


# Dover, NH



## Youth 2 Youth

### Counter Advertising: Can You Handle the Truth?

[www.DoverY2Y.org](http://www.DoverY2Y.org)



## Dover Youth to Youth





# Focus Areas

- Policy Change
- Community Awareness
- Education
- Media

# Policy Change through Legislation



## Legislation

### Governor Signing 'Party Host' Law



## Focus Areas

- Policy Change
- **Community Awareness**
- Education
- Media

## Hilltop Funcenter Project



Youth **2** Youth

## Hilltop Funcenter Project



## Focus Areas

- Policy Change
- Community Awareness
- **Education**
- Media

## Classroom Presentations



## Teaching Other Students



**Educate • Advocate • Lead • Serve** Youth **2** Youth



# Advocacy Training



# Focus Areas

- Policy Change
- Community Awareness
- Education
- **Media**



## Radio & TV Public Service Ads



### **Two ways to think about Counter-advertising:**

- ✓ **Prevent/reduce exposure to the message.**
- ✓ **Attempt to minimize the impact (effectiveness) of alcohol advertising.**

## Reduce Exposure:

- ✓ **Generally an environmental or policy change approach.**



## Gear Exchange



## Gear Exchange



### **Two ways to think about Counter-advertising:**

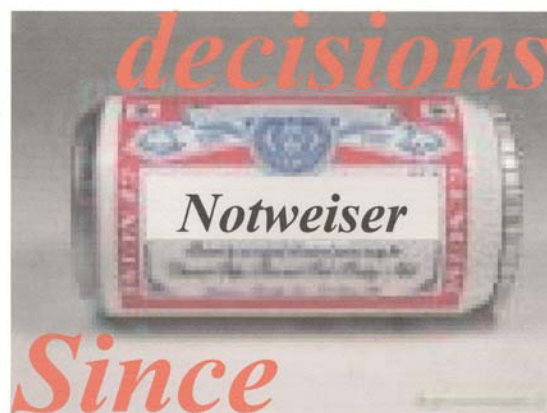
✓ **Attempt to minimize the  
impact (effectiveness) of  
alcohol advertising.**

