

FAKE IT 'TIL YOU MAKE IT
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Prevention Marketing |



FOR THE REST OF US



Benjamin Meier (note: get some qualifications) |
(insert picture)

- ~~expert~~
- ~~have it figured out~~
- ~~went to school for this~~

EXPERIMENTING...

WE'LL FIGURE IT OUT

What is this?

Cut

Maybe Regret Presenting?



M I R R O R

7 Years in
Prevention
Coalition Coordinator

Director of Prevention...

Grew a Passion

Pursuit of Excellence

Put over marketing

Growing Need

Share History with Mirror and Marketing

Objectives

1. Explore & understand branding for coalitions/prevention
2. Create processes for marketing & messaging
3. Leave with tools

4. HAVE SOME FUN??

C. BE^{A LITTLE} MESSY

- USE BRANDING/MARKETING
TO INCREASE EFFECTIVENESS

Address misconceptions...

not everyone is creative

False  >

Cut It Out

Copy to the Trash

Completely Untru

Don't Believe Lies

You Silly Goose

Just not true

Everyone is creative whether writing, thinking, designing, vision-setting, engaging people, or anything else

Address misconceptions...

it doesn't have to look good |

Half True  >

Widening Reach

Adapting

Attention Span

Build Capacity

Effective Message

It doesn't

But, what you're doing and messaging could be way more effective if it *did* look good



Have you see these?



A

it



BRANDING MATTERS

WHETHER WE LIKE IT OR NOT



Address misconceptions...

I'll never be able to learn

Up to you  >

Collaborate

Just Try It

You'd Be Surprised

Tools Today

Positivity, Bro

Like so many other things, you get what you put into it. It's work and can be hard, but often hard work creates higher likelihood of success

what is branding?

Open Link to Super Cool Brands



what is branding?

Here are some brands you might know:

Just Do It

Think Different.

Tattoos Inside!
Collect all 10!



Nike

Apple

FRUIT?!
Zebra Stripes



what is branding?

font

logo

color

feel/emotions

product

messaging

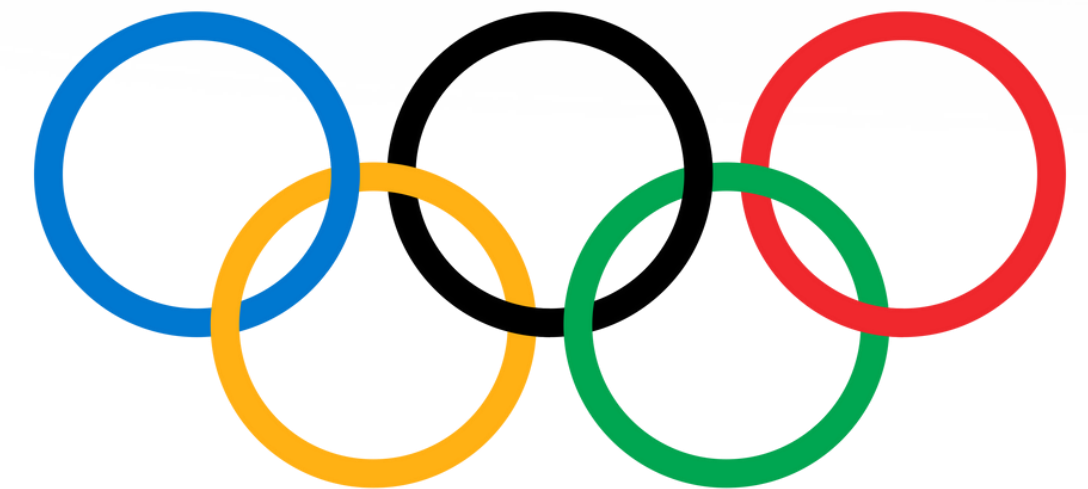
people's reactions |

ALL OF THIS TOGETHER

**YOU HAVE A BRAND
WHETHER OR NOT
YOU CREATED IT**



branding through logos |



YOU HAVE A BRAND WHETHER OR NOT YOU CREATED IT.

