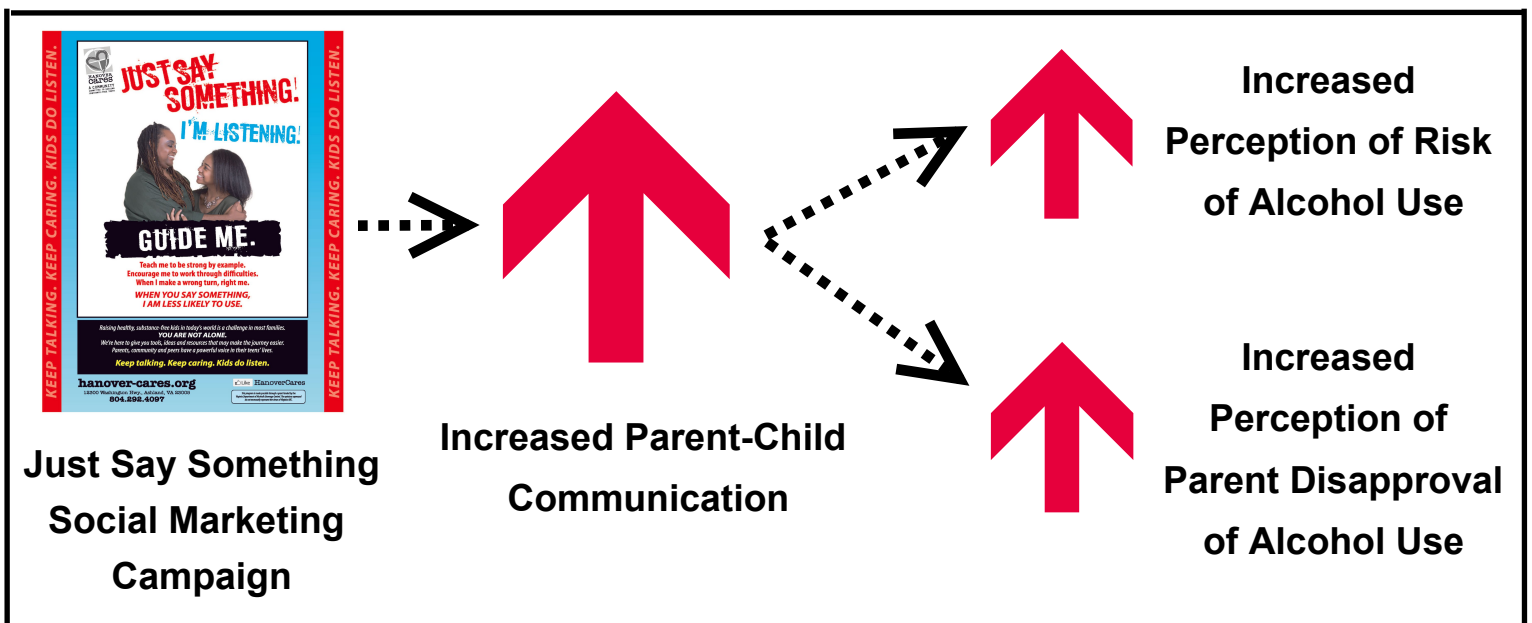
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Octavia Marsh, Executive Director

Hanover Cares implemented the "Just Say Something" (JSS) social marketing campaign to target two risk/protective factors of youth alcohol use: perceptions of parental disapproval and risk of harm. Coalition members, stakeholders, and community partners created messages that were disseminated via newspaper ads, radio PSA's, newspaper articles, paycheck mailers, door hangers, posters, table tents, calendars, church fliers, and portable banners. The coalition delivered these items throughout the county and shared the messages on social media. The Strategic Prevention Framework (SPF) guided our selection of the evidence-based strategy and risk/protective factors depicted in the model below.

