



# LowCountry Alliance for Healthy Youth: Developing a Social Marketing Campaign to Reduce Youth Substance Use

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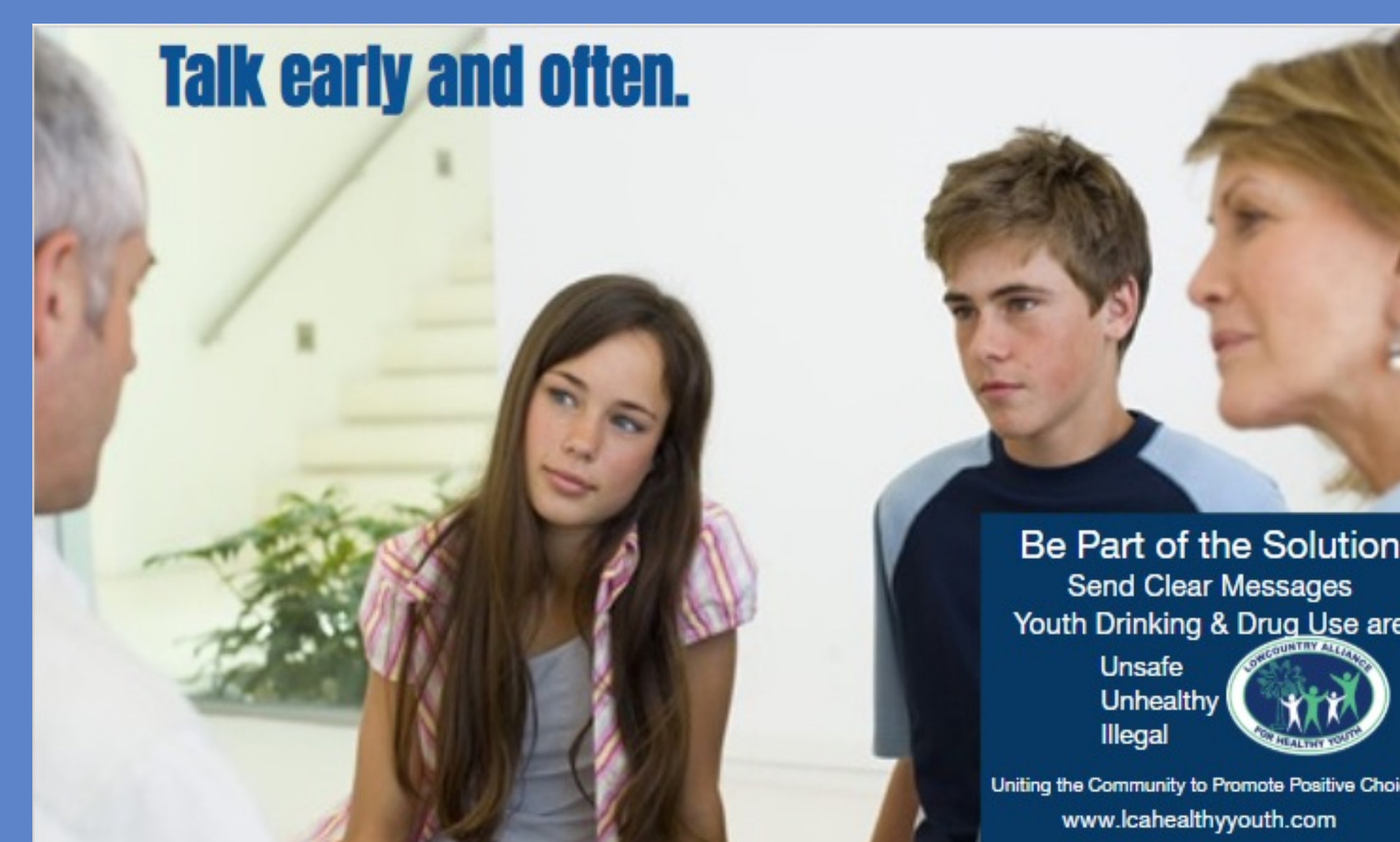


## Problem Statement:

Over 14% of adolescents aged 12–17 years reported use of alcohol or any illicit drugs during the past 30 days. (Healthy People, 2010). Community acceptability has the potential to impact acceptability of adolescent illicit drug use.

