

Testing the Anti-Drug Message in 12 American Cities
National Youth Anti-Drug Media Campaign
Phase I (Report No. 2)



Barry R. McCaffrey
Director

Executive Office of the President
Office of National Drug Control Policy

Executive Summary

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March 1999

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MESSAGE FROM THE DIRECTOR

This second evaluation report on Phase I, *Testing the Anti-Drug Message in 12 American Cities: National Youth Anti-Drug Media Campaign*, presents the final qualitative and quantitative findings regarding the effectiveness of the initial phase of this historic effort. Each phase of the campaign is being evaluated to assess the success of this initiative in achieving its stated goals. The overarching goal driving this campaign is to educate and enable America's youth to reject illegal drugs.

Findings from school-based surveys of youth in grades 4-12, telephone surveys of parents, focus groups and key informant interviews all indicate that this campaign has achieved its initial objective: to increase awareness of anti-drug messages among youth and adults.

Significant findings from Phase I include the following:

YOUTH

- For all four of the ads targeting youth that were included in the survey instrument, there were significant increases in recall in the target sites between baseline and followup.
- The percentage of youth responding that they learn a lot that drugs are bad for you from TV commercials increased from 44 to 48 percent in target sites between baseline and followup, while decreasing from 45 to 40 percent in comparison sites, for a net difference of 9 percent.
- At followup, youth in the target sites were significantly more likely to agree with the statement that TV ads or commercials make them more aware of how dangerous drugs are than youth in the comparison sites.

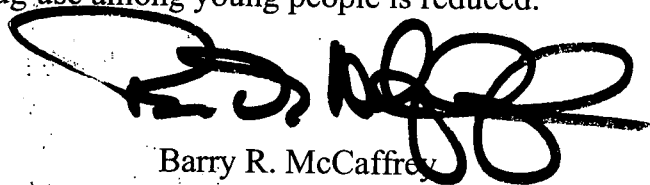
TEENS

- For three of the six ads that teens were asked about in the survey instrument, there were significant increases in recall in the target sites between baseline and followup.
- Teens in target sites reported a significant increase in seeing or hearing commercials or ads telling them about drugs every day or almost every day in target sites between baseline and follow up, compared to the comparison sites where there was a decline.
- There was an increase from 20 to 25 percent among teens in target sites who agreed they learned a lot about the risks of drugs from TV between baseline and followup in contrast to comparison sites where the percentage declined from 23 to 20 percent, for a net difference of 8 percent.
- Focus group findings indicate that teens have inconsistent views about marijuana that affect their perceptions of anti-marijuana ads suggesting that future ads should focus on the transition from occasional to chronic marijuana ads.

PARENTS

- Parents and other adults are the key information sources for children on the dangers of drug use and want ads that provide them with information on how and what to say in talking with their children about drugs, indicating the value of using television to reach parents.
- There was an increase from 42 to 51 percent among parents in target sites between baseline and follow up who strongly agreed that ads made them more aware of the risks of using drugs, compared to a decline from 43 to 41 percent among parents in comparison sites, for a net difference of 11 percent.

Based on data from the Phase I evaluation, it is clear that the National Youth Anti-Drug Media Campaign met its goal of raising awareness--the first key step in changing attitudes and ultimately behavior. This campaign is instrumental in ensuring that we as a Nation achieve the stated goal of reducing youth use of illegal drugs. ONDCP remains committed to evaluating and refining the campaign to sustain long-term anti-drug attitudes and to ensure that drug use among young people is reduced.



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Director
Office of National Drug Control Policy

EXECUTIVE SUMMARY

INTRODUCTION

This report presents findings from the evaluation of Phase I of the National Youth Anti-Drug Media Campaign (the Media Campaign) sponsored by the Office of National Drug Control Policy (ONDCP). The Media Campaign is the largest and most comprehensive anti-drug media campaign ever undertaken by the Federal Government. It is further distinguished from earlier efforts because it features paid advertising.

The Media Campaign is being implemented in three phases, each of which will be evaluated. The purpose of this report is to measure the effectiveness of the Phase I paid campaign, which includes 62 different interventions through television, radio, newspapers, and outdoor billboards. The particular focus of this report is the effect of the paid television advertising on awareness of anti-drug messages among youth, teens, parents, and other adult influencers.

The overall communication objective for Phase I was to reach 90 percent of the primary target audience once per day for the first two months of the campaign, and then for the balance of Phase I the goal was a 90 percent reach with a frequency range of 4 to 7 each week. Parents and other adult influencers were to be the focus of 40 percent of the messages and youth aged 9 to 18 were the emphasis of 60 percent of the intervention, prioritized as follows: young teens aged 11–13, teens aged 14–18, and youth aged 9–10.

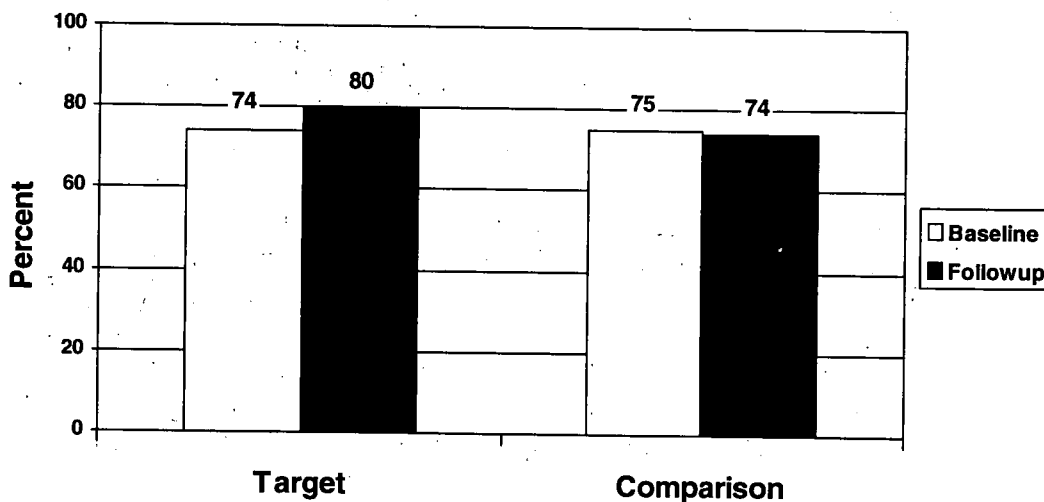
The major findings of the evaluation are as follows:

- The findings from school- and telephone-based surveys, focus groups, and interviews with key informants in the target sites and comparison sites indicate that the paid placement of anti-drug advertisements resulted in greater increases in awareness of anti-drug ads in target sites than in the comparison sites.
- Survey findings regarding awareness of a sampling of paid anti-drug ads show that when all target sites collectively are compared to all comparison sites collectively, the target sites consistently experienced greater increases in levels of awareness from baseline to followup, as follows:
 - For all four paid ads on the *youth* survey, the overall percentage difference between target and comparison sites from baseline to followup was statistically significant, and substantially so, with net differences that ranged from 11 to 26 percent.
 - Four of the six paid ads on the *teen* survey showed statistically significant differences in the net percentage change. The overall percentage difference between target and comparison sites from baseline to followup ranged from 12 to 27 percent for three of the

ads; the overall percentage difference for the fourth ad was a modest 6 percent, which may not be considered significant in a practical sense.

- Four of the five paid ads on the *parent* survey showed overall percentage differences between target and comparison sites that were statistically significant. Only one of the ads, however, showed a net percentage change that might be considered significant in a practical sense (10 percent); the net percentage change for the others was relatively small, at 4 and 5 percent.
- Again looking at target and comparison sites in the aggregate, media monitoring and survey data, supported by media buying plan data, show that the number of times an ad was shown and the time it was shown are correlated to audience level of awareness of the ad (i.e., the greater the number of times shown and the more often it was shown during the prime viewing hours of its intended audience, the greater the level of awareness).
- Site-specific data clearly show that when an ad was purchased in some sites but not in others, the level of awareness of the ad was consistently greater in the sites where the ad was purchased as opposed to being broadcast as a PSA.
- Survey data also show that paid advertising was an effective way to reach youth, teens, and parents. For youth, Exhibit 1 illustrates the increase in the

Exhibit 1
Increases, Due to Watching TV Ads, in Youth Awareness of the Dangers of Drugs



Agreed that "TV ads or commercials make you more aware of how dangerous drugs are."*

*Significant difference in change from baseline to followup between target and comparison sites; significance is at the 95% confidence level.

percentage of youth in target sites who agreed that television ads made them more aware of how dangerous drugs are. For teens, Exhibit 2 presents the increase in the percentage who agreed they learned “a lot” about the risks of drugs from TV commercials and Exhibit 3 shows the increase in the percentage of teens who reported seeing or hearing ads about the risks of drugs every day or almost every day. For parents, Exhibit 4 illustrates the increase in the percentage who strongly agreed that the anti-drug commercials made them more aware of the risks of using drugs, those who strongly agreed that the anti-drug commercials gave them new information or told them things they didn’t know about drugs, and those who strongly agreed that the anti-drug commercials made them more aware that America’s drug problem is something all families should be concerned about.

- From baseline to followup, parents in target sites showed increases in perceptions of the risk of their children *regularly using* marijuana, cocaine/crack, heroin, inhalants, and methamphetamines as well as *trying* inhalants, methamphetamines, heroin and cocaine/crack. In comparison sites, the percentages of parents who perceived these drugs to be of risk to their children decreased or remained the same. Although the differences were not great, the net difference between target and comparison sites was statistically significant. The changes are illustrated graphically in Exhibit 5.

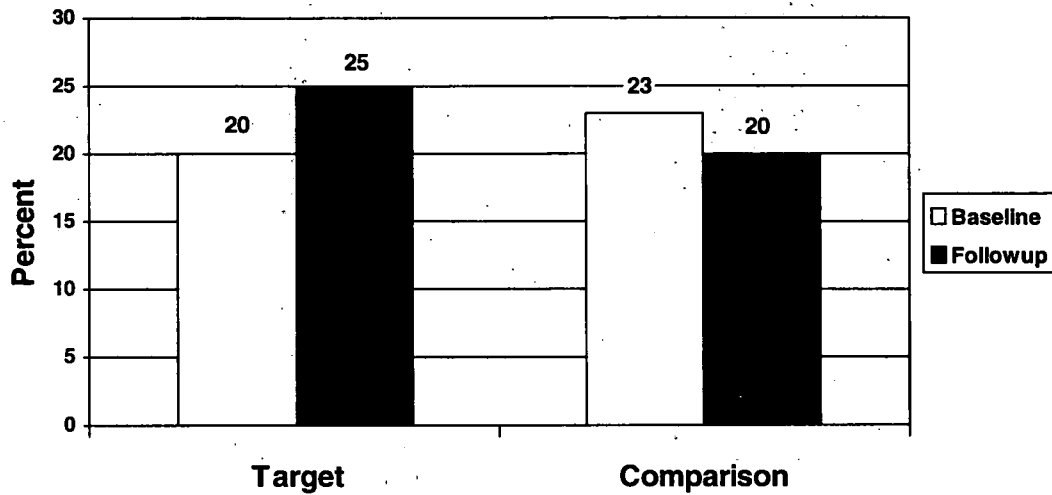
The Media Campaign Design

After more than a decade of steady decline in the reported use of drugs by teenagers, from 1992 to 1996 national survey data (*Monitoring the Future*) showed an increase in drug use by 8th, 10th, and 12th graders and a corresponding steady decrease in their disapproval of drug use and perception of the risk of drug use. The 1996 *Monitoring the Future* study found that more than half of all high school students use illicit drugs by the time they graduate, and more than 20 percent of youth surveyed reported using marijuana in the past month.

