

YOU ARE NOT ALONE

A media campaign for Granite City, Pontoon Beach, Mitchell, Madison, and Venice



Being alone can be nice when you need a break, but “alone” in your convictions can feel awful. That is the basis of a campaign being released by the Take Action Drug-Free Communities Coalition.

Coordinated Youth and Human Services (CYHS) and Chestnut Health Systems (CHS) are the lead agencies on this project. Other very active members in this coalition are Madison County Health Department, SWIC – Sam Wolf Granite City Campus, The Bank of Edwardsville, and United Congregations of Metro-East. Members also include representatives from the schools, law enforcement, Cornell Interventions-Project X, and SIU Edwardsville.

The campaign goal is to reduce underage drinking by limiting teenagers’ access to alcohol. Underage drinking is a leading contributor to adolescent death. It is also associated with many of the problems that reduce a youth’s potential for future success.

Starting the end of January, 2007, this campaign will release eight different posters in two sizes featuring the message “**YOU ARE NOT ALONE: 4 out of 5 adults believe that it is NOT OKAY for teenagers to drink alcohol.**” Banners will be used to move the message around in the communities. In the fall, a companion message -- “**YOU ARE NOT ALONE: 3 out of 4 adults believe that stopping underage drinking is their responsibility.**” -- will be released.



Teens’ parents and teen friends’ parents are a serious source (whether they know it or not) for alcohol consumed by underage drinkers. This campaign can influence these adults’ choices by adjusting what they see as normal. Adjusting people’ perceived norms helps modify their attitudes. Attitude drives behavior.

This page features some of the posters used in this campaign. This is a great way to work together to help make our communities better and safer places for our youth! For information on Take Action Coalition or to request a poster to proudly display, call Karen Tilashalski at CYHS (876-2383). For details about the media campaign, call Connie Laurie at CHS (288-3100).

