



# PREVENTION OF UNDERAGE DRINKING CAMPAIGN

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# PREVENTION OF UNDERAGE DRINKING CAMPAIGN – Public Service Announcement

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**Goal:** Honolulu Liquor Commission creates Summer Campaign for Prevention of Underage Drinking

## OBJECTIVES OF DON'T DROWN YOUR FUTURE

1. Minimize underage drinking and reduce alcohol abuse
2. Make sure liquor laws are being followed
3. Raise awareness for liquor licensees on the process of selling alcohol to create a safe and healthy environment
4. Reach parents to remind them of the dangers of underage drinking and alcohol abuse
5. Create consistent messaging to correlate the Honolulu Liquor Commission and the mission of creating healthy and safe communities throughout Honolulu



# TARGET AUDIENCE

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There are 3 target audiences we aim to reach with our underage drinking campaign:

- ❑ **Teens (Ages 13-20):** Demonstrate to our youth that it is uncool to participate in underage drinking. There are healthy alternatives to having fun
- ❑ **Adults (21+):** This includes parents, older siblings, and close family and friends. We would like to remind them their responsibility of not allowing underage kids and peers access to liquor
- ❑ **Licensees/Businesses:** We'd like to remind businesses the dangers and repercussions of selling/serving liquor to minors, which include fees and jail time. We'd also like to highlight general procedures that businesses should follow for ex: following protocol for id'ing of customers, risks of overserving, and responsibility for safety of their customers on their premises



# CAMPAIGN STRATEGY: REAL STORIES, REAL PEOPLE, REAL SITUATIONS

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1. **30 second commercial** on Hawaii News Now (607x on KGMB/KHNL) from May to August 2019
2. **(4) HiNow Segments** that will cover various topics including liquor laws, dangers of alcohol consumption, and responsibility of parents
3. **Anti-Underage Drinking Pledge:** Encourage kids to join the fight against underage drinking. Contest giveaway to one winner who received a free trip to Kualoa Ranch for 12 people



# Don't Drown Your Future – 30 sec. commercial



<https://www.youtube.com/watch?v=pxfsRAobxvI&t=0>

# Hi Now Episode #1 – Marcus Hee (Teen Role-Model)



<https://www.hinowdaily.com/graduation-week-dont-drown-your-future-campaign-aims-to-reduce-alcohol-abuse-among-teens/>

# Hi Now Episode #2 – Drunk Driving Partnership with MADD – Karlotta Carvalho



<https://www.youtube.com/watch?v=NMqzTw4ltgA&list=PL39aWJfxywjNagIQj2BILQ3nyWIOSqP0i&index=4>

# Hi Now Episode #3 – Checking ID's - Sale of Liquor Partnership with ABC Stores (Licensee)



<https://www.youtube.com/watch?v=92B0WLXbzkA&list=PL39aWJfxywjNagIQj2BLQ3nyWIOSqP0i&index=3>

# Hi Now Episode #4 – Don't Drown Your Future

Jordan Botelho (St. Louis High)– Top Recruit in the State,  
Notre Dame Football Commit



<https://www.youtube.com/watch?v=qtZtpz0yR8w&list=PL39aWJfxywjNagIQj2BILQ3nyWIOSqP0i&index=2>

The background is a piece of marbled paper with a complex, organic pattern of light grey, white, and pale blue-grey tones. The pattern resembles natural stone or biological cells, with irregular, vein-like shapes and some darker, brownish spots scattered throughout. The overall texture is soft and slightly grainy.

***Mahalo!***