

Sample Academic Year Messaging

The following sample messaging timeline showcases how a school may unfold campaign messaging across media channels over the course of an academic year. The focus of this messaging is on alcohol use. The substance of focus should be informed by the needs of the school and data from the baseline social norms survey.

August/September - December

Week	Media	Message
1	N/A	Campaign not yet started
2	N/A	Campaign not yet started
3	Small poster	Fairview Middle School Students are HEALTHY! Over 90% of students disapprove of FMS students using alcohol Information from FMS anonymous spring 2023 survey
	Large poster	Fairview Middle School Students Care! They believe it is important to volunteer in the community (92%) and make friends with people who are different from themselves (82%) They think it is wrong to pressure each other to use alcohol (95%) Information from FMS anonymous spring 2023 survey
4	Staff Buttons	9 of 10
5	Small poster	Most Fairview students would try to talk their friends out of ever drinking alcohol (64%) Information from FMS anonymous spring 2023 survey
5	Large poster	9 out of 10 Fairview students choose to NEVER drink alcohol Parents of FMS students have rules NOT allowing use of alcohol (about 90%) Information from FMS anonymous spring 2023 survey
6	Table tent	Students at Fairview Middle School Took a Survey Last Spring Here's What they Said: They choose music when feeling stressed or down to help them get through it They choose to be physically active (4 out of 5 say it is important) They choose to never drink alcohol (Over 90%) Middle school students across the U.S. also choose not to use (about 90%*) What do you choose to do? Information from FMS anonymous spring 2023 survey & National Institute on Drug Abuse* 2022 survey
7	Small poster	4 out of 5 Fairview Middle School students (81%) say their parents NEVER allow them to consume alcohol Information from FMS anonymous spring 2023 survey

7	Large poster	Almost all Fairview Middle School students disapprove of teen use of alcohol (91%) Information from FMS anonymous spring 2023 survey
8	Table tent	At Fairview Middle School, students value friends and family They find it important to make friends with people different from them (82%) They talk to someone they trust if feeling down or stressed (59%) They discourage friends from alcohol use (64%) Do you help your friends choose NOT to use? Information from FMS anonymous spring 2023 survey
8	Small decal sticker	I'm in the 90% No alcohol for me
8	Staff Buttons	Almost All
9	Small poster	ALMOST ALL Fairview students (87%) NEVER drink alcohol (not counting just a few sips in a family or religious gathering) Information from FMS anonymous spring 2023 survey
8	Large poster	Fairview Middle School Students do not let alcohol interfere with schoolwork, athletics, or friendships Most students avoid beer and other alcohol (87%) They strongly disapprove of pressuring another student to drink (95%) Information from FMS anonymous spring 2023 survey
8	Floor decal	We're in the 90% No alcohol for us
10	Table tent	Students at Fairview Middle School Took a Survey Last Spring. Here's what they said: They choose music when feeling stressed or down to help them get through it (80%) It is important to take schoolwork seriously (95%) They choose not to use alcohol (over 90%) What do you choose to do? Information from FMS anonymous spring 2023 survey
11	Small poster	FMS Students overwhelmingly CHOOSE NOT TO USE ALCOHOL Information from FMS anonymous spring 2023 survey
11	Large poster	9 out of 10 do not drink alcohol Over 90% think it's wrong for peers to drink That's Us! Information from FMS anonymous spring 2023 survey
11	Floor decal	Drink alcohol? No us! We Choose NOT To Use

12	Table tent	At Fairview Middle School, students choose not to use 90% do not drink alcohol Fairview Middle School Students Have a Good Time without Alcohol Information from FMS anonymous spring 2023 survey
12	Staff Buttons	90+
13	Small poster	Fairview middle school students say parents have rules not allowing alcohol use of any kind Information from National Institute on Drug Abuse 2022 survey
13	Large poster	The overwhelming majority of U.S. middle school students do not drink alcohol Over 90% of FMS students do not drink Information from FMS anonymous spring 2023 survey & National Institute on Drug Abuse 2022 survey
13	Floor decal	Over 90% of students at Fairview Middle School choose not to use alcohol That's Us!
13	Small decal sticker	Drink alcohol? Not us! We choose not to use
14	N/A	No new items
15	N/A	No new items

