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MOTION NO. ~~8719~~

A MOTION authorizing the King County executive or his designee to accept funding for the Teen Drinking Prevention Program and to enter into a contract with the lead agency for the United States Office of Substance Abuse Prevention.

WHEREAS, the Seattle community has been designated as a pilot site for the Teen Drinking Prevention Program by the United States Office of Substance Abuse Prevention, and

WHEREAS, King County Drugs: Draw the Line! has been designated as the local agency to coordinate the pilot project, and

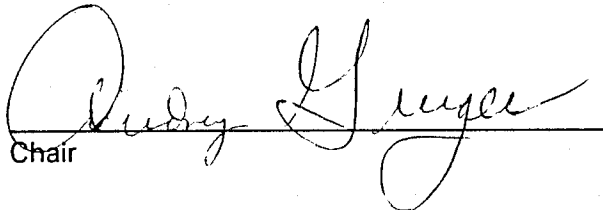
WHEREAS, the King County executive finds this coordination role consistent with the programmatic responsibilities of Drugs: Draw the Line!;

NOW, THEREFORE BE IT MOVED by the Council of King County:

The King County executive is authorized to enter into a contract with Westover Consultants, lead agency for the United States Office of Substance Abuse Prevention, for up to \$30,000 to provide coordination for the Teen Drinking Prevention Program as described in Attachment A.

PASSED this 13th day of July, 1992.

KING COUNTY COUNCIL
KING COUNTY, WASHINGTON


Chair

ATTEST:


Clerk of the Council

**CAMPAIGN COORDINATOR NEEDED FOR TEEN DRINKING PREVENTION
CAMPAIGN!**

POSITION CLOSES JUNE 15, 1992!

Campaign Coordinator for Teen Drinking Prevention Campaign. Coordinate youth and adult involvement in identifying teen drinking issues and planning and organizing a time limited campaign to address the target issue. Experience in community involvement, substance abuse prevention, media and public relations, and providing for youth involvement. Half time for one year, quarter time for 6 more months. \$12-\$15/hour DOE.

Cover letter and resume addressing experience and interest is due 4:30 pm on Mon 6/15/92 to: Drugs: Draw the Line! 2102 Smith Tower, 506 2nd Ave, Seattle, WA 98104.

Start date 6/28/92. Evening and weekend work will be required.

DDTL is working to continue and expand its diverse workforce.

YOUTH REPRESENTATIVE: TEEN DRINKING PREVENTION CAMPAIGN

8719

The Youth Representative for the Teen Drinking Prevention Campaign will be a core member of the campaign planning group. They will help involve other youth in shaping the campaign, identifying a target issue (like drinking and driving, alcohol free recreation, or school standards), and will pre-test materials in a national media campaign.

Through your involvement, you will:

- * learn and practice leadership skills,
- * gain exposure to a wide variety of community leaders,
- * work on an important teen health and lifestyle issue,
- * practice skills that will be useful in a variety of careers.

If you want to nominate yourself for this position - there's one available - these are the things you should know:

- * You must make a one-year commitment to this campaign, and expect to work on it from 5 to 8 hours a month;
- * You must not use drugs or alcohol, or be involved in criminal gang activities;
- * This is a voluntary position - you will not be paid;
- * You will be expected to work with the campaign coordinator and other members of a planning group to involve other youth in the teen drinking prevention campaign.
- * You have to be available to travel to Charleston, South Carolina for training and orientation from June 28th through July 2nd of this year. Your parents must agree to this travel, and will have to sign a travel release so that you can go. There will be 3 adults accompanying you.

If you can make these commitments, and want to be considered for the Youth Representative position, we want to hear from you!

This is how you apply:

1. Complete the application form. Please do this yourself, in your own words.
2. Ask an adult who knows you well - teacher, clergy-person, family friend, or other - to write a brief letter about your ability to take on this responsibility.
3. Enclose a note signed by your parent(s) or guardian(s) agreeing to your application.
4. Return # 1, 2 and 3 to us at:

Drugs: Draw the Line!
2102 Smith Tower
506 2nd Ave
Seattle, WA 98104

We must receive your materials by 4:00 pm on Wednesday, June 17th.
If you have questions about this - please call us at 296-5250.

TEEN DRINKING PREVENTION CAMPAIGN YOUTH REPRESENTATIVE APPLICATION

Your Name: _____

Address: _____

City: _____ Zip: _____ Phone Number: _____

1. Why are you interested in being the youth representative to the Teen Drinking Prevention Campaign?

2. Please tell us what experience you have had with alcohol or other drug abuse prevention activities.

3. A key part of your role will be involving other youth in the campaign. How would you do this?

Don't forget to attach:

* A adult reference and * Letter from your parent(s) or guardian(s).

Return to: Drugs: Draw the Line! 2102 Smith Tower 506 2nd Ave Seattle

BY: 4:00 PM Wednesday June 17th

Agency support may be recognized in various ways, among them a listing on program stationery which will be supplied by WCI.