In 1997, the number one goal of *The National Drug Control Strategy* became to “Educate and enable America’s youth to reject illegal drugs as well as alcohol and tobacco.” The second objective in support of that goal is “Pursue a vigorous advertising and public communications program dealing with the dangers of drug, alcohol, and tobacco use by youth.” The President’s drug control budget for FY 1998 included proposed funding for the Media Campaign, which received bipartisan support in Congress for “a national media campaign to reduce and prevent drug use among young Americans.”

Planning for the Media Campaign began in early 1997. ONDCP initiated a collaboration with the Partnership for a Drug-Free America (PDFA), who would provide the creative advertising for the Media Campaign through their existing pro bono relationship with leading American advertising companies.

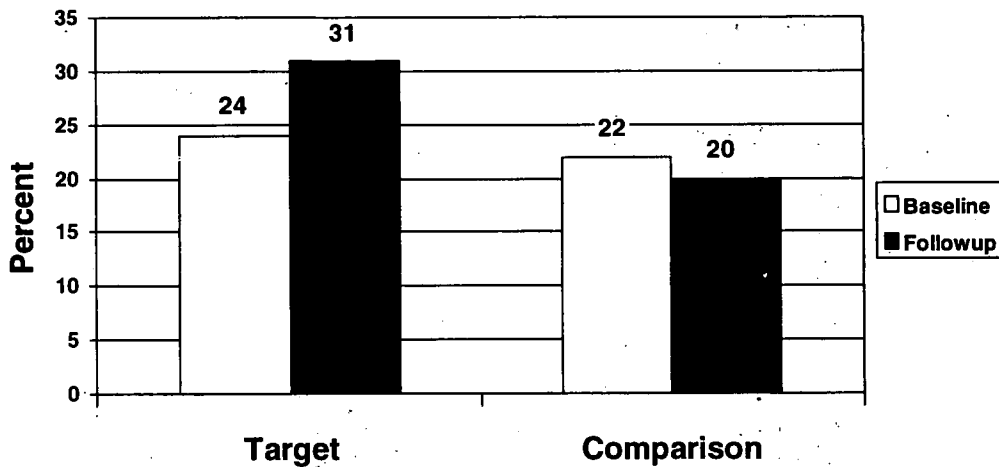
Exhibit 2
Increases in Teens Reporting TV Commercials as a Source of Information About the Risks of Drugs



Agreed they learned "a lot" about the risks of drugs from TV commercials.*

*Significant difference in change from baseline to followup between target and comparison sites; significance is at the 95% confidence level.

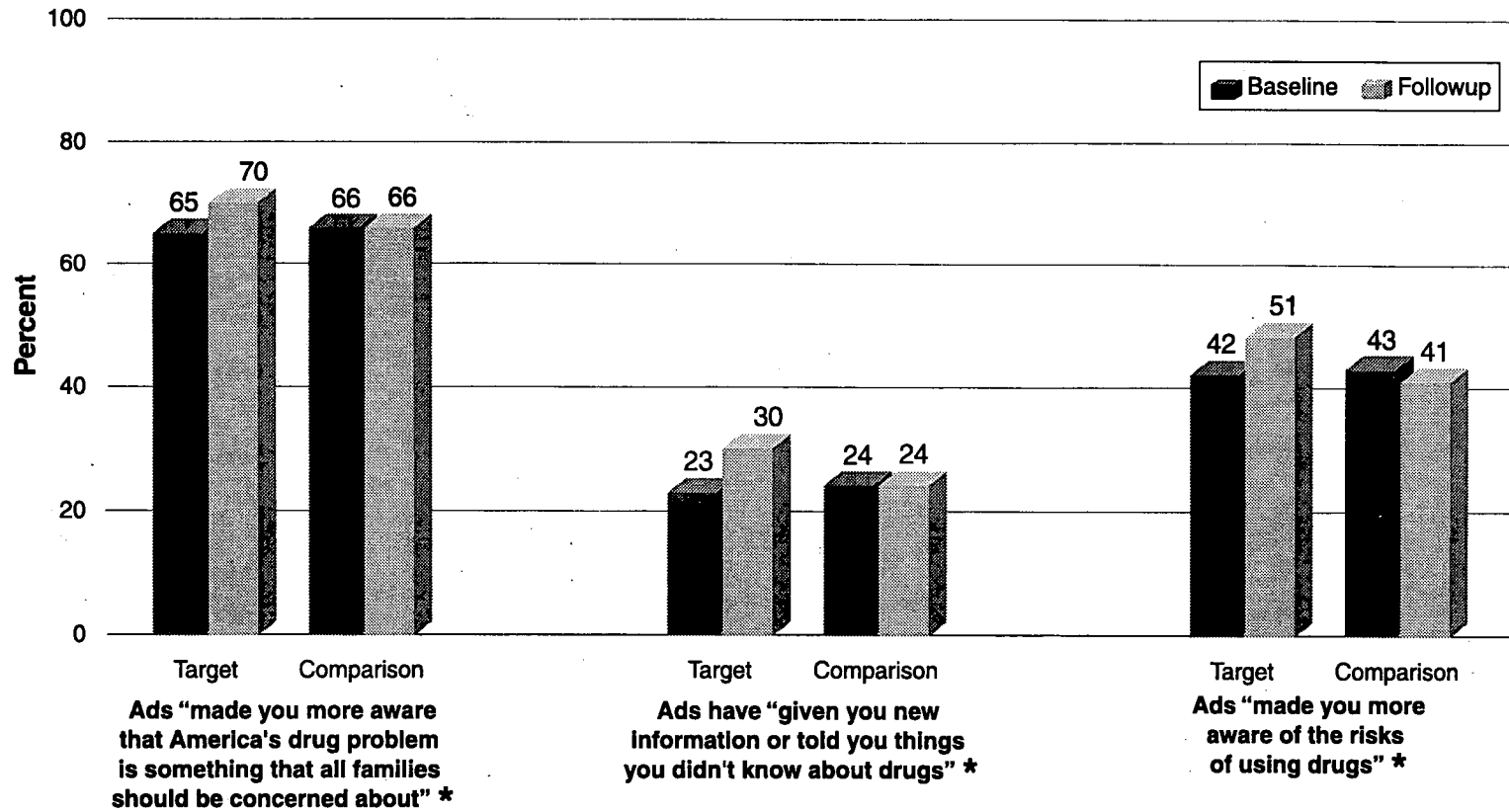
Exhibit 3
Increases in Teens' Reported Level of Exposure to Anti-Drug Ads



Percentage reporting the "frequency of seeing or hearing commercials or ads telling them about drugs every day or almost every day, significantly increased.**

**Significant difference in change from baseline to followup between target and comparison sites; significance is at the 95% confidence level.

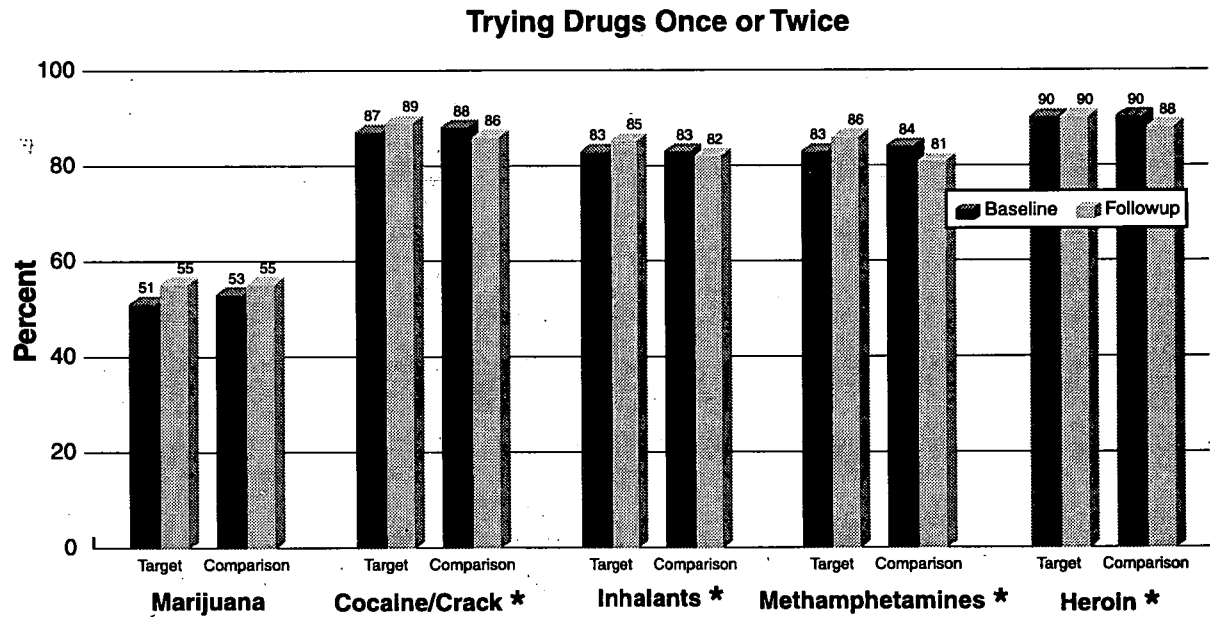
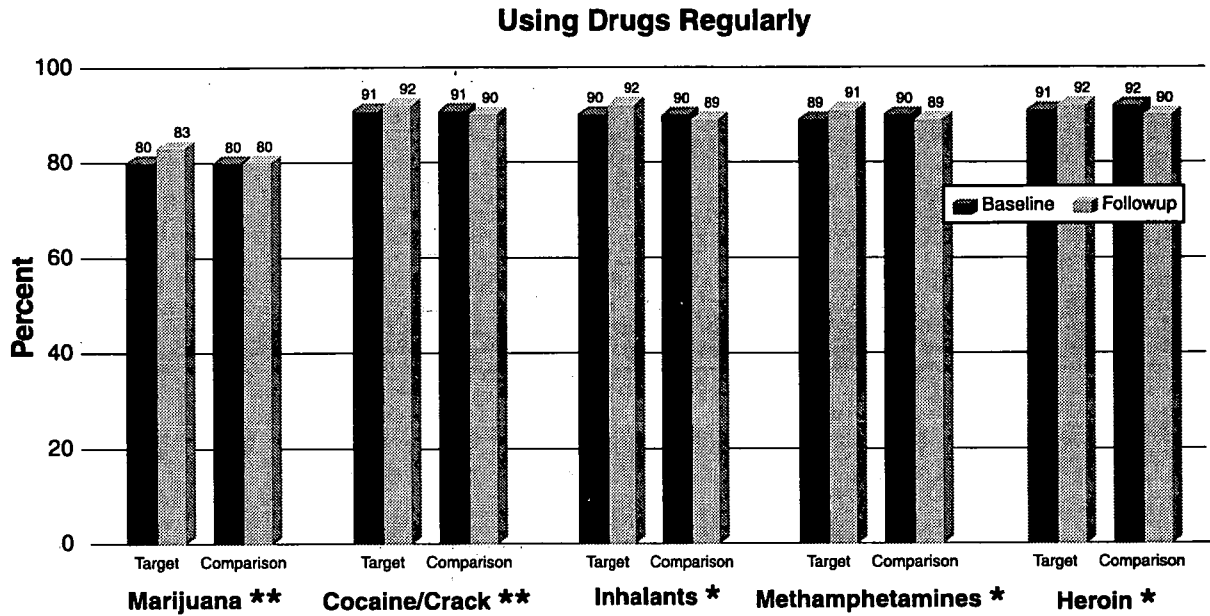
Exhibit 4
Effectiveness of Ads: Percentage of Parents Saying They "Agree a Lot" With the Statement...



