

# END UNDERAGE DRINKING

## End Underage Drinking Implementation Guide



**Partnerships for Success**  
Preventing Youth Alcohol Use in Wisconsin

*In partnership with Northwoods Coalition, a program of Marshfield Clinic Health System.*

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There are images of the toolkit components throughout this guide. To download original copies of the items, please visit <https://marshnoco.memberclicks.net/end-underage-drinking>.

## Introduction

Welcome to the End Underage Drinking Campaign Implementation Guide!

The creation of the End Underage Drinking campaign was driven by community perceptions of underage drinking in five rural Wisconsin counties – Barron, Forest, Oneida, Portage, and Price. While these counties face challenges associated with underage alcohol consumption at rates well above the national average, they are not alone.

Rural communities have been, and continue to be, affected by the availability of alcohol to underage citizens. Conversations with community partners revealed that alcohol usage is “a way of life”—where kids are often getting alcohol from their parents and where teens drinking alongside parents in bars is never questioned. Parents are modeling the behavior and underage drinking parties are seldom reported.

To combat these social norms, the End Underage Drinking Campaign intends to educate the public on the issues associated with underage drinking and empower adults to be positive role models and to exhibit healthy behaviors.



## Use of Campaign Materials

Materials were created and are owned by the Marshfield Clinic Region of Sanford Health.

Materials should be used with integrity. Should coalitions wish to use materials outside of their original purpose, they must first consult with Marshfield Clinic to receive approval prior to utilization. Coalitions will have the opportunity to add a logo to campaign materials for branding purposes.

The images provided will serve as visual anchors for the campaign. Each image includes alcohol placed in inappropriate contexts (school lunch tray, backpack, sports bag, textbooks) with bold text and campaign logo.

## Campaign Objectives

1. Raise Awareness: Educate parents, guardians, and community members about the dangers of underage drinking.
2. Change Perceptions: Reinforce that underage drinking is not harmless and has long-term consequences.
3. Encourage Action: Motivate adults to engage in conversations and take preventive measures.

## Implementation Tips

- Go Slow. Alcohol use can be a touchy subject, especially in rural Wisconsin communities. It may take time to get people on board.
- Find a Champion. Not only can these people help promote your campaign, but they can also be available to answer questions about the campaign and provide additional resources.
- Be Responsive to Your Community. Every community is at a different place when it comes to accepting the idea of reducing underage drinking. Get to know your community and meet them where they are at.

## Target Audience

**Primary:** Parents, guardians, and caregivers of minors.

**Secondary:** Educators, community leaders, and youth organizations.

## Social Media Posts

All of the available campaign graphics are primarily intended for use on social media (Instagram, Facebook, and Twitter). Each image is available in two different versions – one with the slogan, ‘Drinking is no minor thing’ and the other with, ‘This is no minor thing.’ The different versions exist to give you the option to choose which version fits your community best.

There are also suggested captions with each post. Feel free to use what is listed, make any edits, swap one caption for another, or craft your own caption entirely to best meet the needs of your community.

### Sample Social Media Posts



It's easy to miss the signs—until you can't. When alcohol shows up where it doesn't belong, kids pay the price when we ignore it. They're not ready for the risks that come with drinking. But we are ready to prevent them. As the adults in their lives, we have to pay attention. Because every one of us plays a part in protecting the kids in our community.

Talk to your child today.

#EndUnderageDrinking #ItTakesAVillage #NoMinorThing



Alcohol and adolescence don't mix. And when it shows up where kids are meant to live, learn, and grow, it's more than disturbing, it's dangerous. They can't see the risk for what it is, but we can. Prevention is our job. As parents, as neighbors, as a community, it takes a village to keep our kids safe.

Start the conversation now.  
#EndUnderageDrinking #NoMinorThing #CommunityMatters



No drink is harmless when it's in the hands of a kid, and the damage can last long after the moment is over. But we have the power to protect them—to set boundaries, pay attention, and say no when it matters most. Because keeping alcohol out of childhood doesn't fall on them, it falls on us. And it takes a village to get it right.

Join the movement: Talk. Listen. Act.  
#EndUnderageDrinking #ItTakesAVillage



Kids don't need alcohol to grow up. They need adults who show up. Underage drinking happens when we look away but protecting them starts when we pay attention. Because prevention works best when everyone's in. It takes a village—and when that village stands together, kids stand a chance.

Let's protect our kids—together.  
#EndUnderageDrinking #NoMinorThing

*More images are available on the Northwoods Coalition website.*

## Website Banner

Feature the campaign images on your organization's homepage.

- Bold headline: "This is no minor thing."
- Visual: Alcohol inside a school backpack.
- Logo and tagline: "End Underage Drinking – It Takes a Village."
- See Example Below:

Home    About    Resources    Contact

# Drinking is no minor thing.

Learn More

Tips for Parents    Community Events    Download Materials

## Newsletters and Printed Materials

- Include campaign visuals and a short message encouraging parents to start conversations.
- Posters for schools, community centers, and clinics.
- Flyers for parent-teacher meetings and youth events (See example below).

# FRIDAY NIGHT LIGHTS

## Come Support Our Student Athletes

### This Is No Minor Thing.

Keeping our students safe takes all of us.

Let's work together to

### End Underage Drinking.

**END  
UNDERAGE  
DRINKING**

IT TAKES A VILLAGE



📅 Friday, February 14  
🕒 7:00 PM  
**Central High School Gymnasium**

Admission: Free for Students • \$5 Adults  
Activities: Concessions • Halftime Games Community Booth's  
Together, we support our athletes—and help keep our youth safe.

## Community Engagement

- Host informational sessions for parents about the campaign and offer resources to help guide conversations with youth.
- Partner with local businesses and organizations to display posters.
- Encourage schools to share the campaign on their platforms.
- Create stickers of the campaign logo to hand out at events:



## Additional Resources

- <https://www.northwoodscoalition.org/>
- <https://www.mcw.edu/departments/comprehensive-injury-center/wi-alcohol-policy-project>
- <https://www.samhsa.gov/substance-use/prevention/talk-they-hear-you>
- <https://www.responsibility.org/>