Report to Congress

on the Prevention and Reduction of Underage Drinking

2018

Chapter 4

Report to Congress on the National Media Campaign: “Talk. They Hear You.”

DEPARTMENT OF HEALTH & HUMAN SERVICES·USA

SAMHSA
Substance Abuse and Mental Health Services Administration

Time period covered by the 2018 Report to Congress: The 2018 version of the Report to Congress on the Prevention and Reduction of Underage Drinking primarily includes data from calendar year 2017. Epidemiological data in Chapters 1 and 2 draw from the most recently available federal survey data as of 2017. Chapter 3 includes data on the underage drinking prevention activities of ICCPUD member agencies in calendar year 2017. Chapter 4, the Report to Congress on the National Media Campaign to Prevent Underage Drinking, describes 2017 activities conducted by the Campaign.

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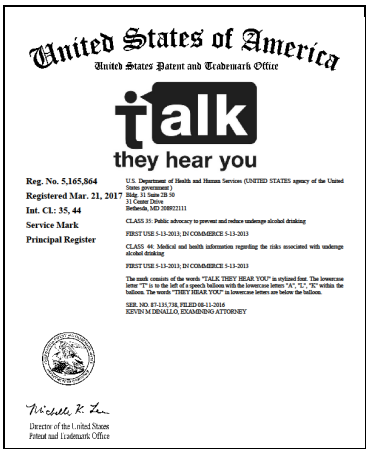
CHAPTER 4

Report to Congress on the National Media Campaign: "Talk. They Hear You."

Background

"Talk. They Hear You." (TTHY) is the Underage Drinking Prevention National Media Campaign of the Substance Abuse and Mental Health Services Administration's (SAMHSA's) Center for Substance Abuse Prevention (CSAP). The campaign is currently in its fifth year and has evolved to become as much an ongoing communication initiative as a well-recognized brand. In 2016, to bolster the credibility and consistency of the campaign, the U.S. Department of Health and Human Services (HHS) established a trademark for the TTHY logo.


United States of America
United States Patent and Trademark Office

talk
they hear you

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U.S. Department of Health and Human Services (UNITED STATES agency of the United States government)
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CLASS 35: Public advocacy to prevent and reduce underage alcohol drinking

FIRST USE 5-13-2013; IN COMMERCE 5-13-2013

CLASS 44: Medical and health information regarding the risks associated with underage alcohol drinking

FIRST USE 5-13-2013; IN COMMERCE 5-13-2013

The mark consists of the words "TALK. THEY HEAR YOU" in stylized font. The lowercase letter "T" is to the left of a speech balloon with the lowercase letters "A", "L", "K" within the balloon. The words "THEY HEAR YOU" in lowercase letters are below the balloon.

SER. NO. 87-135,758; FILED 08-11-2016
KEVIN M DINALLO, EXAMINING ATTORNEY

Director of the United States Patent and Trademark Office

"Talk. They Hear You." service mark certificate

Underage drinking remains a national public health issue with serious implications, especially among adolescents. SAMHSA is responsible for leading public health efforts to reduce the impact of substance abuse and mental illness on American communities. TTHY responds to directives set forth in Section 2(d) of the STOP Act, requiring the Secretary of HHS to fund and oversee a national adult-oriented media public service campaign and to report annually on the production, broadcasting, and evaluation of this campaign. The goal of TTHY is to reduce underage drinking by providing parents and caregivers of youth under age 21 with information and resources to discuss the issue of alcohol with their children.

The literature on underage drinking prevention suggests that parental interaction with youth regarding underage drinking may provide a unique opportunity for early intervention and prevention. TTHY was designed to capitalize on this theory and to add to the current knowledge base about underage drinking prevention. It also empowers parents to address the issue by increasing their level of comfort with the topic and encouraging open communication with their children.