Note: Percentages are weighted.

*Indicates significant difference in change from baseline to followup between target and comparison sites; significance is at the 95% confidence level.

**Exhibit 5
Parents' Awareness of the Risk of Drugs:
Percentage Saying There Is "Great Risk" in...**



Note: Percentages are weighted. Parent Question #

*Indicates significant difference in change from baseline to followup between target and comparison sites; significance is at the 95% confidence level.

**Indicates significant difference in change from baseline to followup between target and comparison sites; significance is at the 90% confidence level.

The Media Campaign has three goals:

- Educate and enable America's youth to reject illegal drugs;
- Prevent youth from initiating use of drugs, especially marijuana and inhalants; and
- Convince occasional users of these and other drugs to stop using drugs.

Through realistic portrayals, the Media Campaign is designed to show the harmful effects of drugs and the benefits of a drug-free lifestyle. "denormalize" drug use by reminding people that most youth do not use drugs, and empower parents with information and strategies to prevent their children from using drugs. The Media Campaign is designed to reach five target groups: youth, ages 9-10 (13% of the Media Campaign effort); youth, ages 11-13 (25%); youth, ages 14-18 years (12%); parents (40%); and other influential adults (10%).

The Media Campaign is being implemented in three phases:

- *Phase I* was a 26-week pilot test that ran from January through June 1998 in 12 metropolitan areas across the country. Because the timeframe for launching the first phase did not allow the development of new advertisements, television, radio, outdoor and newspaper advertisements that had already been produced by PDFA were used and were placed in paid spots, with a pro bono match requirement. Television advertising included both broadcast and local cable stations as well as in-school Channel One. Television and radio were the primary vehicles for reaching youth and teens, and television, radio, and newspapers were used to reach adults.
- *Phase II* was the initial nationwide advertising, or "validation" phase. It began in July 1998 and ran through December 1998. Expanded to a national audience, Phase II included paid television, radio, newspaper, print, Internet, and outdoor advertising; television advertising included both broadcast and selected cable networks.
- *Phase III* will mark full implementation of the Media Campaign. It will start in 1999 and run for four years. Phase III will disseminate new advertisements developed specifically for the Media Campaign and that meet campaign strategy objectives. A key feature of the Phase III effort is to build partnerships with community-based and national anti-drug groups, local and State governments, industry, private businesses, and professional sports teams. For the most part, those partners will play various non-advertising roles.

Strategy for Evaluation of the Media Campaign

The effectiveness of each phase of the Media Campaign will be measured by an impact evaluation. The evaluations are being conducted within the broader context of the *Performance Measures of Effectiveness: A System for Assessing the Performance of the National Drug Control Strategy*, published in 1998 by ONDCP. Under the Performance Measures of Effectiveness system two "Impact Targets" have been established for reaching the goal of educating and enabling America's youth to reject illegal drugs, alcohol, and tobacco:

- *Use of illegal drugs, alcohol, and tobacco by youth:* By 2002, reduce the prevalence of past-month use of illegal drugs and alcohol among youth by 20 percent as measured against the 1996 base year. By 2007, reduce this prevalence by 50 percent as compared to the base year. Reduce tobacco use by youth by 25 percent by 2002 and 55 percent by 2007.
- *Initial age of drug use in youth:* By 2002, increase the average age for first-time drug use by 12 months from the average age of first-time use in 1996. By 2007, increase the average age of first-time drug use by 36 months from the 1996 base year.

In addition, two "Performance Targets" have been established specifically to measure the effectiveness of the Media Campaign:

- *Youth risk perceptions:* By 2002, increase to 80 the percent of youth who perceive that regular use of illegal drugs, alcohol, and tobacco is harmful, and maintain this rate through 2007.
- *Youth disapproval:* By 2002, increase to 95 the percent of youth who disapprove of illegal drug, alcohol, and tobacco use and maintain this rate through 2007.

Consistent with the Media Campaign focus on drugs, the impact evaluations will focus on use of illegal drugs, initial age of drug use, and youth risk perceptions and disapproval of drugs.

At the start of the Media Campaign, ONDCP expected to detect measurable changes in ad awareness within a few months of the start of the 6-month Phase I Pilot Test. Other measurable changes were expected to take much longer. For example, change in perceptions and attitudes about drugs were not expected to occur for another 1 to 2 years, and changes in drug use itself, not for another 2 to 3 years.

Because of the short time periods (approximately 6 months each) of Phases I and II, the evaluations of those phases focus on change in awareness of the Media Campaign. Expected changes in perceptions and attitudes about drug use, and expected changes in behavior, are to be measured in the Phase III evaluation.

Implementation of Phase I

ONDCP began implementation of the Media Campaign in January 1998. The key features of Phase I were as follows:

- The Campaign was conducted in 12 metropolitan areas: Atlanta, Baltimore, Boise, Denver, Hartford, Houston, Milwaukee, Portland (Oregon), San Diego, Sioux City, Tucson, and Washington, D.C.;
- Sites were selected on the basis of geographic representation within the United States, population size, demographic representation, and the types of drugs prevalent in each community;
- The Campaign used advertisements that had already been produced by PFDA, but instead of presenting them as public service announcements, the Campaign purchased time slots for television and radio ads to ensure that the ads reached their target audiences; television advertising included both broadcast and major cable networks;
- Selected to be appropriate for child, teen, or adult audiences, the paid advertisements were scheduled to be broadcast during peak viewing/air time for each of the target audiences (i.e. youth, teens, and adults); the objective was to reach 90 percent of each target audience with an average of four exposures per week;
- Advertisements emphasized prevention of entry-level drug use (marijuana and inhalants) in all target sites and focused on local epidemics of heroin, cocaine, and methamphetamine use, where appropriate;
- In sites with substantial Hispanic populations (Denver, Hartford, Houston, San Diego, Tucson, and Washington, D.C.), some advertisements were broadcast in Spanish as well as in English;
- Stations were required to provide pro bono, one-to-one matching time for other approved public service announcements or in-kind programming;
- Advertisements with a pro bono match requirement were also purchased in newspapers; and
- Two outdoor billboard advertisements were also purchased in each target site.

The Media Campaign was kicked off in each target site by the Director or another senior representative of ONDCP, typically with the area congressional representative and local community leaders, and ran from January through June.

The paid advertisements for each target site during Phase I are presented in a matrix format at the end of this Executive Summary. Of 62 paid

advertisements, 30 were shown on television (6 for elementary school children, 15 for teens, and 8 for parents), 17 were broadcast on radio, 13 were printed in newspapers, and 2 were displayed as outdoor billboards. As shown in the matrix, the mix of specific paid ads varied by site; i.e., not all ads were purchased in all sites.

Evaluation of Phase I

To measure the impact of Phase I of the Media Campaign, the 12 target sites were matched with 12 comparison sites: Memphis, Richmond, Eugene, Albuquerque, Harrisburg, Dallas, Nashville, Spokane, Phoenix, Duluth, Austin, and Birmingham. Exhibit 6 presents a map depicting the Media Campaign target sites with their corresponding comparison sites. Identical data collection was conducted in all 24 sites to allow comparative analysis.

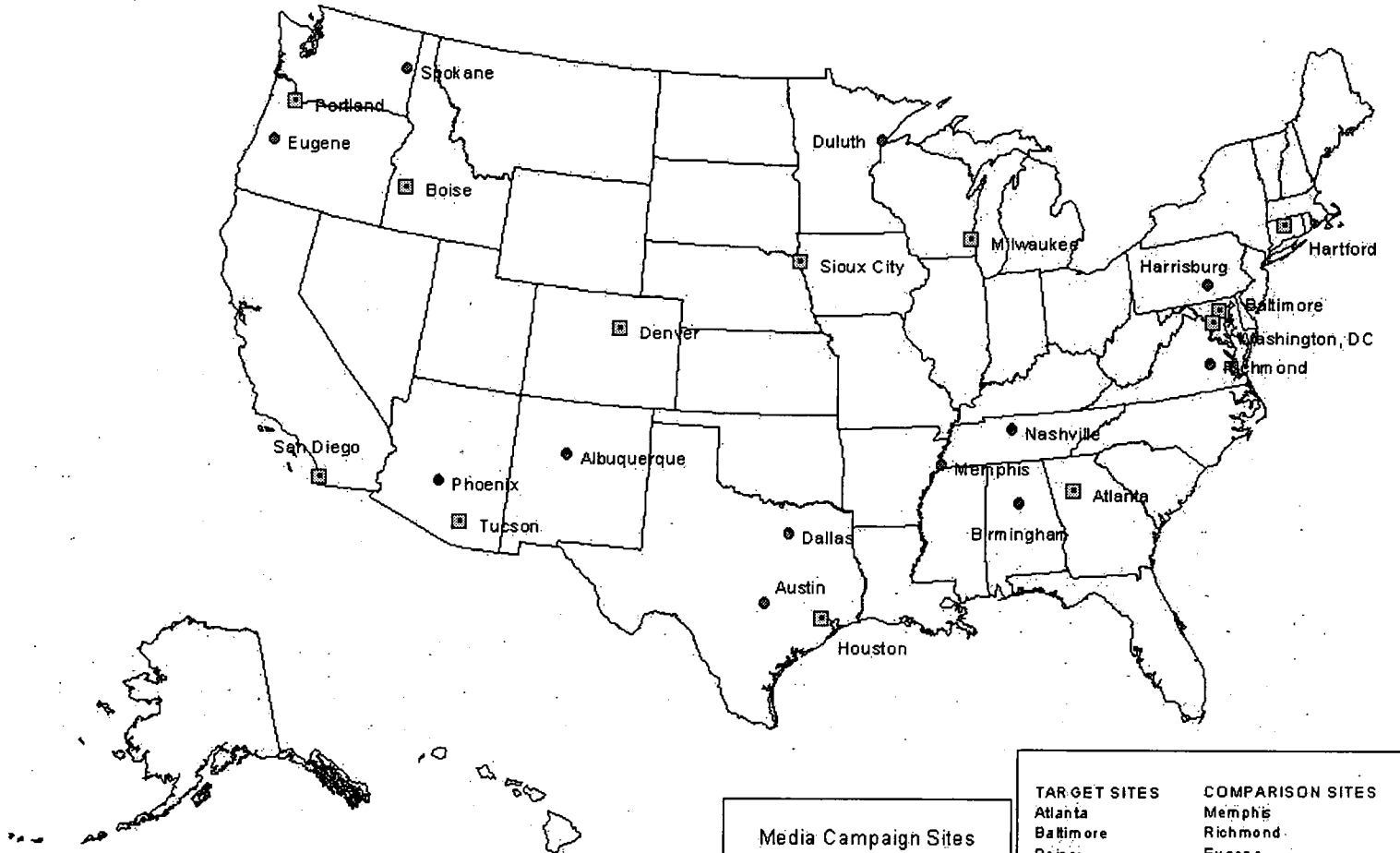
The evaluation included three components:

- A quantitative component, consisting of in-school surveys of 4th through 6th and 7th through 12th graders, and a telephone survey of parents with children 18 or younger (surveys were provided in Spanish when appropriate);
- A qualitative component, in which site visits were made to conduct focus groups with members of the target audiences (elementary, middle, and high school youth, parents) and to conduct interviews with key informants in communities (e.g., prevention and treatment specialists, community coalition members, law enforcement representatives, members of the clergy); and
- Media monitoring, in which the level of anti-drug advertising on television was measured.