- 4) **Provide mechanisms for ongoing youth involvement.** Youth involvement mechanisms shall include, but not be limited to, a Youth Advisory Panel, focus groups, and meetings. The Youth Advisory Panel shall be made up of youth from 16 to 18 years old. They shall be selected from recommendations from the coalition of supporting agencies, youth panel members shall be selected to reflect positive role models and leadership potential and represent a broad range of background and personalities. They must not be leaders or members of youth gangs engaged in criminal activity and must not be involved in the sale or use of drugs. Panel members will advise on program planning, activities, and materials which will effectively deliver program messages to their peers.
- 5) **Develop a program implementation plan and budget to cover the period from June 1, 1992 through December, 1993.** This plan shall include education materials, activities, publicity, and collateral materials. The program plan and budget must be approved by WCI before implementation may proceed.
- 6) **Identify and solicit local corporate sponsorship (inkind and actual).** Corporate support could include, but not be limited to, donations of funds, airtime, print space, printing refreshments, collaterals, meetings space, office space, use of equipment

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Memorandum of Understanding

This is a Memorandum of Understanding (MOU) between Westover Consultants, Inc. (WCI) and the Lead Agency Name concerning the role of the Lead Agency Name as Name of City lead agency in the U.S. Office for Substance Abuse Prevention (OSAP)'s Teen Drinking Prevention Program. WCI in this capacity is working as a contractor for OSAP under Contract No. 277-90-4004. This MOU is governed by all terms and conditions, and restrictions of Contract No. 277-90-4004, which has a period of performance of September 28, 1990 to April 29, 1993.

SCHEDULE

This MOU covers a period of performance from date of signature through April 29, 1993.

LEAD AGENCY RESPONSIBILITIES

In working with WCI as the OSAP Teen Drinking Prevention Program's lead agency in City Name, the Lead Agency Name agrees to perform the following activities:

- 1) **Administer project funds:** Total funding available to City Name lead agency is Total Amount to be allocated in the following ways: no less than Amount for

- b. Coordinate local materials development per approved work plans:
- Work with local coalitions to determine target audiences, messages, strategies/formats, and specific agency assignments.
 - Coordinate materials with those of the national program.
 - Coordinate and implement a work plans for the OSAP Campaign Support Materials, Community-Based Initiative, and Event Initiative.
 - All local program materials must be approved by WCI and OSAP before production and distribution.
- c. Assist national staff with pretesting of national program materials. This assistance shall include:
- Participating in focus groups and other gatherings.
 - Provide feedback to national staff through reports on focus groups and gatherings, as well as through other written documentation of local responses to program materials.
- d. Maintain the following ongoing public relations activities:
- Host community meetings of parents, youth, etc.
 - Establish awareness of program goals and activities in the community. Activities that enhance awareness could include attending/speaking at local government and prevention agency meetings, writing opinion editorials and press releases and placing them in local newspapers, or distributing program materials in schools and places of business.
 - Develop relationships with media (primary, secondary, and nontraditional) to ensure appropriate news coverage.
 - Initiate and maintain contact with public and private intermediaries. Promote program activities, foster awareness of program accomplishments among community civic and business leaders. Key intermediaries include community religious leaders, sports coaches, parent groups, and law enforcement representatives.
 - Identify local community leaders willing to be program spokespersons.

**CHARLESTON PLANNING SESSION
WORK PLAN #1 -- BUILDING THE FOUNDATION**

A. PLANNING AND STRATEGY SELECTION

1. Identify target audiences.
2. Create an Advisory Council with representation from each target audience
3. Create a Youth Advisory Council.
4. Research target audiences; create target audience profiles including demographics, knowledge, and attitudes concerning youth drinking and media habits.
5. Conduct community forums to assess community knowledge, attitudes and needs concerning underage drinking. Assess existing prevention programs and available resources.
6. Observe news reporting in your community. Assess what makes news, which PSAs receive the most airtime, etc.
7. Investigate corporate support and outline fundraising activities.
8. Identify advocacy organizations working toward the prevention of underage drinking.
9. Develop a program budget.

B. SELECTING CHANNELS AND MATERIALS

1. Evaluate existing materials
2. Using your target audience profiles, select those channels (i.e. television [free v. cable?], radio [format?], news papers, etc.) which are credible to...

AGREEMENT

It is agreed that when a breach of the covenants contained herein results in irreparable and continuing damage to both parties for which there can be no adequate remedy at law, either party may unilaterally terminate this Agreement after providing written notification to the other.

If any provision of this Agreement is held to be illegal, invalid or unenforceable under present or future laws effective during the terms of this Agreement, such provision shall be fully severable; this Agreement shall be construed and enforced as if such illegal, invalid, or unenforceable provision were omitted part of this Agreement; and the remaining

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6. Create media lists.

C. DEVELOPING MATERIALS AND PRE-TESTING

1. Formulate the program message as it applies to your community. Tailor the program tag line for your community.
2. Pre-test message and tag line within each target audience.
 - Does the target audience understand the message?
 - Accept it?
 - Feel that it is important?
3. Create mechanisms/procedures for materials focus group testing.