Officially launched in May 2013, TTHY campaign objectives include:

1. Increasing parent or caregiver *awareness of and receptivity to campaign messages* (knowledge)
2. Increasing parent or caregiver *awareness of underage drinking prevalence* (knowledge)
3. Increasing parent or caregiver *disapproval of underage drinking* (attitudes)
4. Increasing parent or caregiver *knowledge, skills, and confidence in how to talk to their children* about, and prevent, underage drinking (attitudes)
5. Increasing parent or caregiver *actions to prevent underage drinking* by talking to their children about underage drinking (behaviors)

The National Media Campaign Return on Investment

The "Talk. They Hear You." earned media campaign has yielded more than an $8 to $1 return on investment for every dollar invested. Key strategies for the earned media campaign were to (1) secure prominent campaign coverage in several major media outlets, and (2) leverage regional relationships in communities with community engagements like "Town Hall Meetings" and public health observances such as "National Prevention Week" to further educate parents and caregivers of youth under age 21 about why and how they should talk about the dangers of underage drinking.

Since TTHY's inception, initial investment costs for development and implementation of the campaign have been less than $1,000,000 per year, totaling $8,148,324 over a 9-year period. Earned media outreach efforts have generated an estimated $74 million in earned media placements on major networks and affiliates—with television, print, and radio public service announcements (PSAs) collectively garnering 6.82 billion impressions in all 50 states and more than 300 cities. Distribution is augmented by community engagement with groups such as the Community Anti-Drug Coalitions of America (CADCA) and the National Prevention Network (NPN) that have direct access to parents and caregivers. Including partner engagement and outreach, TTHY has earned more than 20,760 in donated labor hours from community partners, which equates to approximately 10 full time employees (FTEs) and $443,000 in estimated salary.

TTHY Target Audience

Alcohol use by those younger than the legal age of 21 remains a serious public health and safety problem, undermining the well-being of America's youth. Although recent data on drinking behavior among 9- to 10-year-olds is not available, an analysis of multiple studies conducted in the 1990s (Donovan et al., 2004) found that 10 percent of 9- to 10-year-olds had already started drinking. More than 17 percent of underage drinkers begin drinking before age 13 (Kann et al., 2016). More than 7 percent of 14- to 15-year-olds used alcohol in the last month (CBHSQ, 2016c).

As noted, SAMHSA's TTHY campaign focuses on encouraging parents to begin conversations about alcohol with children at an early age, when the likelihood of influencing children's decisions about drinking is greatest (HHS, 2007). The campaign draws from social marketing and health education behavior theories, feedback from audiences across the country, and the latest scientific research.

Parents have a significant influence on young people's decisions about alcohol consumption. Parental attitudes toward drinking, as well as parental communication, can have a substantial impact on adolescent alcohol use, particularly among younger adolescents (Ennett et al., 2001; Wood et al., 2004). Although most adults support public policy aimed at reducing youth access to alcohol, there is evidence to suggest that parents are unaware of the pervasiveness and risk of underage drinking (NRC & IOM, 2004).

Parents who know about underage alcohol use can take action to protect their children from many of the high-risk behaviors associated with it. Through a direct association with adolescent perceptions and cognition, parental beliefs and communication about the acceptability of underage drinking may positively impact use of alcohol in youth (Sieving, Maruyama, Williams, & Perry, 2000), suggesting that parental interaction with youth regarding underage drinking may provide a unique opportunity for early intervention and prevention.

To help parents/caregivers of youth see themselves and relate to the campaign, TTHY's campaign products feature parents of diverse backgrounds interacting with their children. The campaign's launch and other features are described in more detail in the following section.