Surveys, focus groups, and interviews were conducted in both center-city and non-center-city locales in each of the 24 sites. Surveys were conducted in all 24 metropolitan areas at baseline (prior to and at the beginning of the Media Campaign, from November 1997 through February 1998) and at followup (near the end of Phase I in May and June 1998). Respondents were asked about their awareness of anti-drug ads in the media and about their perceptions, attitudes, and behaviors with regard to drug use. Site visits were conducted at three points in time: baseline (November 1997–January 1998); intermediate (approximately 12 weeks after the baseline visit to each respective site); and follow up (May–June 1998). Media monitoring was conducted continuously from October 1997 through June 1998 (i.e., prior to and throughout the Phase I Media Campaign).

ONDCP did not purchase advertising in the comparison sites; any exposure to anti-drug advertising in the comparison sites was expected to come only from public service announcements. The evaluation of Phase I of the Media Campaign was designed to determine if there were changes in awareness of

Exhibit 6 Media Campaign Phase I Target and Comparison Sites



Media Campaign Sites

- Comparison
- ⊠ Target

TARGET SITES	COMPARISON SITES
Atlanta	Memphis
Baltimore	Richmond
Boise	Eugene
Denver	Harrisburg
Hartford	Dallas
Houston	Nashville
Milwaukee	Spokane
Portland, OR	Phoenix
San Diego	Duluth
Sioux City	Austin
Tucson	Birmingham
Washington, D C	

the anti-drug ads (and, to the extent possible, changes in attitudes toward drugs) resulting from exposure to paid anti-drug messages, compared with changes resulting from exposure to free public service messages on local radio and TV stations.

In both target and comparison sites, however, youth and parents may have been exposed to other advertisements and other information campaigns that were conducted in their communities. The evaluation makes every effort to distinguish between effects resulting from the Media Campaign and those resulting from other public information and education campaigns in the communities studied. For this Phase I Final Report, the focus is on change in awareness as measured by student and parent survey data, using site visit and media monitoring data to help explain and interpret analysis of the quantitative survey data.

METHODOLOGICAL SCOPE AND LIMITATIONS

The following methodological considerations have a direct bearing on the findings of this evaluation:

- *Selection of comparison sites*—Each target site was paired with a comparison site that had similar population characteristics, to the extent possible, and was located in a relatively similar geographic region. Sometimes a “perfect” match between a target site and its comparison was difficult, and a city defined as a large MSA (i.e., population over 500,000) was paired with a site that was a medium MSA (i.e., population between 200,000 and 500,000). This was done only when there were other characteristics (e.g., geographic location, proportion of ethnic groups) that made the two MSAs well suited as paired sites.
- *Some sites not used as comparisons for the two student samples*—The original site selections were maintained for the parent sample, and parent data were collected in all 24 sites. These original sites also were maintained for the qualitative data collected through site visits. However, for the student samples, in-school survey data were not collected in Albuquerque, Spokane, center city Richmond, and Harrisburg (all comparison sites) because school districts declined to participate in the study. In-school survey data also were not collected in center-city Tucson (a target site) for the same reason. In the aggregate data analysis, student survey data for the 12 target sites were compared with student survey data for the remaining 8 original comparison sites. For site-level data analysis, substitutions were made using student survey data and relevant media monitoring data from four other, comparable comparison sites (Austin, Eugene, Memphis, and Nashville, respectively).
- *Survey implementation*—Baseline data collection began in December 1997 and continued through February 1998. As a phased-in intervention, the Phase I Media Campaign was introduced in the target sites over the second, third, and fourth weeks of January 1998. All baseline parent surveys were completed prior to the beginning of the Phase I Media Campaign. In two-

thirds of the target sites, the majority of baseline school surveys were completed before the Phase I Media Campaign began in those sites. In the remaining four target sites, a number of baseline school surveys were still being conducted after Phase I had been launched because of obstacles encountered in gaining clearance into the schools.

- *Student samples*—In-school student samples were drawn from the universe of all public schools in the designated test and comparison market areas. The students interviewed at followup were *not* the same as the ones interviewed for baseline data. Different classrooms were used at followup in order to avoid inclusion of respondents who had been predisposed to questions during baseline and, thus, could have been influenced if asked to provide followup responses. The sample consisted of all students in the selected classes who were present on the scheduled date of the interview. The final sample size for students was 18,300 at baseline, and 17,015 at followup.
- *Parent sample*—Student and parent samples were independent samples; that is, parents were not selected to be related to the youth and teen sample subjects. The parent sample was a completely random sample, obtained by using a random digit dialing technique (RDD). The resulting sample was demographically similar to the metro area being sampled. At least 175 parents were interviewed in each of the 24 sites at baseline and again at followup, using questions similar to those posed to youth. The pre-test and post-test samples were independent (i.e., the same individuals were not re-interviewed). Overall, data were collected at baseline on 2,200 parents from target sites and 2,114 parents from comparison sites and, at followup, on 2,105 parents from target sites and 2,106 parents from comparison sites.
- *Survey instruments*—The student and parent questionnaires were developed from existing survey instruments used in studies to assess responses to various campaigns of the Partnership for a Drug Free America (PDFA) and from the Monitoring the Future Survey and the National Household Survey on Drug Abuse. Because the paid advertisements used in the Phase I ONDCP Campaign were developed by PDFA, these surveys were appropriate data collection tools but were modified significantly in order to adequately measure the goals of the Phase I Campaign.
- *Focus groups*—Focus groups were not intended to be a nationally representative sample of youth, teens, and parents, but were selected as groups that reflected their communities. Eight focus groups were conducted at each site during the baseline, intermediate, and followup site visits. Groups comprised elementary grade youth (4th, 5th, and 6th graders), youth and teens in middle school (grades 7, 8, and 9), 10th–12th grade teens, and parents. Focus groups were held in the center city area as well as in a non-center city area. In order to avoid having any youth, teens, or parents who were already predisposed to questions about drugs and the media, none of the participants in the baseline focus groups were recruited for participation in focus groups conducted during intermediate or follow-up site visits. However, the researchers maintained continuity in terms of the particular area of the site

included for the focus groups. For example, if a particular suburb was selected for all of the youth, teen, and parent nonurban focus groups at baseline, that same suburb was used again for the intermediate and followup site visits. Across all site visits, focus group data reflect discussions with approximately 576 different focus groups, comprising more than 4,600 youth, teen, and parent participants.

- *Key informant interviews*—The purpose of the key informant interviews was to provide important information on levels of community awareness of the problems and dangers of drugs; attitudes towards drug use; information on drug-related events and prevention activities in the community; and on already existing levels of community anti-drug commercials in the media. This information was collected at the baseline, intermediate, and followup site visits, and was used to account for and gauge campaign-related and non-related changes, so that the true effectiveness of the campaign could be accurately measured. Over the course of all site visits, approximately 1,800 interviews were conducted with key community informants.
- *Media monitoring*—During Phase I of the Media Campaign, paid and unpaid anti-drug television advertisements that appeared in target and comparison sites were tracked during the 3 months (October–December 1997) preceding the Media Campaign (the baseline period) and, for purposes of analysis, during 5 months (January–May 1998) of the Phase I intervention period. Radio, billboard, and newspaper advertising of Media Campaign ads were not monitored. Data were collected across several variables: the number of ads that aired, the parts of the day when the ads were shown, the types of drugs that the ads targeted, and the sponsors of the ads. Anti-drug ads that aired on affiliates of the three major national television networks (ABC, CBS, and NBC), national cable WBN (Time-Warner cable), FOX, TBS, UPN, IND, and Univision and Telemundo (Spanish-language cable) were tracked in the target and comparison sites. The television monitoring service was unable to collect data on ads airing on several local cable stations, including MTV and Nickelodeon, or on in-school Channel One.
- *Not all sites could be monitored*—Media monitoring is possible only in the 75 largest television markets nationally. Of the 24 evaluation sites, 19 are included in the top 75 television markets. The following five communities were not electronically monitored: Boise, Sioux City, Tucson, Eugene, and Duluth.
- *Statistically significant findings*—The survey results presented in this report highlight statistically significant findings. Although we present all statistically significant results, the fact that estimates of change are found to be significantly different does not necessarily imply that the difference is large or meaningful in a practical sense. However, statistical significance is important in itself because it means that one can conclude, with a small risk of error, that the new estimates would not be different from the old estimates if the survey were replicated with different samples drawn from the same population, using

the same sampling procedures. That is, the differences cannot be attributed solely to sampling error.

EVALUATION RESULTS REGARDING AWARENESS OF SPECIFIC ADS

For each of the three samples included in the evaluation (youth, teens, parents), survey respondents were asked about their awareness of only a sampling of all paid television advertisements that were part of the Media Campaign. Youth were surveyed about four paid television ads: *Drowning*, *Girlfriend*, *Long Way Home*, and *Noses*. Teens were surveyed about six ads: *911*, *Alex Straight A's*, *Free Ride*, *Frying Pan*, *Layla*, and *Rite of Passage*. The teen survey in Portland included *911*, *Alex Straight A's*, and *Frying Pan*, but three music-oriented ads that were specially purchased in Portland (*Everclear*, *Lauryn Hill*, and *Sublime*) were substituted for the others. Parents responded to questions regarding *Burbs*, *Deal*, *Girl Interview*, *O'Connor*, and *Under Your Nose*. The main findings of this study pertain to awareness of these Media Campaign paid ads. The ads in the survey questionnaires were not necessarily those that aired with the greatest frequency or reach, as measured by media monitoring and indicated by GRP data.

Youth

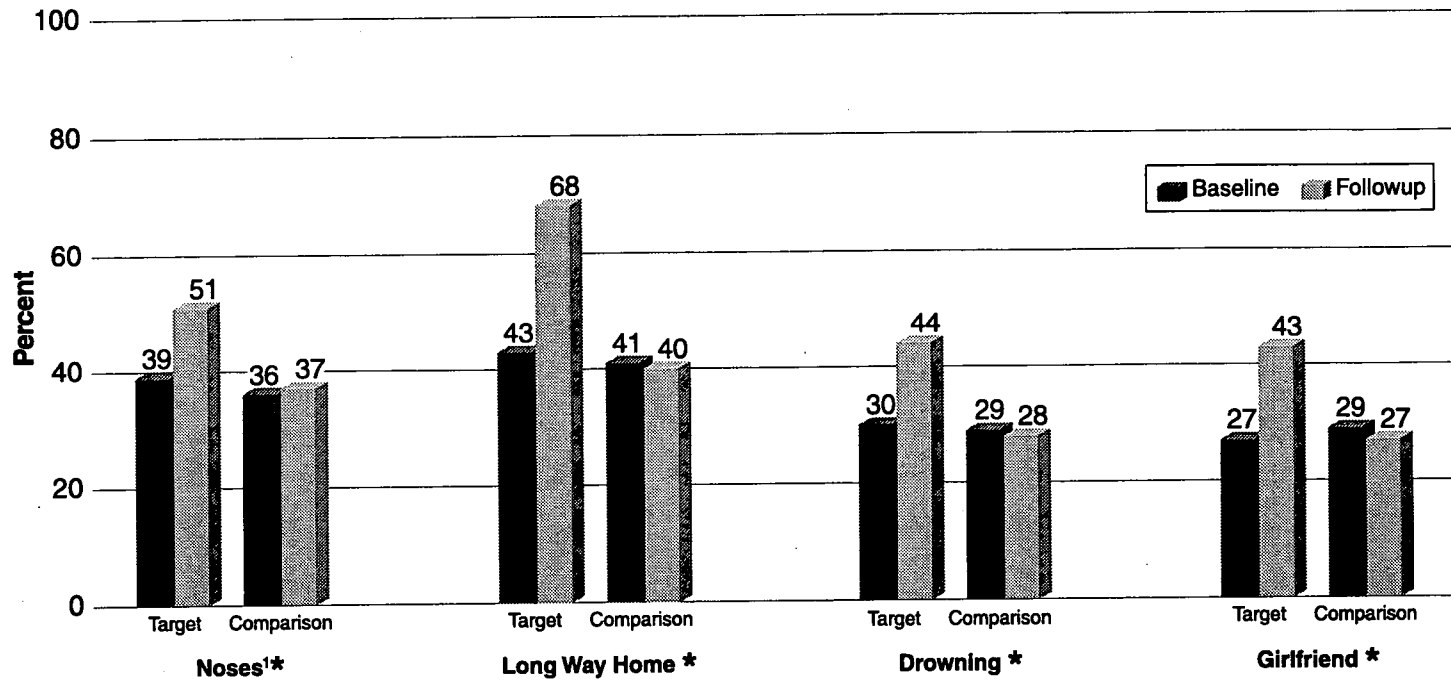
During the Phase I Media Campaign, the percentage of youth who answered “yes” when asked if they had seen anti-drug ads on TV increased substantially between baseline and followup in target sites, but remained virtually unchanged in the comparison sites. For all four paid ads included on the youth survey—*Long Way Home*, *Girlfriend*, *Noses*, and *Drowning*—these increases were statistically significant. Differences between target and comparison sites are presented in Exhibit 7.