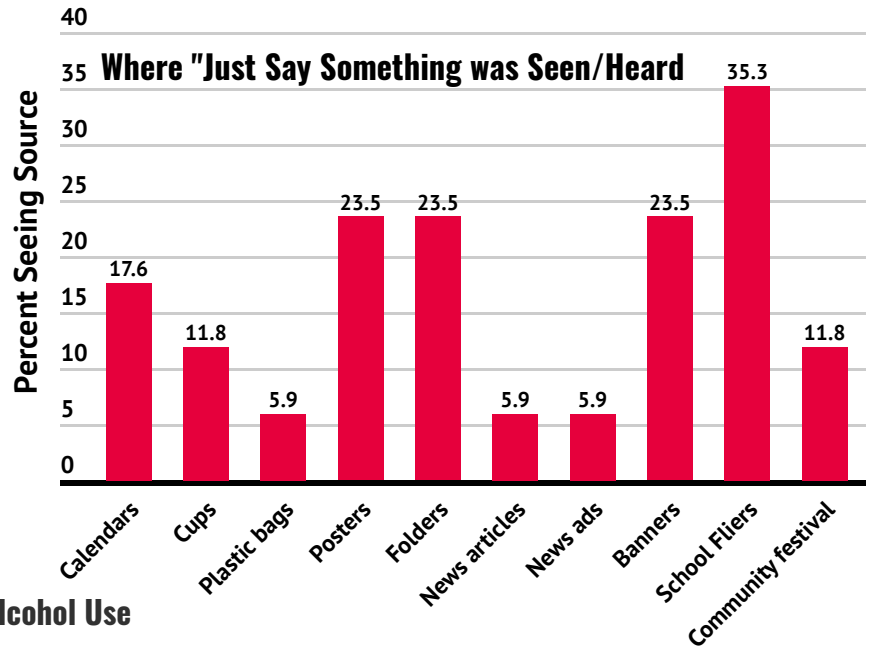


The messages are targeted toward parents, because research shows that parents have a powerful voice in the lives of their children. The primary messages were 'Guide Me,' 'Question Me,' 'Educate Me,' 'Parent Me,' and 'Check on Me.' The print materials also included contact information for Hanover Cares, as well as other tips such as "Set clear rules," "Check my social media accounts," and "Give me excuses not to use." Teens Care Too, our youth coalition, expanded upon the campaign with their own message for teens and adults, "Know the Facts. Spread the Truth." Although many factors influence youth perceptions of parent disapproval of alcohol use and perceptions of alcohol risk, our preliminary data support the logic that increasing parent-child communication will impact our two targeted outcomes.

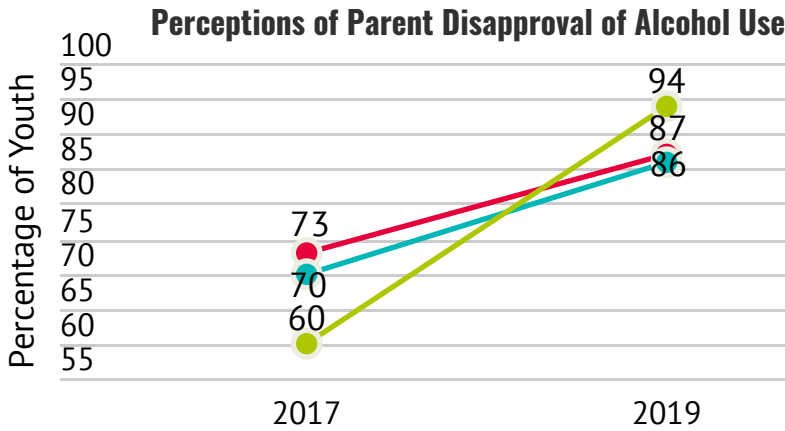
OUTCOMES LINKED TO "JSS"

Parent Data

School fliers, posters, folders, and banners were seen by adults the most.



Youth Data

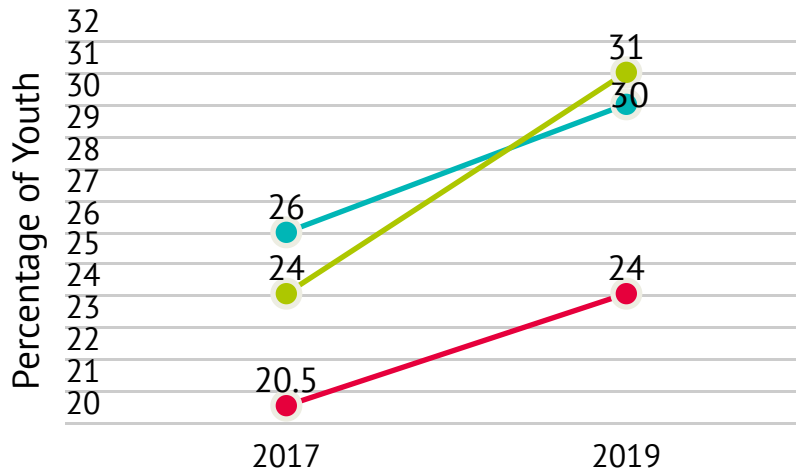


Youth perception of parent disapproval increased an average of 32%

● 8th grade ● 10th grade ● 12th grade

Youth perception of "Great Risk" for alcohol use increased an average of 20%

Percentage of Youth Reporting "Great Risk" of Using Alcohol



● 8th grade ● 10th grade ● 12th grade

Resources: Hanover Youth Surveys (2017 & 2019); Hanover Adult Survey (2018-19); Hidden in Plain Sight Event Evaluation (2017-20); Cafe Conversations Event Evaluation (2018-19); Kelly, Camello, & Hunn (2002)