TTHY Campaign Components

TTHY messages and materials are disseminated through radio, television, and print public service announcements (PSAs); social media; the campaign website; partner networks; and direct outreach. Campaign messages:

- Emphasize the importance of parents talking to their kids about underage drinking before they reach the age range when alcohol use typically begins (before age 15)
- Offer advice to parents about preparing children to deal with peer pressure issues that may lead to alcohol abuse
- Highlight underage drinking statistics that are likely to catch parents' attention
- Focus on helping parents address the issue of underage drinking in a manner that emphasizes their children's ability to make autonomous decisions
- Model behaviors and situations when parents can begin the conversation about the dangers of alcohol with their children

TTHY Public Service Announcements

TTHY PSAs show parents using everyday opportunities to talk with their children about alcohol and reinforce the importance of starting these conversations at an early age. PSAs direct viewers/listeners to the campaign's website (http://www.samhsa.gov/underage-drinking) for additional information and tools, as well as for downloadable versions of video, radio, and print PSAs. A select number of these materials are currently available in both English and Spanish, with several Spanish-language versions released in 2016. A series of print PSAs directed at Native American audiences has also been distributed to markets in Alaska, Arizona, and Oklahoma.

In 2017, the TTHY campaign released a set of PSAs, which includes an extended-time English-language video PSA. This discussion-starter video, approximately 4 minutes long, illustrates the concerns and questions parents have about underage drinking, how to talk with their children about it, and how to model a meaningful and effective conversation. It is intended for use by community organizations, schools, healthcare providers, policymakers, and others concerned about underage drinking prevention.

In 2018, the TTHY campaign will release a collection of three PSAs with messages about underage drinking prevention, as well as separately funded PSAs about general substance use prevention. All of the PSAs address underage drinking and other substances that are often used

in combination with alcohol. One PSA in the collection will focus on military families, recognizing the increased risk factors faced by children with one or more parents in the military.

Since the campaign launched in 2013, TTHY television, radio, and print PSAs have collectively garnered more than 6.82 billion impressions. Distribution has generated an estimated $74 million in free air time and ad space.

TTHY Partner Networks

The TTHY media campaign works with more than 200 local, state, and national partners to support outreach and dissemination of campaign materials across the United States. Partners include other government agencies as well as prevention, retail, healthcare, community, and school-based organizations.

In addition to PSAs, TTHY promotional materials include infographics, web banners, buttons, and a scannable quick response (QR) code for promoting the campaign on partner websites. These materials were created and provided to partners for display and distribution to parents and community members, along with talking points, fact sheets, infographics, draft social media messages, and email templates to ensure consistent outreach to parents and community members.

For example, between January and July 2016, coalitions in four neighboring Florida counties came together to roll out TTHY to parents and caregivers throughout central Florida. Collective prevention efforts included co-branding TTHY print, radio, and television PSAs and widely distributing them via channels that were more likely to hit the target demographic of parents and caregivers. These channels included billboards, gas pump advertising, window clings, movie theater trailer placements, public transportation advertising, and traditional print, radio and television PSA placements.

Central Florida Cares Health System and four drug-free coalitions run the TTHY Campaign, using billboards as one channel to reach parents/caregivers in Central Florida.

TTHY increased its total number of partners in 2017 by 107 percent, engaging 222 new national and local organizations at events such as SAMHSA's 14th Annual Prevention Day, the Pentagon's Great American Smokeout Wellness Fair, and the Community Anti-Drug Coalitions of America (CADCA) Mid-year Conference. This outreach resulted in distribution of more than 300 credit card flash drives with TTHY's full suite of materials such as postcards, wallet cards, and table tents.

In 2017, SAMHSA initiated meaningful partnerships for prevention with groups such as the 525 Foundation, the American Automobile Association, the Tanana Chiefs Conference, and the Easthampton Healthy Youth Coalition. The Easthampton Healthy Youth Coalition in

Easthampton, MA, expressed a need for materials that would resonate with their large LGBTQ community. With SAMHSA's help, the coalition ran TTHY PSAs on local television and radio channels, conducted a four-postcard campaign targeting 8th-grade parents, ran a paid Facebook ad campaign, and utilized TTHY images on their website. SAMHSA also worked with the coalition to provide them with high-quality TTHY campaign photos that featured two moms and their son, which the coalition used to purchase billboard ad space in their county.

TTHY materials are available on the SAMHSA website.