***Often a media literacy  
type of approach.***

## Logo Lampoon

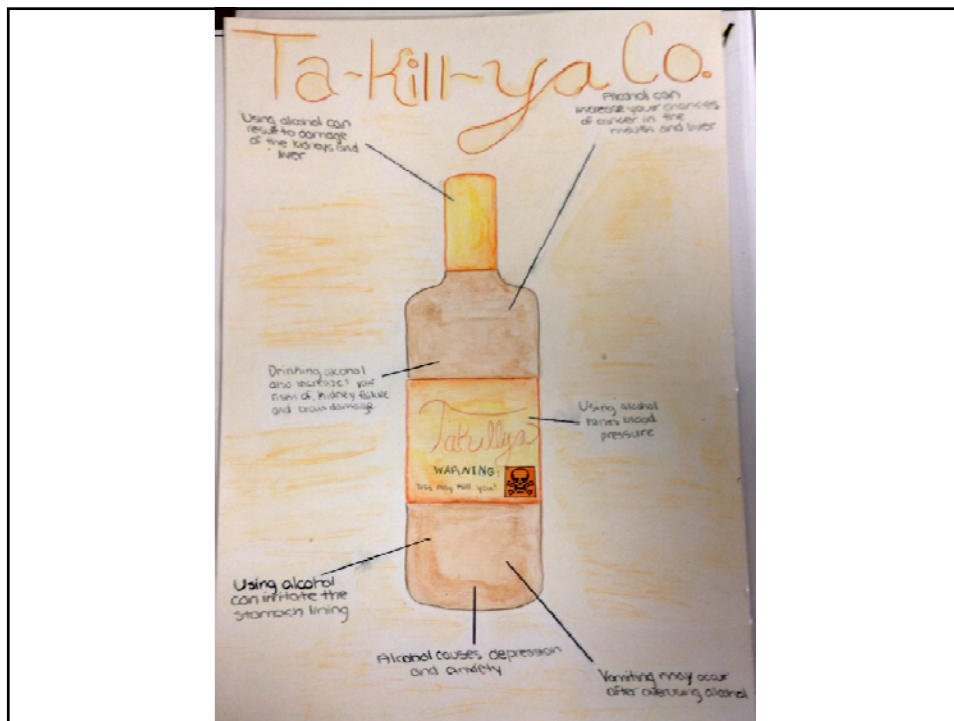
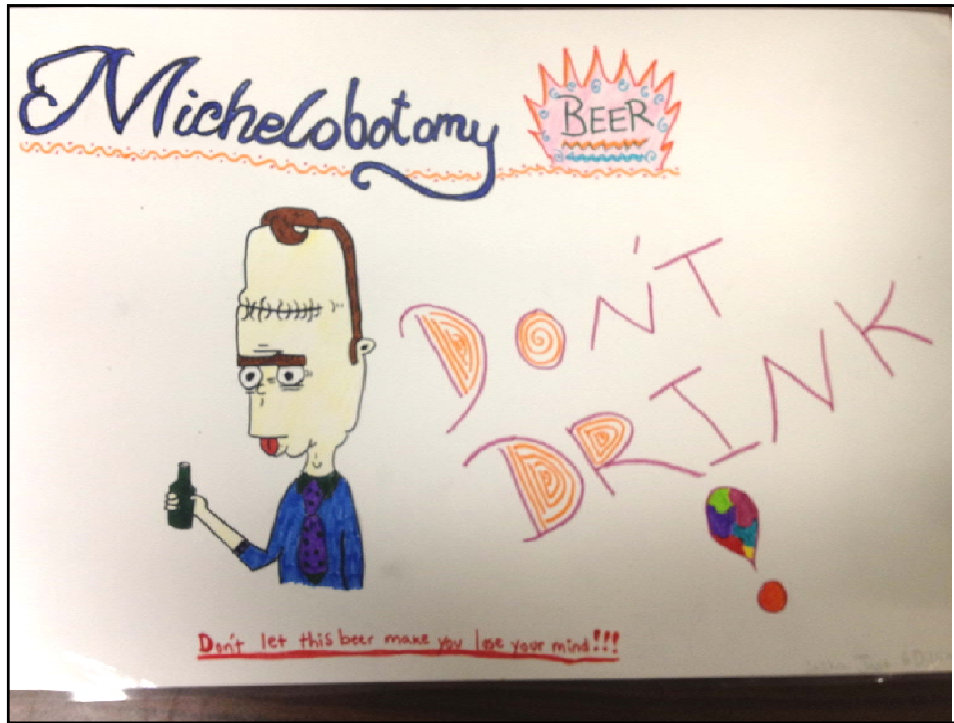