D. IMPLEMENTATION

1. Complete audience profiles.
2. Complete community forums.
3. Complete distribution plan.
4. Complete message pre-testing.
5. Hold kick-off to announce program participation to the news media.
 - *Select kickoff location.
 - *Select and prepare newsmakers for kickoff.
 - *Invite key community leaders and officials including youth.
 - *Prepare materials for kickoff.
6. Analyze resulting media coverage and modify message as necessary.

E. ASSESSING EFFECTIVENESS

1. Review audience profiles, advisory council rosters and distribution plans for appropriate representation of entire community, especially target audiences.
2. Develop assessment instruments for later use. How can progress be measured?

F. FEEDBACK TO REFINE PROGRAM

1. Study program feedback and modify channel selection, message and materials, and/or distribution plan as needed to ensure program effectiveness.

**CHARLESTON PLANNING SESSION
WORK PLAN #2 – OSAP CAMPAIGN SUPPORT MATERIALS**

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A. PLANNING AND STRATEGY SELECTION

1. Review menu of OSAP Campaign Support Materials and choose those applicable to your community needs.
2. Write goals and objectives regarding utilization of OSAP Campaign Support Materials.
3. Determine quantity needs.
4. Develop assessment instruments to gage effectiveness of OSAP Campaign Support Materials.

B. SELECTING CHANNELS AND MATERIALS

1. Using target audience profiles, select those channels which are best suited to the OSAP Campaign Support Materials distribution.
2. Assess existing distribution mechanisms.
3. Select appropriate products and match these products to deliver intended messages to specific audiences.
4. Write distribution plan.

C. DEVELOPING MATERIALS AND PRE-TESTING

1. Pre-test each selected product within focus groups comprised of the intended audience.
2. Re-evaluate use of products if necessary.

D. IMPLEMENTATION

1. Inform OSAP of product quantities needed.
2. Implement distribution plan.

E. ASSESSING EFFECTIVENESS

1. Begin assessment process with survey research to establish effectiveness of message delivery to intended audiences.

F. FEEDBACK TO REFINE PROGRAM

1. Study program feedback and modify channel selection, message and materials, and/or distribution plan as needed to ensure program effectiveness.

**CHARLESTON PLANNING SESSION
WORK PLAN #3 – FORMULATING A COMMUNITY-BASED INITIATIVE**

A. PLANNING AND STRATEGY SELECTION

1. Identify community and social norms which encourage teen drinking.
2. Identify the ongoing efforts of advocacy organizations with similar goals.
3. Select a community norm which substantially contributes to underage drinking in your community and will be targeted for change.
4. Create goals and objectives concerning changing the negative norm.
5. Plan media strategy to achieve goals.
6. Plan interpersonal and group advocacy strategy to achieve goals.

B. SELECTING CHANNELS AND MATERIALS

1. Identify community gatekeepers and organizations which can assist with changing the targeted community norm.
2. Select products which will best suit the achievement of your goals (i.e. What message has to be delivered to which audience?).
3. Devise a media strategy which will best deliver the message to the target audience.

C. DEVELOPING MATERIALS AND PRE-TESTING

1. Develop media and advocacy materials.
2. Conduct peer reviews of materials by OSAP and local advisory council.
3. Design focus group instruments.
4. Test products in community focus groups.
5. Evaluate results, incorporate findings into materials development, and prepare final report.

D. IMPLEMENTATION

1. Prepare spokespersons and information materials (i.e. press releases, media backgrounders) in anticipation of program announcement.
2. Announce community-based initiative to the media.
3. Conduct ongoing media information campaign.
4. Develop advocacy network through the use of message ambassadors (i.e. speakers at community forums).
5. Distribute media and advocacy materials.

E. ASSESSING EFFECTIVENESS

1. Conduct surveys within specific audiences concerning message reception, retention, and action, if any.
2. Analyze and quantify media coverage.

F. FEEDBACK TO REFINE PROGRAM

1. Study program feedback and modify channel selection, message and materials, and/or distribution plans as needed to ensure program effectiveness.

**CHARLESTON PLANNING SESSION -
WORK PLAN #4 - MODIFYING A COMMUNITY EVENT**

A. PLANNING AND STRATEGY SELECTION

1. Identify community events which encourage or promote youth drinking.
2. Research events and identify key players.
3. Identify the environmental factor within the event which encourages underage drinking.
4. Target the selected environmental factor for change.
5. Conduct a meeting with event organizers.

B. SELECTING CHANNELS AND MATERIALS

1. Learn selected events' target audience and how event is promoted to the community.
2. Select appropriate strategies to motivate sponsors to modify event.

C. DEVELOPING MATERIALS AND PRE-TESTING

1. Develop message materials for distribution at the event.
2. Pre-test the materials with target audience before the event.

D. IMPLEMENTATION

1. Have a presence at the targeted event.
2. Communicate your message to event participants.

E. ASSESSING EFFECTIVENESS

1. What affect did your presence have on the event.

F. FEEDBACK TO REFINE PROGRAM

1. Apply what you learned in your effectiveness assessment to your participation in future events.