Long Way Home was shown as a paid ad in all 12 target sites.

- In the aggregate, 68 percent of youth in target sites recalled seeing this ad at followup, compared with 43 percent at baseline. Recognition in the aggregate comparison sites decreased slightly, from 41 to 40 percent, for a net difference of 26 percent. The increase from baseline to followup in the target sites was 58 percent.
- In the individual target sites, level of awareness at followup ranged from a high of 78 percent in Atlanta, where *Long Way Home* was shown an average of 22.4 times per month, to a low of 59 percent in Milwaukee, where the ad was shown an average of 12.2 times per month. (Estimates of purchased delivery of ads indicate *Long Way Home* was shown as a paid ad 40 times in Atlanta and 31 times in Milwaukee). Percent change in awareness ranged from a 7 percent increase in Houston (from 72 to 77%) to a 127 percent increase in Tucson (30 to 68%).

Girlfriend was shown as a paid ad in seven sites.

Exhibit 7
Ad Awareness: Percentage of Youth Who Saw Specific Ads "Often"



Note: Percentages are weighted. Youth Question 7.

*Indicates significant difference in change from baseline to followup between target and comparison sites; significance is at the 95% confidence level.

¹This Specific ad had the highest average GRPs across sites.

- In the aggregate (i.e., all sites), 43 percent of youth in target sites recalled seeing this ad at followup, compared with 28 percent at baseline, a 54 percent increase. In comparison sites, youth who reported seeing the ad decreased from 29 to 27 percent, resulting in a net difference of 18 percent between target and comparison sites.
- In the seven sites where *Girlfriend* was shown as a paid ad, awareness at followup ranged from 65 percent in Atlanta to 42 percent in Hartford. In Atlanta, *Girlfriend* was shown an average of 17 times per month, 62 percent of the time during prime viewing hours for youth.
- In the five sites where *Girlfriend* was not shown as a paid ad, recall at followup ranged from a high of 34 percent in Denver to 23 percent in Boise. The difference at followup between Denver and Hartford is noteworthy because recall at baseline in both sites was 22 percent. Media monitoring data indicate the ad was not shown in Denver during Phase I, but was broadcast an average of 8.2 times per month in Hartford.

Noses, an anti-inhalant ad, was shown as a paid spot in eight sites, including four with both English and Spanish versions.

- In the aggregate, 51 percent of youth in target sites recalled seeing this ad at followup, compared with 39 percent at baseline, a 31 percent increase. In all comparison sites, the percentage of youth who reported seeing the ad increased only slightly, from 36 to 37. The net difference between target and comparison sites was 11 percent.
- In the eight sites where *Noses* was broadcast as a paid ad, awareness at followup was substantially greater, ranging from a low of 55 percent in Houston to a high of 72 percent in Sioux City, where the percent increase from baseline to followup was also highest at 89 percent. Media monitoring data are not available for Sioux City; the next highest level of awareness at followup was 71 percent in Baltimore, where *Noses* was broadcast an average of 26.8 times per month. (Estimates of purchased delivery indicate *Noses* aired as a paid ad more frequently in Baltimore, with 80 paid spots, than in any other target site). The next highest percent increase from baseline to followup was 87 percent in Hartford, where media monitoring indicates the ad was broadcast an average of 27.2 times per month.
- In the four sites where *Noses* was not broadcast as a paid ad, recall at followup was highest in Denver, at 42 percent; media monitoring data reveal that *Noses* was shown an average of seven times per month in Denver as a PSA. Recall was lowest in Tucson, where the percentage decreased 22 percent from baseline to followup, from 32 to 25 percent.

Drowning, also an anti-inhalant ad, was shown as a paid spot in eight sites, including three with both English and Spanish versions.

- In all sites taken together, 44 percent of youth in target sites recalled seeing this ad at followup, compared with 30 percent at baseline, a percent increase of 47. In comparison sites, 28 percent of youth reported seeing the ad at baseline, with a slight increase to 29 percent at followup. The net difference between target and comparison sites was 16 percent.
- In the eight sites where *Drowning* was broadcast as a paid ad, recall at followup ranged from 31 percent in Portland to 67 percent in Hartford and 68 percent in Sioux City. That is an increase of 135 percent in Hartford and 183 percent in Sioux City. The dramatic increase in Hartford corresponds to an average there of 51.4 broadcasts of *Drowning* per month during Phase I.
- Among youth in the target sites where the ad was not purchased, recall ranged from a high of 35 percent in San Diego to a low of 17 percent in Boise and Tucson.

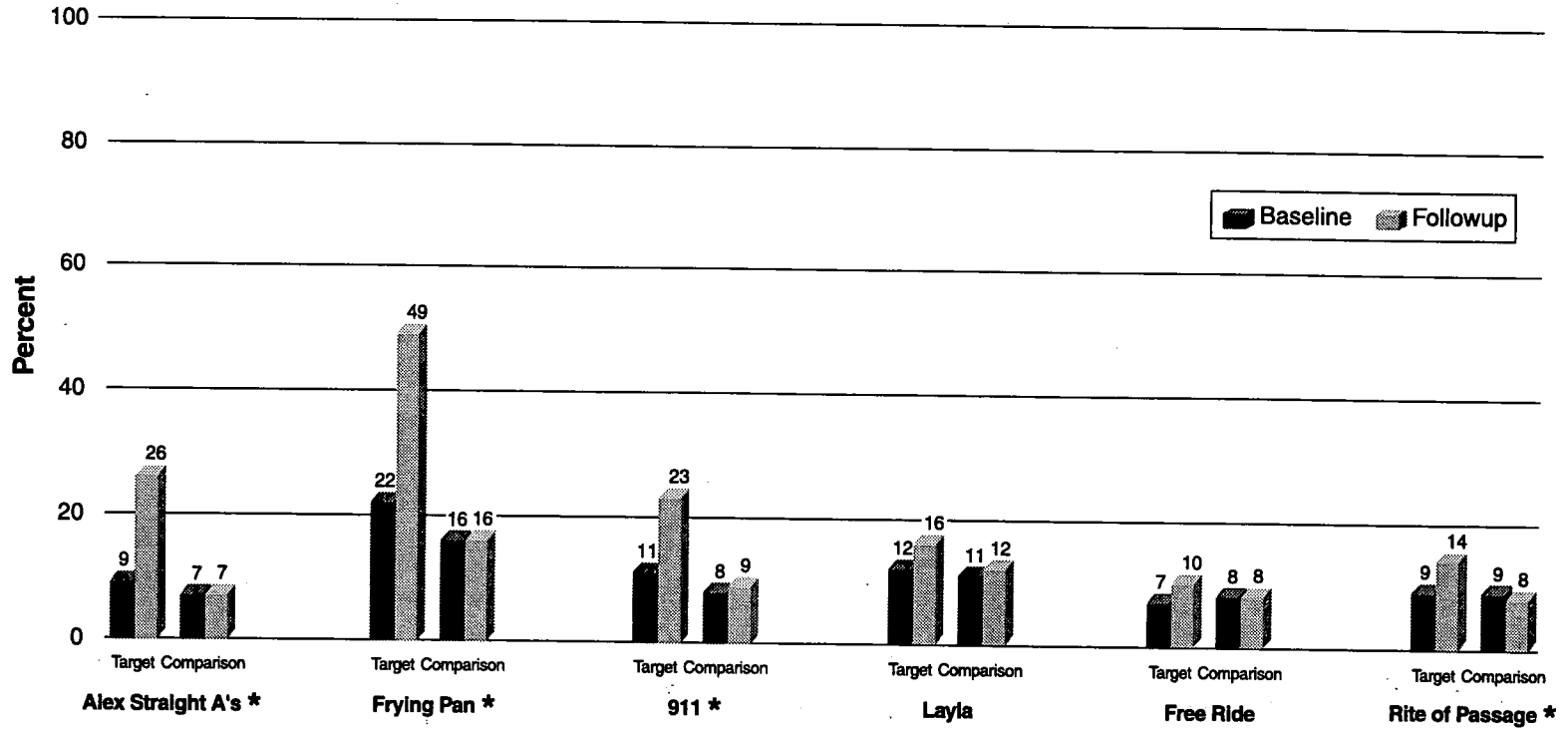
Teens

On their survey, teens were asked if they had seen six specific anti-drug advertisements in the past few months. Possible responses were “often,” “a few times,” and “not at all.” In the analysis of teen survey data, tests of statistical significance were done on “often” responses, which produces a conservative measurement of teens’ awareness of the ads. Furthermore, 4 of the 6 ads were not purchased in all 12 target sites. As with the Youth Survey, ads included in the teen survey instrument were not necessarily those placed to achieve greatest reach and frequency, and reach and frequency varied by ad and by site. Nevertheless, aggregate change in awareness among teens in the target sites from baseline to followup was statistically significant for four of the ads when compared to teen responses in the comparison sites: *Frying Pan*, *Alex Straight A’s*, *911*, and *Rite of Passage*. Exhibit 8 illustrates the differences in the percentage of teens who reported seeing the ads “often.”

Frying Pan was shown as a paid ad in all 12 sites during Phase I of the Media Campaign, after not having been broadcast during the baseline period.

- In the aggregate, 49 percent of teens in target sites recalled seeing this ad “often” at followup, compared with 22 percent at baseline, a percent change of 123 percent. In comparison sites 16 percent of teens reported this level of recall at both baseline and followup, resulting in a significant difference of 27 percent between target and comparison sites.
- The difference between target and comparison sites was statistically significant for 10 of the 12 individual target sites. “Often” responses ranged from 68 percent in Baltimore (up from 22 percent, a change of 209 percent) to a low of 34 percent in Portland. In Baltimore, *Frying Pan* was broadcast an average of 30.8 times per month, or once per day. The greatest percent increase was found in Denver, at 327 percent (from 11 to 47 %), followed closely by Hartford at 313 percent (from 16 to 66 %).

