

BE REAL - MEDIA CAMPAIGN

GUIDING PRINCIPLES AND RESEARCH

Social Marketing

- *The effective use of the media for prevention education is primarily demonstrated when the intervention is combined with other prevention strategies (e.g. education, enforcement of existing laws). Mass media campaigns may be particularly effective as a reinforcement complement to a peer led social or life skills curriculum which emphasizes these skills that is delivered in schools, community centers or churches .These programs have been effective In delaying onset of tobacco use and in reducing weekly use of tobacco by youth by 43 to 60 percent.*

Be Real employs a cooperative community approach to prevention, reinforcing messages through media, school, home and community. It occurs within the context of a comprehensive substance abuse prevention approach that is maximized through a statewide three-tiered system for service delivery at local, regional and state levels.

- *Research indicates that social marketing techniques based on (certain) principles can be used to encourage youth to adopt healthy behavior norms, such as abstinence from ATOD use.*

Be Real uses demonstrated principles for conducting effective social marketing campaigns.

Source: Center for Prevention Research and Development, Research-Based Principles for Developing Alcohol, Tobacco and Other Drug Prevention Programs. First Edition, July 1998

School-Linked Strategies

- *. . .there is a body of evidence, particularly in the area of school reform, to indicate that organizations such as schools must build their capacity to initiate and sustain specific substance-use and violence-prevention efforts for all students in the classroom.*

Be Real provides a wide selection of curriculum and extra-curricular prevention activities designed to make prevention a sustaining activity throughout the school year.

- *Critical aspects of education campaigns are increasing communication with parents. . .offering teachers opportunities to reinforce or build knowledge and skills related to conveying important messages associated with a given campaign. . .Perhaps the most effective communications campaigns are those that correct student beliefs about the prevalence of substance use.*

Be Real provides a variety of methods of delivering the consistent and ongoing message that most students do not use drugs. The Be Real kit spells out in clear detail all aspects of implementing the program, saving schools and communities valuable time and effort that would otherwise be spent developing a plan. It includes a strong parent involvement element, and offers teachers resources and ideas for supporting the Be Real prevention messages in their classrooms. Be Real showcases “real” kids to show that healthy, successful kids don’t use drugs.

- *Community-wide Communication Campaigns Influence Community Norms about Substance Use and Violence among Youth.*

Be Real encourages and spells out how to coordinate cooperative community prevention efforts to reinforce the Be Real message through media and community organizations and businesses. It provides step-by-step instruction for getting the message out.

Source: National Training Center for Middle School Drug Prevention. Research-based Principles of School-based Prevention. Topic 3: Strategies and Principles for Preventing Substance Abuse and Violence.