



About the “One Nation” Alcohol Prevention Social Marketing Campaign

Fact Sheet

How Serious is Alcohol Abuse on Guam:

Controlling alcohol abuse and its consequences on Guam presents both a public health and a cultural challenge. Data from the Behavioral Risk Factor Surveillance System (BRFSS) reveals that both heavy drinking and binge drinking are significantly higher among adults on Guam as compared to the US. Heavy drinking among Guam males is almost double that of US males (10.7% vs. 5.6%), while binge drinking among Guam males is 65% higher (34.5% vs. 20.9%). About 25% of heavy drinkers and 20% of binge drinkers are aged 18-24. Half of all heavy drinkers and 40% of binge drinkers are under the age of 35. Alcohol-related motor vehicle crashes remain the most visible social consequence of alcohol abuse. Implementation of evidence-based environmental strategies to address alcohol use and abuse among youth and adults, using multiple strategies that include mass social and media marketing campaigns are needed.

According to Guam’s Substance Abuse Epidemiological Profile (2007), Youth on Guam reportedly drink as early as 13 years old; 36% of high school youth on Guam are current drinkers and about 19% engage in binge drinking – with Chamorro and other Micronesian Islander youth having the highest rate. 43% of adults on Guam are current drinkers; with males drinking more than females; and alcohol is implicated in close to one-third of all suicide-related incidents - suicide is prevalent on Guam, with an average of one suicide death occurring every two weeks;

To reduce the social acceptability and norm that alcohol is part of the Guam or Pacific island culture, the Department of Mental Health & Substance Abuse, Prevention & Training (PEACE) will be implementing a strategic Alcohol Prevention Social Marketing Campaign that proposes to reclaim the Pacific Island cultural values of respect and family using a positive optimistic approach.

Campaign Goals:

The ultimate goal of this campaign is to promote healthy behaviors and alcohol-free, tobacco- free and other drug-free lifestyles on Guam and the outer islands. The approach and execution of the ONE NATION campaign will be done in a more positive light, unlike other current alcohol awareness public service campaigns.

Our short-term goal is to capture the essence of our island culture featuring local people that embrace our cultural values of family, respect, identity and that live a healthy and alcohol-free lifestyle that could be modeled by others.

Our long-term goal is to extend the One Nation campaign with the outer islands as a Pacific Island Campaign pledging to live a healthy and alcohol- free lifestyles.

What the “O” stands for:

The “O” in the logo symbolizes the unity of the Pacific Islands as “One Nation” striving to prevent alcohol abuse and embracing cultural values of family, respect and identity. Islands represented are:

- | | | |
|---------------------------------|----------|-------------------|
| 1) Guam | 2) Palau | 3) Kosrae |
| 4) Chuuk | 5) Yap | 6) Pohnpei |
| 7) CNMI (Saipan, Tinian & Rota) | 8) RMI | 9) American Samoa |

Target demographics: (youth & families)

Middle/high school youth ages 11-17
College students/young adults) 18-30 years old
Parents/Adults of all ethnicities
Chamorro & other Micronesian (FSM) ethnicities

Print Ad Concepts: (8)- Models in print ads will either wear t-shirts or hold water bottles etc.

- 1) Youth (Youth Governor & Lt. Governor- promoting youth leadership)
- 2) Cultural Group- Inetnon Gef Pago
- 3) Family- Either Chamorro/Micronesian family
- 4) Gay, Lesbian, Bi-sexual, transgender (GLBT)
- 5) Sports
- 6) Music
- 7) Manamko
- 8) Military

How we plan to execute this campaign:

- Mass media approach: 3 Radio stations, PDN Vibe/MV Newspaper, UOG Triton's Call, 4 Magazines, Mall/GPO Theater slides, Outdoor advertising (Billboards), school posters, talk shows and other PR opportunities.
- Interactive Social Networking websites: www.onenationguam.com (Facebook, Myspace)
- Promotional items: Water bottles, zories, dog tags, bumper stickers, t-shirts/tanks
- Community Outreach Activities (school, mall, village outreach)
- Campaign months:
 - March: Chamorro Month (teasers only)
 - April: Alcohol Awareness Month (Full launch)
- **Proclamation Signing/One Nation Campaign Unveiling**
 - March 31st, 2010, 9:30am at John F. Kennedy High School (Library/Media Center) Tiyan, Guam
- **Alcohol Screening Event**
 - University of Guam Campus*
 - Youth for Youth Annual Conference – April 30, 2010 at Hyatt Hotel, Tumon, Guam
- **Town Hall Meetings**
 - Youth for Youth LIVE! Guam – April 30, 2010 at Hyatt Hotel, Tumon, Guam
 - Pingelapese Guam Organization*
 - Oasis Prevention Empowerment Network (O.P.E.N.) Coalition*
 - Sanctuary Incorporated*
 - Island Girl Power*
 - Community Voices Coalition*
- **Youth for Youth 20th Annual Conference**
 - April 30, May 1st – 2nd, 2010 at Hyatt Hotel, Tumon, Guam
- *To Be Announced
 - May: Proms/Graduation
 - July: Liberation
 - September: Drug & Alcohol Recovery & Suicide Prevention Month
- Through local & regional partnerships
 - Foremost Distributors, Department of Youth Affairs, OPEN Coalition, Youth For Youth LIVE! Guam, Pacific Collaborating Council on Mental Health & Substance Abuse.

Has the campaign been tested?

Yes, qualitative data has been collected by the Department of Mental Health & Substance Abuse on the strategies of the One Nation Campaign. The messages were pretested with our target demographics in six focus groups among youth and adults within our community. The campaign has been revised several times to ensure community input has been included.