Exhibit 8 Ad Awareness: Percentage of Teens Who Saw Ads "Often"



Note: Percentages are weighted. Teen Question 9.

*Indicates significant difference in change from baseline to followup between target and comparison sites; significance is at the 95% confidence level.

- On average, *Frying Pan* achieved the highest number of gross rating points (a proxy of reach and frequency) of any of the paid ads included in the survey instrument.

Alex Straight A's was also shown as a paid ad in all 12 sites, after not having been broadcast during the baseline period.

- In the aggregate, 26 percent of teens in target sites recalled seeing this ad “often” at followup, compared with 9 percent at baseline, a percent change of 189 percent. In comparison sites the percentage of teens who recalled the ad at this level was unchanged from baseline to followup, at 7 percent, resulting in a significant difference of 16 percent between target and comparison sites.
- In the individual sites, “often” responses at followup were as high as 38 percent in Sioux City (up from 4 percent, or an increase of 850 percent) and as low as 13 percent in Milwaukee. Nine of the 12 target sites had percent increases from baseline to followup greater than 100 percent. Media monitoring data indicate Hartford broadcast the ad most frequently, at 23.8 times per month, and four sites broadcast the ad during prime viewing hours for teens more than 70 percent of the time.

911, an anti-methamphetamine ad, was shown as a paid ad in six sites.

- The level of recognition of this ad in the six sites where it was shown was powerful enough to make it statistically significant at the aggregate level. In the aggregate, 23 percent of teens in target recalled seeing this ad “often” at followup, compared with 11 percent at baseline, a 109 percent change. In comparison sites this level of recognition increased only from 8 to 9 percent, resulting in the significant difference (12 percent) between target and comparison sites.
- In the six sites where *911* was shown as a paid ad, “often” responses at followup ranged from a low of 27 percent in Milwaukee to a high of 62 percent in Sioux City. The percent increase in Sioux City was lowest of the six sites, at 72 percent (up from 36%); increases in the other sites ranged from 145 percent in Milwaukee to 1,045 percent in Tucson (from 4 to 45%). Media monitoring data are available for only three of the six sites, where the average number of broadcasts of the ad were 8.2, 10.2, and 10.8.
- The contrast with the six sites where the ad aired only as a PSA is dramatic, with “often” responses at followup ranging from 9 percent to a low of 3 percent.

Rite of Passage was shown as a paid ad in five sites, in both English and Spanish.

- In the aggregate, 14 percent of teens in target sites recalled seeing this ad “often” at followup, compared with 9 percent at baseline, a percent increase of 56. In comparison sites, this level of recall decreased slightly, from 9 to 8 percent, resulting in a significant difference between target and comparison

sites. The modest difference of 6 percent may not be significant in a practical sense.

- In the five sites where *Rite of Passage* was shown as a paid ad, “often” responses at followup ranged from 15 percent in Tucson to 29 percent in Denver. The percent increase was lowest in Tucson, at 67 percent (up from 9%), and highest in Denver, at 314 percent (up from 7%). Media monitoring data indicate the ad was shown most frequently in Houston, at an average of 15.6 times per month. It was shown only 6.2 times per month in Denver, but almost always (96.8%) during prime viewing hours for teens.
- In the remaining seven sites, where the ad was not shown, “often” responses at followup ranged from 6 to 12 percent.

Layla was scheduled to air as a paid ad in ten target sites, but GRP data from the post-buy data indicate the ad did not air in two of those sites, Portland and Milwaukee. Hence, *Layla* aired as a paid ad in eight sites.

- In the aggregate, 16 percent of teens in target sites recalled seeing this ad “often” at followup, compared with 12 percent at baseline, a percent increase of 33. In comparison sites, the change in the level of “often” responses was from 11 to 12 percent. The difference between target and comparison sites was not statistically significant.
- In the eight sites where *Layla* was broadcast as a paid ad, “often” responses at followup ranged from 9 percent in Boise to 24 percent in the District of Columbia (where, according to post-buy data, it aired as a paid ad 63 times for a total of 330.89 GRPs). Percent increases ranged from 0 in Houston (17% at baseline and followup) to 175 percent in Denver (from 8 to 22 %). Only two of the target sites—Denver and Sioux City—showed a significant difference from their comparison sites in the change in the level of “often” responses.

Free Ride was shown as a paid ad in four sites.

- In the aggregate, 10 percent of teens in target sites recalled seeing *Free Ride* “often” at followup, compared with 7 percent at baseline, a percent change of 43 percent. In comparison sites, no change occurred between baseline and followup, with “often” responses remaining constant at 8 percent. The difference between target and comparison sites was not statistically significant.
- In three of the four sites where *Free Ride* was broadcast as a paid ad, “often” responses at followup were appreciably higher, at 18, 19, and 20 percent. The 20 percent response (a 100% increase) came in Atlanta, where the ad was shown most frequently, at a rate of 13.6 times per month. Conversely, at the fourth site, where “often” responses were lowest (10% at followup), the ad was shown an average of only 3.4 times per month. The explanation for the increase in Atlanta is reinforced by media buy data, which indicate that

Atlanta had the second highest GRPs (238) among sites where the ad aired and that it was broadcast as a paid ad 40 times.

Parents

As with teens, parents were offered three responses to whether they had seen five paid advertisements targeted at them: “often,” “a few times,” and “not at all.” As with teens, the conservative approach of computing statistical significance of “often” responses was taken to measure parent awareness of the ads. Although two of the five parent advertisements were not shown as paid ads in all sites, four ads elicited statistically significant change: *Girl Interview*, *O’Connor*, *Burbs*, and *Under Your Nose*. Media buying plan data indicate that in the target sites overall, parents were exposed to anti-drug ads targeting youth and teens more frequently than to ads targeting parents, which may help explain the awareness findings. Exhibit 9 illustrates the differences between target and comparison sites.

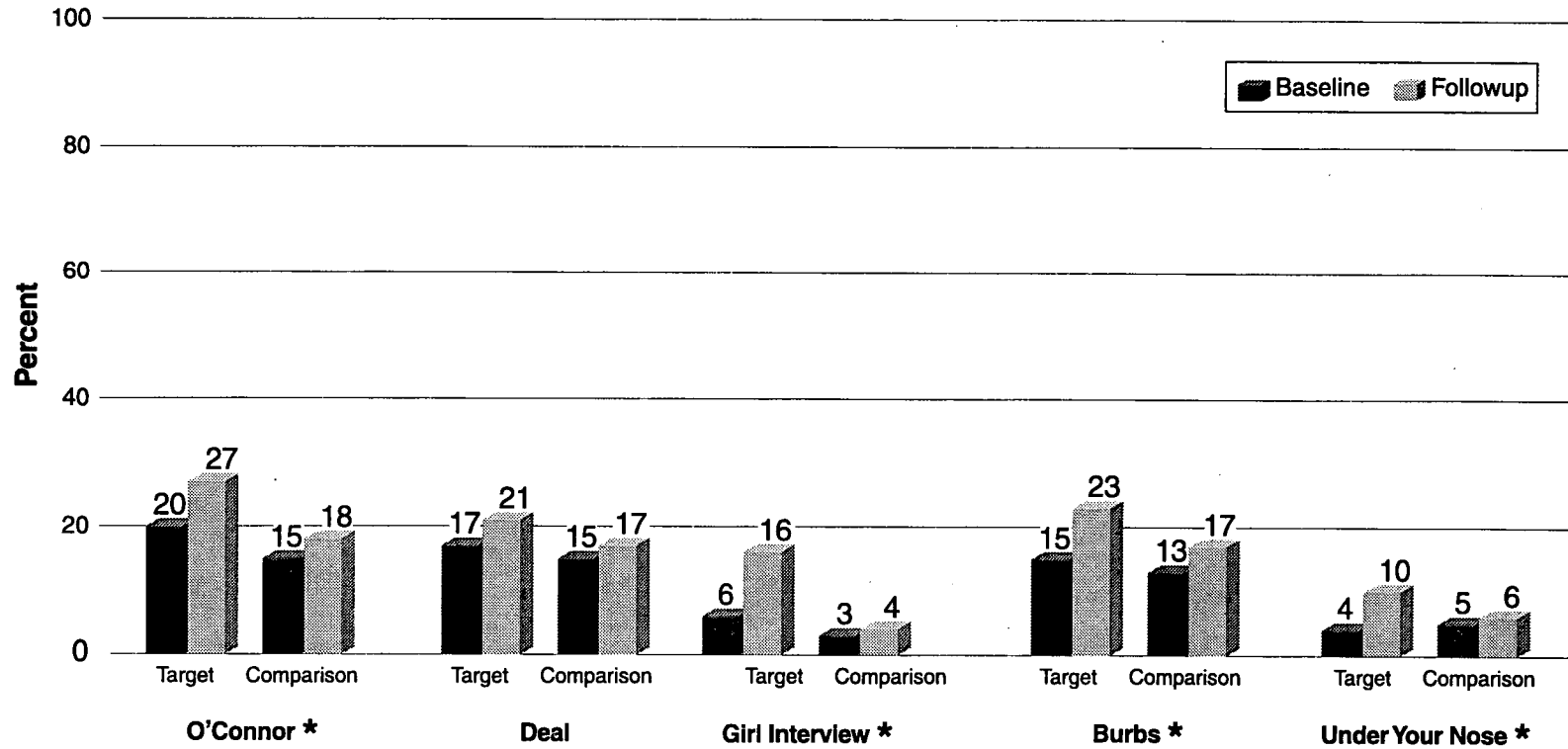
Girl Interview was shown as a paid ad in all 12 target sites.

- In the aggregate, 16 percent of parents in target sites recalled seeing this ad “often” at followup, compared with 5 percent at baseline, an increase of 11 percentage points and a 220 percent change. In comparison sites only 4 percent of parents reported seeing the ad at followup, up from 3 percent, yielding a statistically significant difference (10 percent) between target and comparison sites.
- In the individual sites, “often” responses at followup ranged from 7 percent in Houston (up from 3 percent) to 39 percent in Sioux City (up from 22 percent). Sioux City was the only target site where “often” responses at baseline were higher than 10 percent. Concomitantly, 10 of 12 target sites showed percent increases from baseline to followup over 100 percent, with the highest change coming in Boise, at 1100 percent.

O’Connor was also shown as a paid ad in all 12 target sites.

- In the aggregate, 27 percent of parents in target sites recalled seeing this ad “often” at followup, compared with 20 percent at baseline, a percent increase of 35 percent. In comparison sites, the increase from baseline to followup was smaller, from 15 to 18 percent, resulting in a statistically significant difference between target and comparison sites. The net difference of 4 percent may not be considered significant in a practical sense.
- In the individual target sites, “often” responses at followup ranged from 17 to 52 percent. The 52 percent response came in Boise, where media monitoring was not available. The next highest level of “often” responses came in Hartford, which also broadcast the ad most frequently (an average of 32.6 times per month). The low, 17 percent response came in San Diego, where the ad was broadcast least frequently, an average of 7.8 times per month. The greatest percent change from baseline to followup came in Portland, where “often” responses increased from 10 to 20 percent (a 100%

Exhibit 9 Ad Awareness: Percentage of Parents Who Saw Specific Ads "Often"



Note: Percentages are weighted. Parent Question 12.

*Indicates significant difference in change from baseline to followup between target and comparison sites; significance is at the 95% confidence level.

increase). *O'Connor* was broadcast an average of 14.4 times per month in Portland as both a paid ad and a PSA.