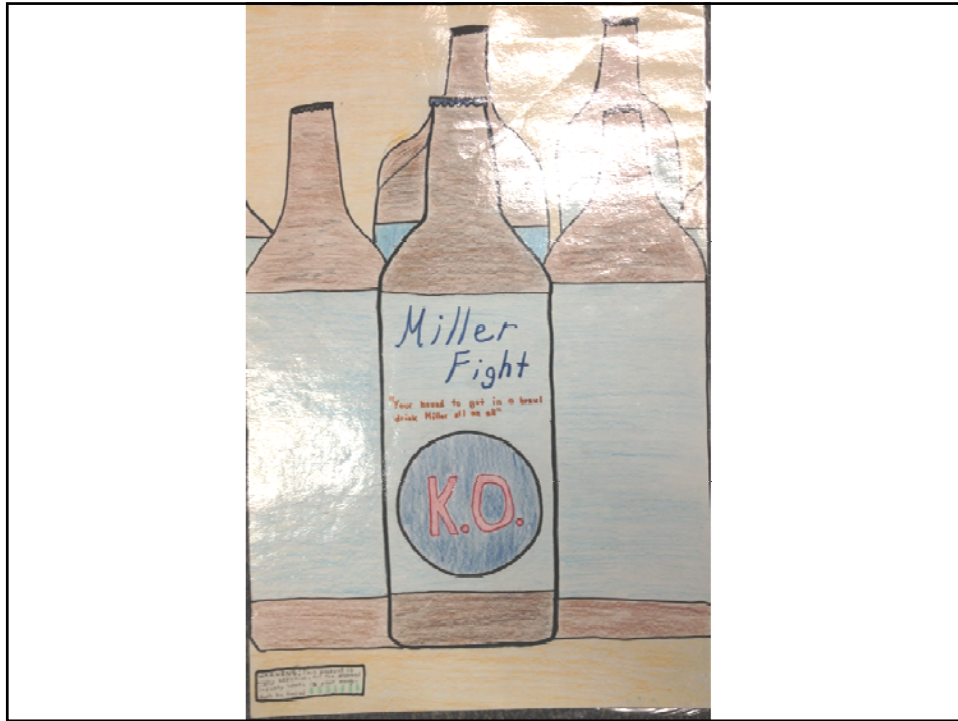
*Impairing  
decisions*



*Since*

*1852*

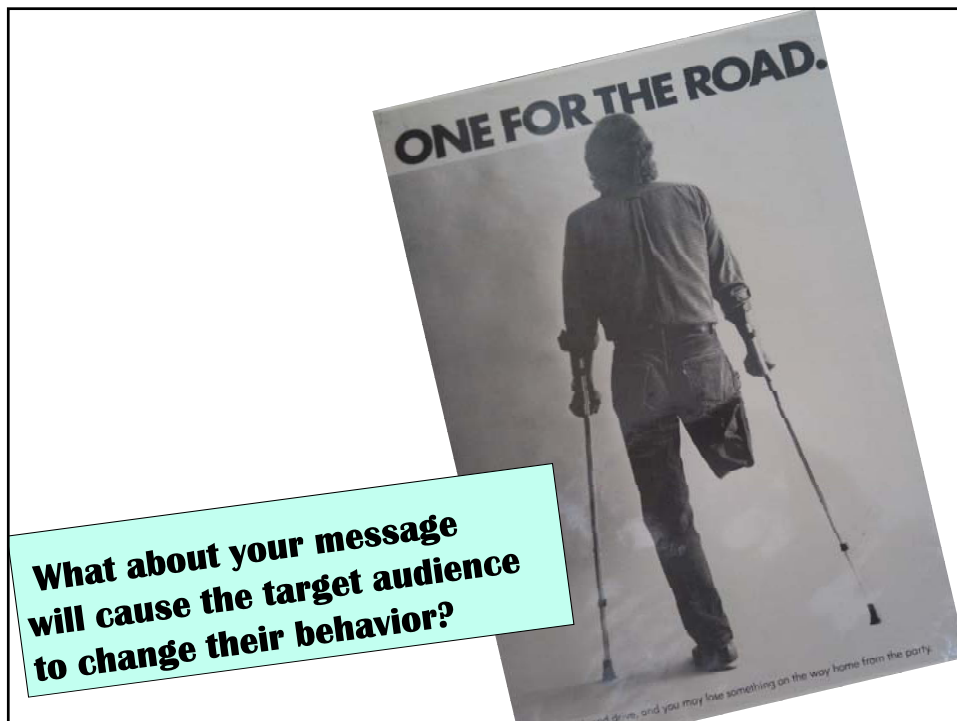




## 8 Simple Steps

### Specific Strategy

- **Who are you targeting?**
- **Why will your message cause them to change their behavior?**



## Specific Strategy

### Social Norming

- **Makes target aware that “everyone is not doing it”.**
- **Often provides info about actual rates of binge drinking or other activity.**