TTHY Website

The TTHY website provides a centralized resource for all campaign information and products. Materials and information are organized by visitor category: parent/caregiver, partner, or media. Educational and informational documents provide facts and statistics on the problems and consequences of underage drinking, risk factors, warning signs, and suggestions for actions parents and educators can take to help protect children and strengthen decision-making skills.

A Spanish version of the site (http://www.samhsa.gov/hable-ellos-escuchan) launched in March 2016.

Parents can use an interactive "create your own" action plan to generate tips on when and how to talk to their children about alcohol that are tailored to a child's gender and age. They can also download a family agreement template that enables parents and children to pledge their commitment to avoid underage drinking together.

Other tools include answers to children's frequently asked questions about alcohol and five primary conversational goals for parents emphasizing the importance of:

- Indicating disapproval of underage drinking
- Demonstrating concern for their child's happiness and well-being
- Establishing themselves as a trustworthy source of information
- Showing their child that they are paying attention and will notice alcohol use
- Building their child's skills and strategies for avoiding underage drinking

Collective promotional activities from January 1, 2017, through December 31, 2017, helped drive 63,302 visits to the TTHY website—a 10 percent increase from the prior year. Social

media promotion has been especially effective in driving traffic to the site, with Facebook leading as a top referring website for 5 of the 12 months in 2017.

Mobile Application

Available to parents since July 2015, the mobile application ("Talk. They Hear You.") is available through Google Play™, the Windows® Store, and the App Store®. The application features an interactive simulation using avatars to help parents practice bringing up the topic of alcohol, asking relevant questions, and keeping the conversation going in a role-play environment. The app was downloaded 9,435 times as of October 2017 – 41 percent of downloads taking place between October 2016 and October 2017 alone.

"Talk. They Hear You." mobile app

In 2017, SAMHSA posted 14 social media messages promoting TTHY mobile applications. These social media posts garnered 668 engagements (reactions, comments, shares, replies) and contributed to 2,478 visits and 5,157 page views to the www.samhsa.gov/underage-drinking/mobile-application.

In previous years, the TTHY campaign has utilized other social media promotion tools to promote the mobile application. More detailed information on these efforts can be found in the 2016 Report to Congress.

TTHY Campaign Evaluation and Refinement

The National Cancer Institute Health Communications Model

Best practices for implementing health communications campaigns also call for the application of psychology and social marketing theory to guide how campaigns will drive audiences to action with respect to influencing internal and external factors. For the TTHY campaign, SAMHSA develops products that are relevant, relatable, and resonate with the target audience. Formative research is critical because it alerts SAMHSA to audience preferences and motivators early in the planning process and applying this research to the campaign materials makes them appealing to the target audiences. Thus, following the National Cancer Institute model, SAMHSA pretests messages, materials, and concepts during their development.
Summative evaluation is an important aspect of this development process, and while it happens at the end of the research cycle, it should not be viewed as an end

point. The findings from this phase of the research are leveraged to determine best practices, and where appropriate, forge new directions for a communications initiative. The process undertaken to develop and further hone the TTHY campaign was no exception.

Formative Evaluation

SAMHSA continues to invigorate the TTHY campaign by incorporating findings from ongoing research. During campaign development, parents, youth, and stakeholders provide feedback on all aspects of concept and message development. For instance, prior to the production of each campaign PSA, several concepts are focus tested with parents and caregivers around the country to gain feedback on the concepts, memorability of the campaign, and appeal of broader campaign messages and products. Typically, four focus groups are conducted for each PSA produced, and feedback from parents and caregivers is integrated into the campaign.

To these ends, SAMHSA conducted a national pilot program in 2012 to test and refine the campaign's creative materials and objectives (for extensive details, see the 2016 Report to Congress). In the ongoing effort to refresh the campaign and reach new audiences, SAMHSA will hold four focus groups with families that have at least one parent in the military. The intent of this research will be to understand how underage drinking prevention is prioritized within this community and to inform the development of PSAs that target military families. Feedback received during these types of formative market testing efforts are incorporated into final campaign materials prior to launch.

