

Media Campaign

Media campaign is a strategy to educate youth, parents, and our community on substance abuse consequences with the aims of (1) preventing adolescent substance use, and (2) decreasing rates of alcohol and tobacco abuse among adults and youth.

Materials are created both in English and Mandarin to reach our target population.

We use brochures, fact sheets, posters, palm cards, public service announcements, data briefs, press releases, and flyers to get our message out to the community.



Youth

- Promote awareness of the consequences of alcohol and tobacco use
- Change the misperceptions of peer substance usage rates

Parents

- Promote positive communication between parents and youth
- Encourage increased monitoring of youth
- Encourage the establishment of clear rules and guidelines on substance use with their youth

Community

- Encourage smoking cessation
- Increase awareness of the consequences of second-hand smoke exposure
- Educate business retailers regarding alcohol and tobacco laws and policies



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