IF YOU DON'T WORK ON IT, YOUR BRAND
MAY BE CREATED FOR YOU



brands change! |



Twitter

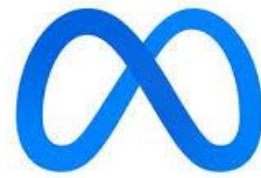


X

Pete's SUPER SUBMARINES



Facebook

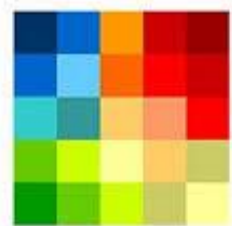


Meta

BackRub



PHILIP MORRIS INTERNATIONAL



Altria





brands change sometimes |



WARNING



Image Unavailable.
Don't Talk About It.





how to create a brand |

Name

Mission

Vision

What you stand for

What you want to communicate |

HEALTHY HARVEY DRUG FREE
COMMUNITIES COALITION



WHAT.

THE HHDFCC?

SOUNDS LIKE YOU'RE GEARING
UP TO SNEEZE

BRANDING IS AN
EXTENSION OF THESE

HEALTHY COMMUNITIES
GROWING HEALTHY YOUTH
THAT PART'S OKAY



how to start

Look at what works for others *NOT STEALING... GAINING INSPIRATION...*

Choose your name *CLEAR, EASY TO REMEMBER*

Create a logo *SIMPLER THE BETTER*

*FONTS, COLORS, *VIBES**
- THESE THINGS DIRECT EVERYTHING YOU DO

Choose “core” branding “guidelines”

- Create a mood board *CANVA IS A GREAT PLACE FOR THIS*

Think about audience and what will work

*YOUR COMMUNITY, ADULTS/KIDS,
AGES, ONLINE/PRINT,
LIKES/DISLIKES, RECEPTIVITY, ETC.*

HELPS FOCUS THINGS

COHESIVE MESSAGE

IS MORE EFFECTIVE

DOESN'T HAVE TO BE PERFECT



how to start |

HEALTHY HARVEY DRUG FREE COMMUNITIES COALITION

HARVEY COUNTY D-FY



WHAT WAS I THINKING?
SIMPLE
UPWARD TRAJECTORY
"DEFY" THE NORM



Drug Free Youth

SHORT
BOLD
EMPHASIZES D,F,Y



DRUG FREE YOUTH

REFINED
CENTER-ABLE



how to start

Refine what works

Keep it simple

Define non-negotiables

Everything after that goes through the “brand” |



DID... DID WE JUST SPF MARKETING???

Other Thoughts...

Create a high standard - aim for excellence

Don't settle for copies of copies

Put some effort and funding into it

We can be competitive like a brand |

BRAND COLORS

- COHESIVE - COLOURS
- A STATEMENT COLOR IS GOOD
- COLORS AND EMOTIONS
- LOGO - COLORED BACKGROUND
- COMPLEMENT PARTNERS

BRAND FONTS

- SIMPLER THE BETTER
- ABLE TO BE BOLDED/ITALICIZED
- COMPLIMENT THE TYPE IN LOGO

PICTURES/STOCK PHOTOS

- CANVA
- UNSPLASH
- GOOGLE

CREATE A BRAND

BRAND IS IMPORTANT, BUT
DON'T FORGET THE MESSAGE.
CONFUSED YET?

Another misconception...

we aren't selling anything

False



Clear Vision

Communication

Value

You Can Help

Selling Mission

You are selling your mission, impacts, outcomes, health, services, the fact that you can help, connection and collaboration, vision for the future, etc.

SO WE HAVE TO FIGURE OUT
HOW TO COMMUNICATE AND
INCORPORATE
MISSION AND VISION
INTO EVERYTHING WE DO.