Summative Evaluation

Equally important to campaign development and implementation is the summative evaluation of the campaign. Carefully measuring campaign outcomes helps us answer the question of how well the campaign is achieving its stated goals for change. Evaluation of the effectiveness of the TTHY media campaign relies on the establishment of a correlation between parent/caregiver exposure to campaign materials and a change in knowledge, attitudes, and behavior to affect the prevention of underage drinking. SAMHSA plans to conduct a large-scale national survey of parents/caregivers—in addition to conducting a quasi-experimental case study—to investigate whether such a correlation exists. To ensure competency, campaign evaluation tools and protocol also require careful development and refinement.

Research Instrument Development

To further inform the development of the research tool being designed for implantation in the Case Study and National Survey projects, a pilot test of this instrument was completed in January 2016. Findings from this research indicate that a national survey effort is feasible. SAMHSA also conducted the focus group research needed for additional short-term campaign evaluation; the five groups commenced in September 2016 and were completed in November of that year. A topline of research findings and recommendations for how to further refine both the national survey and the TTHY campaign materials and approach are detailed in the Campaign Evaluation Strategy section of the 2017 Report to Congress. Additional edits were made to the survey instrument based on those recommendations.

Since the publication of the 2017 Report to Congress, much additional research has been conducted to further the development and implementation of the TTHY campaign and the tools

designed to track the markers of change. For instance, final refinements to the survey instrument, which is being designed for use in both the Case Study and National Survey research project further described below, has been executed via an iterative process of review among subject matter experts in the survey design space, as well as a rigorous cognitive testing procedure.

Cognitive testing was conducted in August–September of 2017 among a small sample (N=8) of respondents falling within the campaign target audience. Small-scale cognitive testing studies, such as the type conducted for this effort, are the gold standard for ensuring valid research instrumentation, and are well-accepted among behavioral scientists and research practice professionals alike for helping to eliminate "unwarranted suppositions, awkward wordings, or missing response categories" (Presser et al, 2004).[*]

Based on the feedback from these interviews, final edits were made to the survey to decrease opportunities for priming respondents, improve survey clarity, decrease respondent burden, and fine-tune the specificity of the information gleaned. Specific revisions included tweaks to language, item order, style and formatting, and optimization for the online version of the survey. A full report of study procedures and recommendations are detailed in the archived Cognitive Testing Report available upon request. The final survey was then time-tested in September of 2017 to confirm that burden estimates were within the limits suggested in the OMB package submitted for this project. A full report of procedures and findings of the time testing can be found in the archived Time Testing Report (available at underagedrinking@samhsa.gov).

The 2016 pilot survey study, subsequent focus group research, iterative subject matter expert reviews of the survey instrument, and cognitive testing of the revised survey were all employed to develop the most robust survey of parents and caregivers possible, as well as to refine data collection procedures. Specific recommendations from the 2016 focus group research are provided in the full report, "Advancing the Evaluation of the 'Talk. They Hear You.' Initiative: A Formative Research Project Assessing the National Survey Effort to Determine Reach and Impact of SAMHSA's Underage Drinking Prevention National Media Campaign." Details of the additional optimization efforts are reported in the 2017 "Cognitive Testing Report." A final additional data optimization exercise[†] will be conducted before launch of the National Survey effort in 2018.

The following bullets highlight only the most substantive edits resulting from the intensive, iterative process of subject matter expert review and cognitive testing reported above.

- In order to improve the recognition items for ad recall, a TTHY logo was included to improve the brand recall measurement.

[*] Note, in addition to cognitive-testing the research instrument, subject matter experts in research design and analytics further reviewed the survey for domain area relevance and data optimization. Iterative rounds of edits to word choice, question ordering and formatting to ensure clarity and quality data outputs were also executed both before, during and after the cognitive interview testing period.

[†] This process involves the counsel of a trained psychometrician who is well versed in analytics. Specifically, the survey data optimization process ensures that 1) stem questions and response options used in the final version of the survey are appropriate to the specifics of each study design, and 2) the data collected will allow for the greatest flexibility during analysis, thus yielding the greatest amount of information relevant to our research questions.