Burbs was scheduled to be shown as a paid ad in 4 sites

- In the aggregate, *Burbs* was shown more often during prime viewing hours for parents, in both target and comparison sites, than any of the other ads included in the survey instrument: an average of 61 times per month in target sites and 33.8 times per month in comparison sites.
- In the aggregate, 23 percent of parents in target sites recalled seeing *Burbs* “often” at followup, compared with 15 percent at baseline, a 53 percent change. In comparison sites 17 percent of parents recalled seeing the ad “often” at followup, compared with 13 percent at baseline. The difference between target and comparison sites was statistically significant, but at 4 percent may not be considered significant in a practical sense.
- In individual sites, “often” responses at followup ranged from 15 percent in the District of Columbia (where it was not scheduled as a paid ad) to 39 percent in Sioux City. Again, the largest percent change occurred in Portland (100 percent, from 13 to 26%) where it was shown an average of 27 times per month. The average number of broadcasts per month for *Burbs* ranged from 13.8 in Milwaukee to 36.8 in Hartford (where it was not scheduled as a paid ad).

Under Your Nose, an anti-inhalant ad, was shown as a paid spot in eight sites.

- In the aggregate, 10 percent of parents in target sites had seen this ad “often” at followup, compared with 4 percent at baseline, an increase of 150 percent. In comparison sites 5 percent of parents reported seeing this ad at baseline, but that increased to only 6 percent at followup, resulting in a statistically significant difference between target and comparison sites. Again, the small net difference of 5 percent may not be considered significant in a practical sense.
- In the eight sites where *Under Your Nose* was shown as a paid ad, “often” responses at followup ranged from 9 percent in Hartford to 13 percent in San Diego, Milwaukee, and Atlanta. The highest percent change occurred in Hartford (350 percent, up from 2 %) where estimates of purchased delivery indicate the ad aired 22 times as a paid ad, the second highest frequency among the target sites. In Atlanta, which showed a 225 percent change from baseline to followup (up from 4%), the ad was broadcast an average of 20.4 times per month as both a paid ad and a PSA.

Deal was shown as a paid ad in six sites.

- Parental awareness of this ad in the aggregate increased within sites, but the change was not significant between target and comparison sites. In target sites, 21 percent of parents recalled seeing this ad “often” at followup, up

from 17 percent at baseline. In comparison sites, 17 percent of parents reported this level of recall at followup, compared with 15 percent at baseline.

- In the six sites where *Deal* was shown as a paid ad, “often” responses at followup ranged from 22 percent in Baltimore, Hartford, and Milwaukee to as high as 36 percent in Atlanta. The ad was shown an average of 33.4 times per month, or more than once per day, in Atlanta. Greatest percent increases occurred in the District of Columbia (221%), where the ad was shown an average of 28.6 times per month, and in Houston (200%), where it was shown an average of 23.8 times per month. Estimates of purchased delivery indicate the ad was scheduled to air most frequently in these two sites, and media buy data indicate *Deal* had its highest reach and frequency in the District of Columbia (26 times for a total of 104.34 GRPs) and the second highest number of paid spots (10) in Houston.
- “Often” responses decreased from baseline to followup in three of the six sites where *Deal* was not shown as a paid ad.

LESSONS LEARNED

Based on the analyses of the multiple data sets of the evaluation of Phase I of the Media Campaign, certain themes and issues repeatedly emerged. Some of the lessons learned support definitive conclusions about the effectiveness of the Phase I Campaign. Others support the formulation of recommendations that may inform subsequent activities and efforts to be undertaken by the national campaign.

Lessons Relating to the Effectiveness of the Phase I Campaign

Lesson 1: Phase I Resulted in Increased Awareness of Anti-Drug Advertisements

The major objective of the Phase I Campaign, tested in 12 communities, was to increase awareness of anti-drug ads paid for by the Campaign. Comparisons of baseline and follow-up surveys, focus group results, and media monitoring results clearly indicate that both young people and parents saw or heard more anti-drug ads in target communities. Concentrated broadcasting of anti-drug use advertisements in prime time slots produced a greater awareness of those anti-drug ads. As expected, ad awareness measures for youth, teens and parents showed substantial increases from baseline to follow-up and substantial differences between target and comparison sites. Given this information, the following conclusions can be drawn about the impact of the Phase I Campaign on its audiences:

- Repeated broadcasts of individual advertisements on drug use dangers raised viewer awareness of anti-drug ads regardless of the viewer’s age;

- The use of paid television as a source of anti-drug information for youth and teens was effective in reaching these target groups;
- Media monitoring data indicate that awareness of ads is greater when targeted ads are broadcast frequently and in dayparts viewed by each target audience;
- The content of drug-specific ads was appropriately matched with the audiences targeted (e.g., inhalants with youth); and
- The campaign advertisements were shown with sufficient repeated broadcasts to significantly increase viewer awareness in the target communities.

Four recommendations are pertinent here:

- Survey questions should be expanded to include other media used (e.g., print ads, radio ads): survey and focus group responses indicate that non-TV ads are especially effective in reaching particular groups and ages. For example, teens surveyed in several cities said that they learn more about drug risks from radio than from other media, and teens in focus groups said they listen to radio more than they watch TV.
- Other-than-English language ads should continue to be developed in sites with appreciable ethnic populations; focus group transcripts document ethnic language groups' preferences for certain media, as well as their distinctive critiques of Campaign ads.
- Media monitoring data should be collected for any subsequent Media Campaign efforts because these data provide critical information to help explain why awareness is higher for certain ads; in addition, daypart information is important for understanding awareness of campaign ads when they appear in both paid spots and as PSAs.
- Data on the estimated purchased delivery of the paid ads is valuable in establishing correlations between increased awareness and the frequency and reach of the targeted ads.

Lesson 2: Perceptions of the Effectiveness of Phase I Ads Varied By Age of the Viewer

Survey results revealed that parents and youth tended to perceive ads as being effective, while teens found the ads to be less so. Focus group sessions with teens revealed that they are influenced by their own feelings of invincibility as well as the impact of peer pressure.

These findings support the following recommendations:

- The Phase I approach to developing targeted ads for each audience should be continued, and reach and frequency to adult audiences should be enhanced;

- Efforts should be made to further study what aspects of ads targeting teens can be fine-tuned or revised to raise teens' perceptions of effectiveness. Teens' own recommendations include to develop ads with more realistic presentations of drug dangers; involve teens themselves in designing and producing ads; have persons well-known to teens (but not celebrities) as actors in the ads; and make the ads' settings as local and recognizable as possible; and
- Purchasing ability should allow for more targeted buying at the national level, allowing more precise selection of appropriate times for reaching the target audiences.

Lesson 3: Youth and Parents Did Learn Some New Facts About the Risks of Using Drugs

Analyses linking survey and media findings strongly suggest that increases in the monthly total number of ads and airing during prime viewing slots led to greater awareness of drug problems across age groups. Findings also indicate that increased frequency of drug-specific ads led to greater recognition of the risks and dangers associated with that drug. For example, increases in the frequency of inhalant ads paralleled the significantly increased percentage of target site youth who viewed inhalants as life threatening as compared to comparison site youth.

Additionally, survey findings revealed a significant increase in the percentage of target site youth who reported learning about the negative aspects of drugs from TV ads, and the percentage of target site teens who learned this information from the radio, contrasted with the comparison site youth and teens.

Likewise, parents in target sites gained new knowledge about the risks of using drugs, compared with parents in the comparison sites. After the Campaign had been in place for several months, parents in target sites reported a much higher level of awareness of how important it is to talk with their youngsters about the dangers of drug use. In addition, the consensus of parents in 9 of the 12 target sites was that the ads shown had provided a positive contribution to a wider, more comprehensive effort to address youth and adult drug use. Survey results for parents confirm that by the end of Phase I, target site parents increased their perceptions of the risks posed by the use of cocaine, inhalants, heroin, and methamphetamines.

Lesson 4: The Media Campaign Changed Some Attitudes Towards Drug Use

Phase I resulted in some change in attitudes that were not expected so early. While survey results confirm that most attitudes, across all age groups of youth, did not change during the period of the Phase I Media Campaign, there were a few findings suggesting that even this short Campaign effort has made some inroads to changing youth and parents' attitudes toward drug use.

The percentage of target site youth who believed that the use of inhalants was risky increased during the Campaign compared with comparison youth. By the end of the Campaign the percentage of youth who thought that “things you sniff or huff to get high can kill you”, was significantly higher than before the Campaign, compared with those youth in communities where the Campaign was not in place.

The Campaign has also achieved some modest success in changing parents’ attitudes about drug use. For example, before the Campaign fewer parents thought that “America’s drug problem is something that all families should be concerned about.” After the Campaign, the percentage of parents holding this view increased significantly. Likewise, the percentage of parents who were “aware of the risks of using drugs” increased significantly by the end of the Phase I Campaign.

Lesson 5: The Media Campaign Did Have an Impact on Target Communities

While community-level efforts were not a stated goal of Phase I, in fact the Media Campaign did encourage local communities to mobilize their own anti-drug initiatives and education campaigns. Site visit data collected toward the end of the Campaign suggest that many such events have occurred in the 12 target communities since the Campaign began last year.

Eleven of the 12 target communities reported anti-drug activities that built on the Campaign’s momentum and were directly attributable to it. These activities included, for example, an increase in local hotline calls for substance abuse information or referral; outreach/education activities carried out by the organizations coordinating the Media Campaign; involvement of staff and students in local schools; pro-bono support from the media; presentations about the Media Campaign at conferences or seminars; and provision of matching funds for the Campaign by the business community.

Based on these findings, we recommend that target communities should continue to be encouraged to use the Media Campaign as an opportunity to increase their involvement in many types of anti-drug initiatives.

We also recommend that an in-depth analysis of Phase I site-level survey data be undertaken, to identify how youth’s, teens’, and parents’ responses may be influenced by local contextual factors in the community in addition to the Media Campaign intervention. This analysis will help to identify the types of community conditions where anti-drug media messages have a stronger impact.

Lessons That Will Inform the National Media Campaign

Lesson 6: Inconsistent Teen Views About Marijuana Affect Their Perceptions of Anti-Marijuana Ads

Survey results indicated that teens’ awareness of the risk of marijuana either within or between the target and comparison sites remained unchanged

throughout the Media Campaign. Survey results also underscored the degree to which teens seem confused about the dangers of marijuana use. Results showed that many teens perceived health risks as being less important than social/behavioral risks. A relatively small proportion of teens thought that there was “great risk” in trying marijuana; however, many more thought there was “great risk” in using it regularly. Two-thirds also thought that marijuana users were at “great risk” for “getting hooked” or “going on to harder drugs.” Approximately three quarters thought that marijuana users were at “great risk” for upsetting their parents.

Focus group discussions indicated that the majority of teens view the use of marijuana as acceptable and as one of their drugs of choice. Teenagers, especially those in high school, said that they like marijuana because it is cheap, transportable, easy to cover up, and relaxing. Most teens disagreed with the statement, “I don’t want to hang around anyone who uses marijuana.”

Based on this information, the following recommendations are offered:

- Future campaign ads targeting marijuana use should be clear and precise in describing the effects of regular marijuana use on teens.
- Media campaign ads targeting marijuana use by teens should also incorporate the following in their content: (1) the transition from casual marijuana use to chronic use; (2) the differences between popular misconceptions and facts on the physical, personal and psychological effects of marijuana use; and 3) the strong impact of peer influence on marijuana use.
- Further analysis of survey data should be undertaken on the relationship between teens’ use of marijuana and their awareness of its risks. Site-level analyses would allow examination of the relationship between drug use and awareness of risk in the context of local factors (e.g., a highly publicized drug-related event).