People don't buy ~~what you do~~

THEY BUY WHY YOU DO IT

- SIMON SINEK

(IT'S A REALLY GOOD TED
TALK.. I'D LOOK IT UP)

🔍 how to create effective messaging

Get to the core purpose behind your work

Find the root cause(s?) **TRIGGERED BY LOGIC MODELS**
EXAMINE USE: WHAT, WHERE, WHY, WHO, HOW

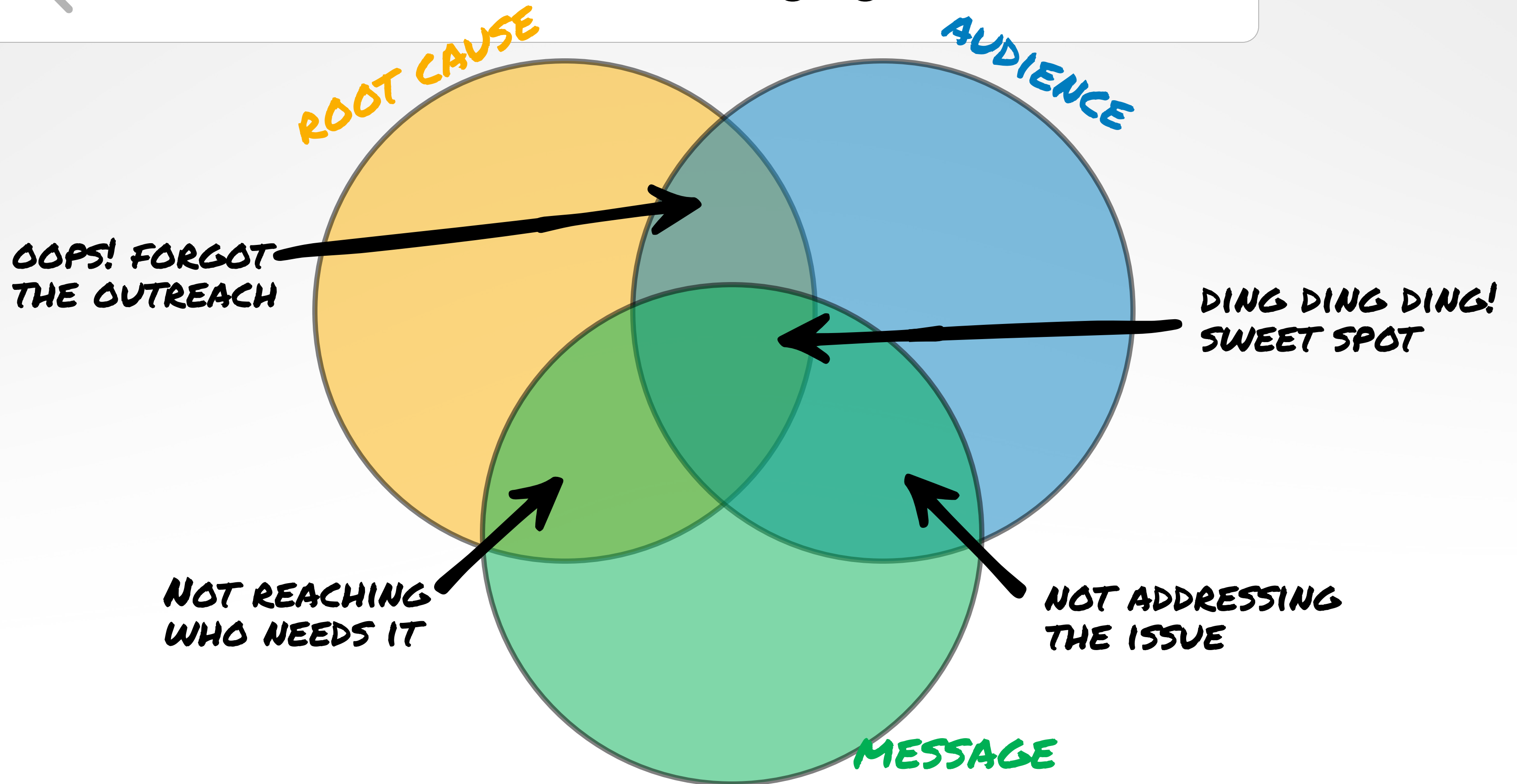
- Is there data to back it up?

Message - what will address this cause?

Audience - Who are you targeting? | *THE CORRECT ANSWER IS NOT EVERYONE*



how to create effective messaging



🔍 how to create effective messaging

Find the Root Cause

Does it fall into the mission/scope (brand)?

What does it look like? (W Questions)

Asking “But Why?”