**Motivation:** The LCAHY's vision is to unite the community to promote positive choices. The social marketing campaign intent is to encourage the community to be a part of the solution and send clear messages. Youth drinking and drug use are unsafe, unhealthy, and illegal.

**Approach:** Four advertisements were developed to test among community members to determine desirability. A Qualtrics survey link with the advertisements and survey items were sent to USCB students, coalition members, community partners, Citizen Police Academy, Bluffton Police Department volunteers, and Bluffton High School Students. Survey items examined demographics, perceptions of the advertisement, and requests for how to improve the advertisement. Advertisements were revised based on community feedback received from surveys to improve their appeal to the community.



**Results:** In total 96 people responded between across a two-week data collection period. Of these 66% were female, 60% Caucasian. Ages under 18 through 70+ were surveyed. The most common requested improvement was to increase font size of the message. The selected images were also shown as a good representation of the community.

**Conclusion:** Survey results knowledge needed to provide advertisements that motivate the community to send clear messages about youth substance use. The process was warranted as it encourages better outcomes during implementation and in the future. Next steps will include observation of the dosage of advertisement in the community.

Qualitative Results for Advertisement 1: 90% of addictions begin during adolescence.	
What was the very first thing you noticed when you looked at this ad?	<ul style="list-style-type: none"> <li>Teens drinking and doing drugs</li> <li>The boy in the front rolling</li> <li>The PSA</li> <li>"90% of addictions begin during adolescence."</li> </ul>
In a few words, what does this ad say to you?	<ul style="list-style-type: none"> <li>Teens need to be healthy.</li> <li>Drugs and alcohol aren't good.</li> <li>Addiction starts when kids are young.</li> <li>Teenagers need guidance and need to be educated.</li> </ul>
What suggestions do you have that would make the ad better?	<ul style="list-style-type: none"> <li>Make the font bigger.</li> <li>Change the color scheme.</li> </ul>

Qualitative Results for Advertisement 2: Don't Lose Focus. Keep Your Head in the Game	
What was the very first thing you noticed when you looked at this ad?	<ul style="list-style-type: none"> <li>The girl playing with the soccer ball</li> <li>"Keep your head in the game."</li> <li>The sweat</li> </ul>
In a few words, what does this ad say to you?	<ul style="list-style-type: none"> <li>Stay focused.</li> <li>Drugs and drinking are distracting.</li> </ul>
What suggestions do you have that would make the ad better?	<ul style="list-style-type: none"> <li>Make the PSA bigger.</li> <li>Make the message bigger.</li> </ul>

Qualitative Results for Advertisement 3: Have you had a conversation with youth?	
What was the very first thing you noticed when you looked at this ad?	<ul style="list-style-type: none"> <li>Diverse group of teens</li> <li>How happy the teens are</li> <li>The message</li> </ul>
In a few words, what does this ad say to you?	<ul style="list-style-type: none"> <li>Talk to youth.</li> <li>You don't need drugs and alcohol to be happy.</li> </ul>
What suggestions do you have that would make the ad better?	<ul style="list-style-type: none"> <li>Increase the font size of the PSA, it is hard to read.</li> <li>Change the color.</li> <li>Insert the PSA better, so it doesn't look added.</li> </ul>

Qualitative Result for Advertisement 4: Talk early and often.	
What was the very first thing you noticed when you looked at this ad?	<ul style="list-style-type: none"> <li>Adults talking to their kids</li> <li>Family interaction</li> <li>The kids</li> </ul>
In a few words, what does this ad say to you?	<ul style="list-style-type: none"> <li>Parents should talk to their kids.</li> <li>Talk to kids about health.</li> <li>Talk to your kids early.</li> </ul>
What suggestions do you have that would make the ad better?	<ul style="list-style-type: none"> <li>The PSA and mission statement needs to be bigger.</li> <li>The box behind PSA needs to be bigger.</li> </ul>

LCAHY, founded in 2012, is a federally funded community prevention coalition in southern Beaufort County. LCAHY brings together representation from all sectors of the community to develop and implement a comprehensive solution to prevent and reduce youth substance use/abuse and related risk behaviors. The coalition strives to "unite the community" to promote positive choices.