Lesson 7: Parents Are One of the Key Information Sources on Drug Use Dangers

Survey results indicated that parents are one of the most important sources of information about drugs among youth. Yet, survey data also show serious discrepancies in parents’ claims about their drug-related communication with their children. Despite the fact that most parents agreed that *my child knows exactly how I feel about him/her using drugs*, at target sites far fewer at baseline and at follow-up said that they had spoken with their children about drugs four or more times in the past year.

Parents in focus group discussions at all target and comparison sites stressed the importance of talking to their children about the risks and dangers of drug use and communicating values about avoiding drugs. These parents reported that they used the Media Campaign ads as starting points or icebreakers for initiating conversations about drugs with their children. However, many parents described

the reasons they did not talk to their children about drugs or had difficulties doing so effectively. These included the parents' own past or present drug use, lack of information about drugs, the youth drug culture, how and when to present information to their children, denial that the problem could affect their children, and acceptance of youth drug use.

Our observations indicate that parents strongly desire to engage their children in discussions of drug use and its consequences, but do not know how to approach the subject or how to proceed effectively even when the subject is raised by their children.

In light of these findings, the following recommendations are offered:

- Parents urgently need to know more about drugs, their risks, what they look like, and how young people gain access to them;
- Ads on parent-child communication should point out the possible discrepancies between young people's knowledge and experience with drugs and parents' perceptions about how much their children know; and
- Ads on improving parent-child communication should move beyond stressing the general importance of parent-child communication and present specific methods to parents that can be expected to be effective in communicating dangers of drug use to their children.

Lesson 8: Anti-Drug Media Ads Can Be Improved

There was considerable agreement among focus group participants across center city and non-center city neighborhoods and community representatives from all sites about how to improve ads. They agreed that ads need to be realistic, present the facts, and use local contact numbers for referrals. Other suggestions include the following:

- Ads should demonstrate the physical effects of drug use, including negative changes in physical appearance;
- Ads should show recognizable local (or at least regional) settings;
- Celebrities used in the ads should be local personalities;
- There should be more first-person testimonials, especially by youth peers.

Lesson 9: Surveying Students in School Settings Is Problematic

The research design for gathering survey data from youth and teens involved sampling public schools and administering the survey to respondents during the school day. However, many barriers were encountered in this effort. The in-school surveys could not take place if the school or school district refused entry. Some districts were participating in other national surveys, experienced difficulty obtaining signed parent consent forms, or did not gain approval from their

Institutional Review Board in time for the survey. Also, in a number of sites, unrelated legal issues resulted in last minute refusals to participate.

The results of research done on the ONDCP Campaign were not adversely affected by the problems reported above because adequate data redundancy was available: appropriate substitute sites were selected when school access was denied, and survey findings were cross-checked against data from focus groups, key informant interviews, and media monitoring to ensure reliability and validity of findings. Nevertheless, it is recommended that future on-site research should not rely on in-school surveys.

Summary

Youth and teen survey responses clearly indicate that television, and especially television anti-drug ads, became a common source of information about the risks of drugs in the 12 target communities during the Phase I Media Campaign. Parents, likewise, were very aware of the ads aired during the Campaign. Youth and parents in these communities reported that they learned new information about the risks of using drugs. Further, many local community efforts were undertaken over the course of the campaign to build on the Phase I Campaign efforts.

Phase I Media Campaign Intervention Television, Radio, Newspaper, Channel One, and Outdoor

Type of Intervention	Atlanta	Baltimore	Boise	Denver	Hartford	Houston	Milwaukee	Portland	San Diego	Sioux City	Tucson	Washington, DC
TELEVISION												
911			✓	✓			✓		✓	✓	✓	
Alex Straight A's	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Average Kid	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Basketball	✓							✓			✓	✓
Battery Acid			✓	✓			✓		✓	✓	✓	
Brothers											✓	
Burbs			✓	✓				✓		✓		
Deal	✓	✓			✓	✓	✓					✓
Drowning	✓	✓			✓	✓	✓	✓		✓		✓
Drowning (Spanish)					✓	✓						✓
Everclear								✓				
Free Ride	✓	✓					✓					✓
Frying Pan	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Girl Interview	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Girlfriend	✓	✓			✓	✓	✓		✓	✓		✓
Johnny Street	✓	✓		✓	✓	✓		✓	✓			✓
Kid Brother (Spanish)				✓							✓	
Kitchen	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Lauryn Hill								✓				
Layla	✓	✓	✓	✓	✓	✓				✓		✓
Long Way Home	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Moment of Truth	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Noses	✓	✓			✓	✓	✓		✓	✓		✓
Noses (Spanish)					✓	✓			✓			✓
Not Your Friend (Spanish)				✓					✓		✓	✓
O'Connor	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Rite of Passage				✓	✓	✓	✓		✓		✓	
Rite of Passage (Spanish)				✓	✓	✓	✓		✓		✓	
Questions (Spanish)				✓	✓	✓	✓		✓		✓	✓
Sublime				✓	✓	✓	✓	✓				
Teeth	✓	✓		✓	✓	✓		✓	✓			✓
Unnatural Acts (Spanish)				✓							✓	
Under Your Nose	✓	✓			✓	✓	✓		✓	✓		✓
Under Your Nose (Spanish)					✓	✓			✓			✓
RADIO												
911			✓	✓			✓		✓	✓	✓	
Don't	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓
Rob/Never Me	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Russell/I Did It	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Russell/Kicked Out	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
So What	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓
Tisa	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Donuts	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

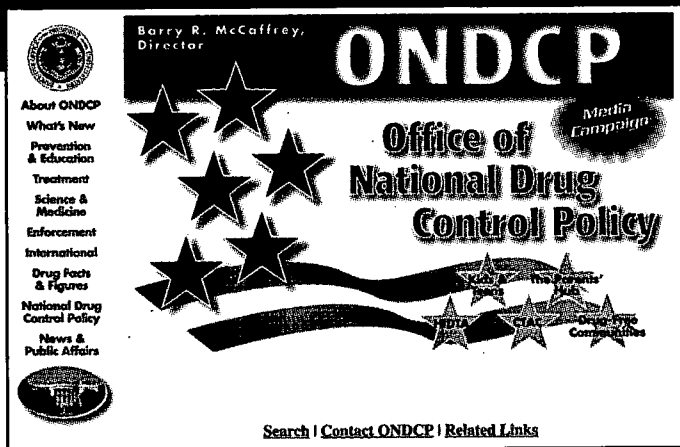
Type of Intervention	Atlanta	Baltimore	Boise	Denver	Hartford	Houston	Milwaukee	Portland	San Diego	Sioux City	Tucson	Washington, DC
<i>Copa Dude</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Just Say Nah</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Stupid I Said</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Girl Interview</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Rest Easy</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Numbers</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Not Okay</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Happy B'day</i>	✓	✓			✓	✓	✓	✓	✓	✓		✓
<i>Mom Says</i>	✓	✓			✓	✓	✓	✓	✓	✓		✓
NEWSPAPER												
<i>America's Drug Problem</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Are You Waiting...</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Ashley Myth/Reality</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Bob Payne</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Disconnect</i>	✓		✓	✓		✓		✓			✓	
<i>Grandpa</i>			✓					✓			✓	
<i>Grandma</i>		✓		✓	✓		✓		✓	✓		✓
<i>Half as Uncomfortable</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>How to Talk to Your Kids...</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Poison Ivy</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Sex Drugs</i>	✓	✓	✓	✓	✓	✓	✓		✓	✓		✓
<i>Sniffing Inhalants</i>	✓	✓			✓	✓	✓		✓	✓		✓
<i>Unnatural Acts</i>			✓	✓				✓			✓	
CHANNEL ONE												
<i>Alex Straight A's</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Basketball</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Everclear</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Free Ride</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Frying Pan</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Girlfriend</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Lauryn Hill</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Layla</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Long Way Home</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Moment of Truth</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Noses</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Rite of Passage</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Sublime</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
OUTDOOR												
<i>Are You Waiting...</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<i>Cannabis Stupida</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

NOTE: Ads airing on cable TV are not included in this chart.

PROPERTY OF
 National Criminal Justice Reference Service (NCJRS)
 Box 6000
 Rockville, MD 20849-6000

www.whitehousedrugpolicy.gov

- The President's drug policy
- Current data on drug use
- Prevention, treatment, and enforcement programs
- ONDCP initiatives, news, testimony
- Links to other valuable resources



Barry R. McCaffrey, Director

ONDCP

Office of National Drug Control Policy

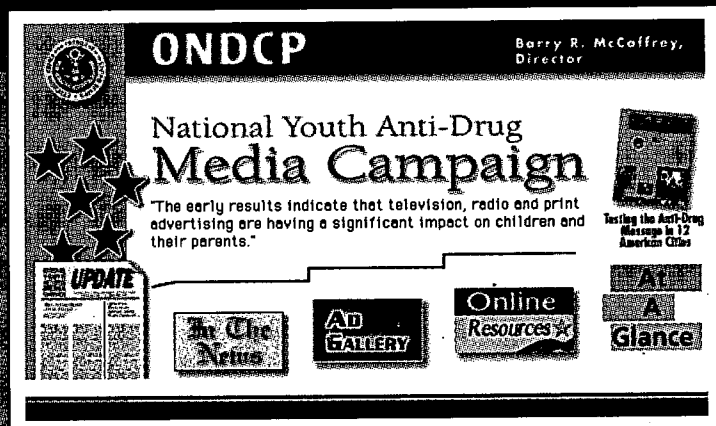
Media Campaign

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www.mediacampaign.org

- Information for campaign stakeholders – anti-drug leaders, media executives, policy makers
- Communications strategy and integrated communications plan
- News, testimony, initiatives
- Online ad samples



ONDCP

Barry R. McCaffrey, Director

National Youth Anti-Drug Media Campaign

The early results indicate that television, radio and print advertising are having a significant impact on children and their parents.

Testing the Anti-Drug Message in 12 American Cities

UPDATE

By The News

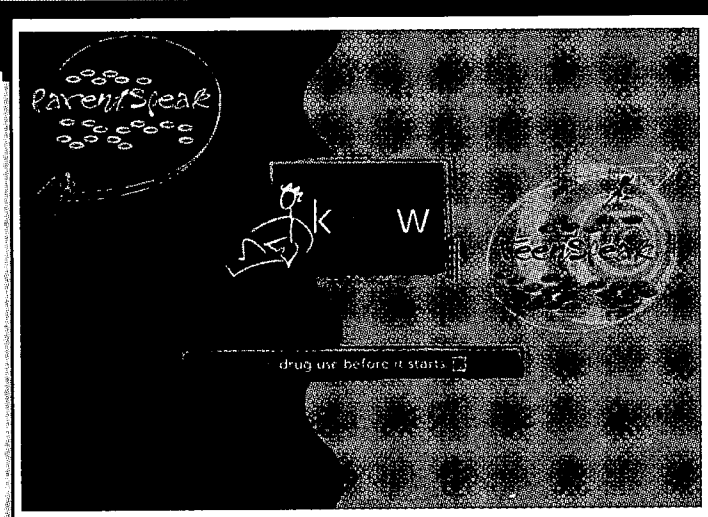
AD GALLERY

Online Resources

At A Glance

www.projectknow.com

- The truth about drugs for campaign audiences – youth and parents
- Real stories about real families
- No-nonsense facts about drugs of abuse
- Tips for youth and parents



Parent Speak

W

Teen Speak

drug use before it starts

National Drug Clearinghouse: 1-800-666-3332

Media Campaign Clearing House: 1-800-788-2800