Take a picture

Look for data

KIDS ARE VAPING



PARENTAL ATTITUDES
AVAILABILITY
PRICE/PROMOTION
ENFORCEMENT/LAWS
YOUTH ATTITUDES
COMMUNITY NORMS



**YOUTH ARE VAPING IN
THE BACK BATHROOMS
OF THE SCHOOL DURING
PASSING PERIODS**

🔍 how to create effective messaging

Narrow down audience

What does this audience look at/interested in?

Where are they going to see a message?

Why this audience?

Make sure that your targeting is *prevention*

How do you know? Data?

Can you involve the audience in creating?

🔍 how to create effective messaging

Actually create the message

**EMOTION DOESN'T HAVE
TO BE IN WORDS. COULD
BE PICTURES, COLORS,
GENERAL VIBES**

What do they need to know? (Education)
What do they need to do? (Action)
Why should they care? (Connection)
Emotion, data, information, action,
Avoid scare tactics, oversimplification,
talking down, preaching **FIND THE BALANCE**



types of drug-free messages

JUST SOME EXAMPLES...

DON'T DO DRUGS
HERE ARE ALTERNATIVES TO USE
YOU DON'T NEED TO USE TO HAVE FUN
SAY NO TO PEER PRESSURE
ONLY A FEW ARE ACTUALLY USING
MAJORITY OF KIDS ARE NOT USING
SUBSTANCES ARE BAD FOR YOU
YOUR BRAIN IS DEVELOPING
SPORTS PERFORMANCE IS AFFECTED
WHAT WOULD YOUR PARENTS SAY
YOU CAN BE A LEADER
PILLS ARE DANGEROUS
DON'T DRINK AND DRIVE
ILLEGAL
YOU COULD GET IN TROUBLE
PERMANENT LUNG DAMAGE
POSSIBILITY OF OVERDOSE
MANIPULATION
MEDIA MESSAGING
MISINFORMATION ABOUT SUBSTANCES
WHY DO YOU CHOOSE NOT TO USE?
HOW ADDICTION HAPPENS
WHO ARE YOUR SAFE PEOPLE?
SOOOOO MANY MORE....



examples of messages

VAPING IS A
**STRANGE
THING**

BE BETTER
THAN
VAPING

DON'T END UP
IN THE

UPSIDE DOWN

NEED HELP QUITTING?
TEXT "DITCHJUUL" TO 88709 **STAND**

F.R.I.E.N.D.S
DON'T LET OTHER
FRIENDS VAPE

WE'RE BETTER THAN THAT

HAVE A F.R.I.E.N.D
THAT NEEDS
HELP QUITTING?

HAVE THEM TEXT
"DITCHJUUL" TO 8.8.7.0.9

STAND

You **Vape?**

You're better than that

Don't
Play
Around with vapes.

Need help quitting?
Text "DITCHJUUL" to 88709 **STAND**



TALK

This is your
sign to talk to
your kids
about drugs
and alcohol.

Our Community.
Our Kids.
Our Responsibility.

HARVEY COUNTY
DFY
DRUG FREE YOUTH



examples of messages



SERVE SOMEBODY EXERCISE PRACTICE MINDFULNESS
CONNECT WITH FRIENDS RESPECT OTHERS SET GOALS
SPEND TIME OUTSIDE ENCOURAGE SOMEONE DRAW
REACH A NEW PR PAINT TAKE UP A HOBBY BREATHE
READ MAKE A LIST OF ALL YOU'RE GRATEFUL FOR
WRITE A THANK YOU NOTE LEARN SOMETHING NEW
DO SOMETHING CREATIVE STAR GAZE
HAVE FAMILY TIME WRITE A LETTER
TAKE A DRIVE LISTEN TO MUSIC
PLAY WITH A DOG TRY A NEW RECIPE
DANCE VOLUNTEER WATCH THE SUNRISE
GO ON A WALK PRAY OR MEDITATE
THINK OF A GOOD MEMORY MAKE A NEW FRIEND
WATCH SOMETHING THAT MAKES YOU LAUGH RUN
GIVE A HUG TAKE A SHOWER EAT A HEALTHY SNACK
GET COFFEE WITH A FRIEND TAKE A NAP JOURNAL
PLAY A GAME WITH FRIENDS WORK TOWARD A GOAL
WATCH A MOVIE TALK TO A PARENT

LIK
JUST DO...