January - May/June

Week	Media	Message
1	N/A	Campaign not yet started
2	N/A	Campaign not yet started
3	Large poster	Which fact about Fairview Middle School Students surprised you most? - Over 90% of FMS students disapprove of middle school students drinking alcohol - 9 out of 10 students choose to never drink alcohol Information from FMS anonymous spring 2023 survey
3	Table tent	Fairview Middle School Students CARE! They think it is wrong to pressure each other to drink alcohol (95%) They believe it is important to volunteer in the community (92%) They would discourage their friends from ever drinking alcohol Over 4 out of 5 think it is important to make friends with people different from themselves Who do YOU care for? Information from FMS anonymous spring 2023 survey
3	Staff button	Surprised?
4	N/A	No new media

5	Large poster	<p>Over 90% of Fairview Middle School Students Choose Not to Use Alcohol! HERE'S <u>WHY</u>: "I do not like the taste or smell" "I worry how it will make me feel" "I want to do well in sports" "Almost all my friends avoid using" "I promised a family member I would not use" "I want to be a role model for my friends" Information from FMS anonymous spring 2023 survey</p>
5	Table tent	<p>SIDE 1 & 2 In the Spring 2023 Survey Fairview Middle School Students were asked WHY you choose not to use alcohol. Most students said one or more of these reasons: "I do not like the taste or smell" "I worry how it will make me feel" "I want to do well in sports" "Almost all my friends avoid using" "I promised a family member I would not use" "I want to be a role model for my friends" Why do YOU choose not to use?</p>
5	Staff button	<p>WHY Over 90%</p>
6	N/A	<p>No new media</p>
7	Large poster	<p>9 out of 10 Fairview Middle School Students Choose Not to Use Alcohol! HERE'S <u>HOW</u>: "I don't go to places where students use" "I leave places if students are using" "I avoid students who use" "I hang out with students who don't use" "I tell students I don't want to use" Information from FMS anonymous spring 2023 survey</p>
7	Table tent	<p>SIDE 1 & 2 94% of FMS Students said they use one or more of these ways to avoid drinking alcohol: "I don't go to places where students are drinking." "I leave places if students begin drinking." "I hang out with students who don't drink." "I tell students that I don't want to drink if they ask me." "I drink non-alcoholic drinks like water, sports drinks, soda/pop, or juice." Information from FMS anonymous spring 2023 survey</p>
7	Staff button	<p>HOW 9 out of 10</p>

8	N/A	No new media
9	Large poster	Fairview Middle School Students Know The Facts! - Almost all FMS students disapprove of middle school students drinking alcohol - Over 90% of FMS students do not drink alcohol - About 90% of FMS parents have a rule: No alcohol allowed Information from FMS anonymous spring 2023 survey and national survey data
9	Table tent	SIDE 1 & 2 Do you know the facts? Which of the following are true? A. Over 90% of FMS students avoid drinking alcohol B. FMS students think it is important to volunteer in the community C. Most U.S. middle school students do not drink alcohol D. Parents of FMS students do not have rules about alcohol use E. Taylor Swift played trombone in the FMS marching band F. 85% of FMS students believe the earth is flat G. Most FMS middle school students like hot dogs more than hamburgers H. Nearly every FMS student use one or more ways to avoid drinking alcohol I. Birds of feather flock together How did you do? The facts > all are true except D, E, and F
9	Staff button	Know the Facts
10	N/A	No new media
11	Large poster	Fairview Middle School Students Rock! Most students have various reasons why they do not use alcohol and have many ways to avoid drinking Wow FMS students! 9 of 10 do not use! Information from FMS anonymous spring 2023 survey
11	Table tent	SIDE 1 & 2 Which of the following are true of FMS students? o Most like Nike over other brands o Over 90% do not drink alcohol o Over half have a pet o About 9 out of 10 say their parents have rules about not drinking alcohol o Netflix is their favorite way to stream o FMS students Rock (They are all true)
11	Staff button	You All Rock! (Ask me why)
12	N/A	No new media

13	Sticker	Healthy Choices All Summer Long for Us! Fairview Students
13	Large poster	<p>Congratulations Fairview students You did it! Another school year almost done! (95% of you have said it is important to take schoolwork seriously) And here's what you also think and do: Nearly 90% of students NEVER drink any alcohol. Most Fairview students agree that they would discourage a friend from using alcohol.</p> <p>Have a safe and happy summer!</p>
14	N/A	No new items
15	N/A	No new items