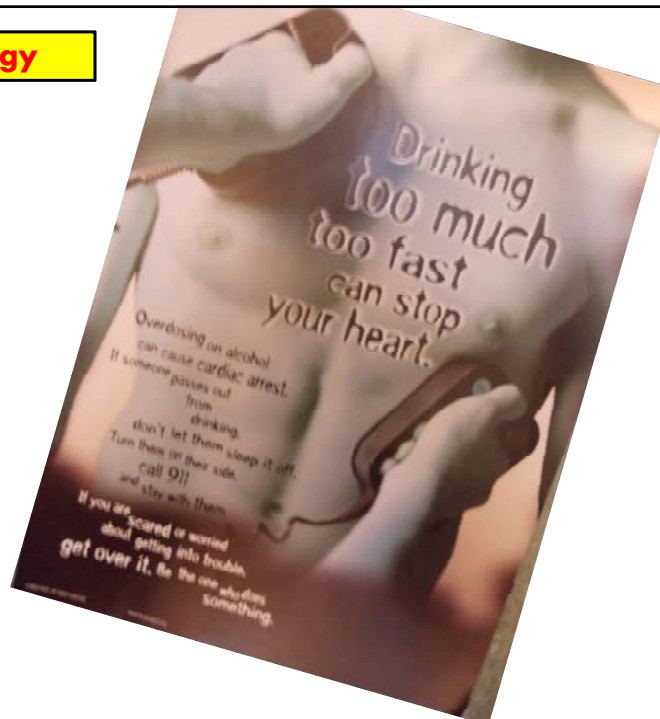


## Specific Strategy

### Health Message

- **Media conveys a message of health consequences**

### Health Strategy



## Specific Strategy

### Social Disapproval Message

- Emphasizes immediate ***social*** consequences of certain behavior.



## **Specific Strategy**

### **Manipulation or Counteradvertising Message**

**When your media alerts the target audience that the industry and its advertisers are manipulating you into using their product.**

## **Specific Strategy**

### **Counteradvertising Message**

**Your media counters and exposes the efforts of the industry and its advertisers to avoid being honest with you about their product.**



# Counteradvertising Message

## Emphasizes:

- More interested in **\$\$\$\$** than the consequences on kids or adults.



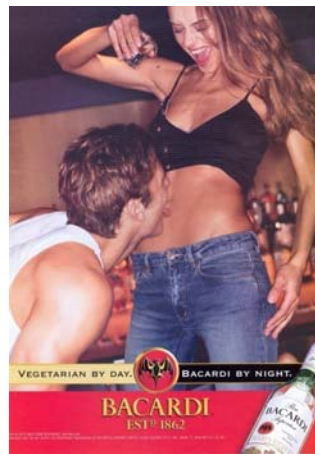


**TRICK OR TREAT**

## Counteradvertising Message

### Emphasizes:

- Targeting kids & teens as customers.





## Counteradvertising Message

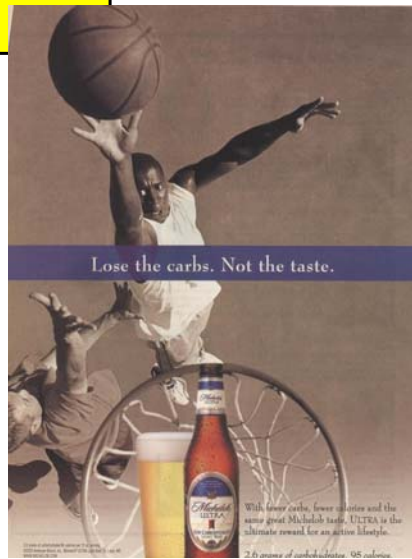
**Emphasizes:**

- **Failure to warn about consequences.**

**Did you ever see a beer ad where they mentioned "alcohol poisoning"?**



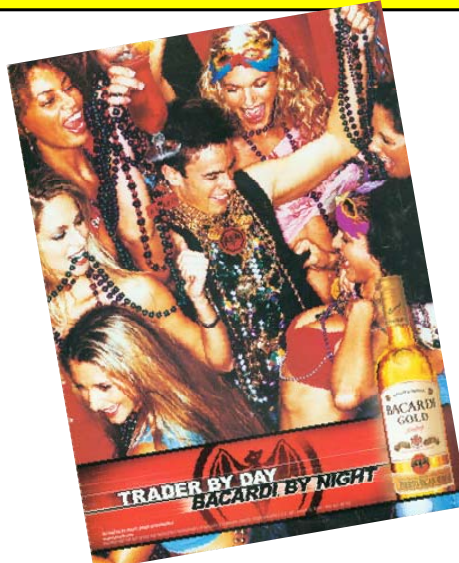
**Make it look like you'll  
be more attractive &  
athletic; and...**



**...and have more friends;  
more fun; or more sex?**



**Do their ads make drinking  
look like harmless fun?**



## Counteradvertising Message

### **Emphasizes:**

- **Misleading, deceptive or untruthful messages.**

**Do their ads make their  
product seem...**

## Counteradvertising Message

### Emphasizes:

- **Misleading, deceptive or untruthful advertising.**
- **Failure to warn about consequences.**
- **More interested in \$\$\$\$ than the consequences on us.**
- **Targeting kids & teens as customers.**

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