TOO YOUNG TO DRINK 2016 (#TYTD2016)
International Campaign to Raise Awareness of the Risks of Prenatal Exposure to Alcohol

THE CAMPAIGN
The campaign Too Young To Drink (TYTD) was launched on September 9, 2014, as an initiative of the European Fetal Alcohol Spectrum Disorders Alliance (EUFASD Alliance), in collaboration with the National Organization on Fetal Alcohol Syndrome (NOFAS USA) the European Alcohol Policy Alliance (Eurocare) and with the support of the team of the project “Mamma Beve Bimbo Beve” (Az. ULSS 9 Treviso – Italy). The campaign brings together organizations (public and private) that deal with pregnancy, childhood and health, in different countries of the world, to carry out joint initiatives to raise awareness of FASD. The creative sponsor of the campaign is Fabrica, an international communication research center based in Italy. In its two previous editions (2014 and 2015), the campaign was joined and currently involves a network of 76 partner organizations in over 36 countries worldwide.

AIMS
The campaign Too Young To Drink (TYTD) is aimed to raise and increase awareness of FASD worldwide. The campaign is a "springboard" that each partner and participating country can use to empower professionals and communities to take action on FASD, using low-cost, bottom-up strategies. The specific campaign goals are to spread accurate, spread coherent, univocal and non judgmental research-based information on the risks of pregnancy prenatal exposure to alcohol, and to put in connection institutions and organizations concerned with FASD, to share experiences, expertise and best practices.

THEORETICAL BACKGROUND
The campaign uses theoretical models of social marketing applied to health promotion.

TARGET
Childbearing aged population
Health and social professionals
General community

CREATIVE CONCEPT
The campaign Too Young To Drink is multi-subject and multi-language. It was developed with the aim of talking to the whole society and to different cultures of the world.
The campaign includes different tools: print materials (banners, posters, leaflets, postcards translated in various languages); a short video and a short backstage film.
For more information, Too Young To Drink – Case Study: https://vimeo.com/119460057

STRATEGY
Too Young To Drink is based on an integrated communication approach. This approach includes awareness actions and the use of social media. Awareness actions will be performed locally using images and materials of the campaign, alone or together with materials of local initiatives. Social media will be used to disseminate in the Web materials of the campaign and images from local initiatives, using the new hashtag #TYTD2016, so reaching an international visibility as a global shared action.

**SUSTAINABILITY**

The actions will be developed by participant organizations and individuals. Organizations and institutions which are sensitive to the issue are welcome to join the campaign. Eventual specific costs of the campaign (related most to print the materials) will be managed by the partners involved, with specifications from country to country. The actions made through the Web (taking pictures, uploading them and sharing them, asking citizens to post the visual in their profiles, etc.) are feasible at no-cost basis.

**VISUALS**

Two kind of visuals are available: bottles (developed for Edition 2014) and cocktail (from Edition 2015). Both visuals, in their different executives (posters, banners, etc.) can be used for the Edition 2016, alone or together (as they are complementary), according to the choices and needs of each participating organization. Web visuals of the past years will be utilized and recognized in new actions 2016, with the hashtag #TYTD2016.

**VISUAL 2014 - BOTTLES**

Available materials

**Banner**
Banner 600 x 200 cm (all bottles)
Banner roll up 85 x 200 cm
(one bottle for each banner)

**Poster** (6 different bottles – several languages available)
Poster 100 x 70 cm
Poster 70 x 50 cm

**Leaflets** (several languages available)
Video
Spot
Backstage video

Web: landing page (www.tooyoungtodrink.org)

VISUAL 2015 - COCKTAIL
The visual 2015 is in continuation with the visual 2014.
This visual is proposed in a lovely, eye-catching, universal version.

Materials available

Banner roll up (85 x 200 cm)
Poster A3
Poster 50 x 70 cm
Postcards

ACTIONS

LOCAL ACTIONS
Local actions can include:

- actions of non-conventional marketing (eg. Guerrilla Marketing, Flash mobs).
  They will push the amplification of the visual imagery of the campaign (as for the Guerrilla action, see instructions in Attachment 1)
- Displaying of print and/or video materials in different settings (public places, sport settings, healthcare services, etc.)
- Presentations in local initiatives (conferences, events, etc.)
- Distributions of materials (posters, leaflets, postcards)
- Etc.

These actions can be performed on occasion of the FASD Day events 2016 (September, 9) and should continue during the all FASD awareness month (September, 2016), and throughout the year. The materials of TYTD can be used together with materials of local initiatives.

Example of Guerilla Marketing action in Lubiana, SLO (2014)
SOCIAL MEDIA DISSEMINATION
Take pictures/video of local actions, take pictures with materials of the campaign, upload materials of the campaign and link them with the hashtags of the campaign, by using both the TYTD social media profiles (Facebook, Twitter, Instagram) and profiles of the participant individuals or organizations.
The aim is to give the highest visibility as possible to all the initiatives and to strengthen the joined efforts to prevent FASD (“Together we are making the difference”). Partner organizations and individuals who wish to join the campaign can use their personal social media profiles and/or open specific profiles related to the campaign. Individual initiatives (taking a picture with the visual/hashtags of the campaign and viralizing them in personal profiles, are welcome).

The official Facebook Fanpage and Twitter profile of the campaign act as general collectors of all local initiatives in order to spread them internationally, so it is important to put in connections the local tools with the official TYTD profiles (by posting them directly or sending them to the TYTD editorial team) with the hashtags #TYTD2016, #tooyoungtodrink #FASD #FASDay #FASDmonth

Example of local dedicated Facebook page, Philippines (2015)

Further ideas and suggestions from the partners are welcome. If partners have specific requests and/or needs, pleas contact us.

EVALUATION
Basing on the resources that will be available, an evaluation the campaign will be carried out.

REQUEST OF MATERIALS AND SUPPORT
All materials of the campaign are available in different languages and can be downloaded and utilized for free. It is possible to translate materials in further languages and add information on the local organization (eg. the logo), in accordance with the creative agency.

For information, support and request of materials please write to:
info@tooyoungtodrink.org; awareness@eufasd.org

Or contact the TYTD editorial team: + KATHY MITCHELL

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