@STAND.KS





coalition campaign

**PARENTS AREN'T
HAVING
CONVERSATIONS OR
CONNECTING WITH
THEIR KIDS**

Parents are not attending parent teacher conferences, not involved in student activities.



**PARENTAL ATTITUDES
COMMUNITY NORMS**

Low amount of students reporting having talked to an adult in their home about substance use in the last year.



**PARENTS ARE NOT
TALKING TO THEIR OWN
KIDS ABOUT SUBSTANCES
IN THEIR HOMES.**

Teen Intervene
Parent participation is at around 30%

**GOAL OF THE CAMPAIGN IS TO REACH PARENTS WITH RESOURCES, EDUCATION,
AND TIPS TO HELP THEM FACILITATE CONVERSATIONS WITH KIDS**



coalition campaign

Our Community.
Our Kids.
Our Responsibility.

CUE THE MOOD BOARD



coalition campaign

Our Community.
Our Kids.
Our Responsibility.

Keep the Conversation Going
Parent Tips for Tough Conversations



Keep the Conversation



They know more about drugs and alcohol than you may think...



Make sure they hear from you too.

Our Community.
Our Kids.
Our Responsibility.

Our Community. Our Kids. Our Responsibility.

BLOCK PARTY BOX
FAMILY GAME NIGHT

It's not your parents' weed
Marijuana
Some products now have

Drug Refusal Skills

Most likely, there will come a time when your child is offered something, whether it's alcohol or another substance. It's important to **give your kids a way out**, making sure they know what to do.

- Have a pre-determined **code word** they can use to let you know they want to leave
- Practice** ahead of time
- Tell them to **stay firm** on their boundaries
- They can **be the reason** one of their friends says no

Parent Tip: Discuss a random emoji that can be a code word for these situations so they can text it to you and you can get them out.

80% of kids say parents' opinions affect their decision making
2024 KCTC Survey

Cell Phones & Social Media

Ensure your child knows the forever rule - once posted, it's out there forever

Ensure your child knows the forever rule - once posted, it's out there forever

OUR COMMUNITY. KIDS. RESPONSIBILITY. Let's go Kansas hiking

hometown pride

I secretly don't know what a wall cloud is

we talk about the hard stuff

DFY

Land of opportunities & dreams

#wetalkeaboutit

KANSAS SKYLINES

Made Possible through Partnership with MIRROR, INC

Waiting for the game to start? Conversations with your kids...

...aping from other kids? What about ...gs or alcohol? ...od choices when you are out with

- what do you think is in **vapes**? (You can look it up together!)
- How do you think substances affect your **school and sports**?
- What will you say if someone **offers** you drugs or alcohol?
- Have you ever been offered a vape, an alcoholic drink, or something else?
- Would you feel safe telling me **if you tried something**?
- Do you know what our **expectations** are around drugs and alcohol?
- What ways can we come up with to help you **get out of uncomfortable situations** like being offered something?

Our Community. Our Kids. Our Responsibility.

Our Community. Our Kids. Our Responsibility.

🔍 using ai for marketing



Chat GPT

The more you input, the better the output

Don't use it to write for you

It can find sources **MAKE SURE YOU VERIFY THEM!**

Used it for outlines for presentations **AND IT WAS A LITTLE SCARY...**

A help/tool, NOT the endgame



 pictures & stock photos

UNSPLASH

 application/activity

DO WE HAVE TIME???



final tips/tricks/thoughts/messy ramblings

GOOGLE - IT'S NOT STEALING...

IF YOU ARE TARGETING KIDS, KIDS MUST BE INVOLVED IN THE CREATION

IF YOU ARE TARGETING KIDS, DON'T PRINT MORE THINKING THAT THEY WILL STAY RELEVANT

AIM FOR EXCELLENCE, BUT ACCOMPLISH YOUR BEST

IT ALL BOILS DOWN TO RELATIONSHIP



whewph. the end



THANKS FOR LISTENING!
QUESTIONS?

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