- To measure specific ad campaign exposure, a section was added that gauges recall for the most popular TTHY print copy, including a non-TTHY "sham" ad in order to account for false reporting.
- Significant additions were made to the original inquiry of the perceived importance of underage drinking. First, the stem question of the "most important issues" grid was refined to reflect the importance of *talking to their children* about the range of concerns listed. This edit was made because the perceived importance of *talking about underage drinking with one's child* is more in line with how behavior change is currently hypothesized in the TTHY evaluation's program theory. *Having the conversation* is also a primary TTHY campaign objective.
- Conceptual clarifications and categorizations were made in the "important issues facing your child" grid, including distinct response options for electronics overuse, negative online influences, general physical health-related concerns, mental health concerns, and school-performance-related issues, including general academic achievement and attention-deficit hyperactivity disorder/attention-deficit disorder (ADHD/ADD), which was reclassified under "mental health" per DSM codification.
- A perceived response efficacy[*] question (i.e., believing that having a conversation with one's children about underage drinking will make a difference in their underage drinking KABBs[†]) was added to the survey since thinking the issue is important may or may not correlate with believing that having the conversation will lead to reduced underage drinking behaviors. Another question about perceived importance of the underage drinking topic was also added.[‡]
- In attempting to quantify environmental effects on KABBs, a follow-up question was added to the campaign message awareness section to gauge if respondents have heard a similar message *outside of* TTHY exposures.
- A question regarding norms around alcohol consumption by gender was embedded to test whether disparities in the culture of drinking exist between men and women (potential probe for future research).
- A key item omitted from the original survey was added to capture TTHY campaign effects. Because the nature of social marketing efforts require repeated exposure over an extended period of time to effect behavior change, and the public health issues they are designed to impact are complex and thus challenging to achieve, measuring factors upstream of intended outcomes (i.e.: talking to one's child about underage drinking) is best practice in measuring the effectiveness of social marketing evaluations. Furthermore, *intention to act* can be a more sensitive outcome than an already performed action, in part because of a lack of opportunity to act moderates campaign effects on action itself (e.g., the child has been with divorced dad for the summer, making it impossible to have the conversation). Thus, parents'

[*] "Behavioral efficacy" means one's beliefs about the outcomes and effectiveness of a behavior.
[†] Knowledge, Attitudes, Beliefs and Behaviors.
[‡] These questions were added to supplement the "degree of concern about UAD" question that comes later in the survey, since that item is difficult to interpret on its own. For instance, if someone is exposed to the campaign and becomes more concerned about youth driving, is that necessarily a good thing? Further, are respondents more likely to remember exposure if they were very concerned about UAD in the first place? And if they are exposed and as a result have either already had the recommended conversation with their child or now feel better able to do so, might they not be less concerned, and would that not be a good thing? A cross-sectional design would make it hard to tease out the sequence of exposure, change in concern, and action. Thus, this additional question was added regarding the outcome efficacy of talking to one's child about UAD.

intention to discuss underage drinking (in this case, to have the underage drinking conversation) was added as a key survey item.

- Follow-up questions (one open- and one close-ended) were added to the question grid asking if key TTHY messages were emphasized among those having underage drinking conversations with their children: one that queried whether there was another point emphasized that is not reflected in the list, and another asking them to briefly detail that point. This additional inquiry was made because it yields important information about potentially detrimental messages that can be corrected and/or potentially helpful messages that parents use that could be leveraged in future TTHY messaging.
- Based on the time-testing exercise conducted during the survey development period, projected response time was edited to give respondents a more realistic expectation of time required for completion.
- The questionnaire was restructured to accommodate individual KABB for each child within the 9-15 age range. This allows for differentiated insights based on developmental age.

Tracking TTHY Outcomes

With the goal of tracking the effectiveness of TTHY, two major research studies have been designed and are in various stages of implementation. One is an annual National Survey, for which an OMB package is currently being developed and the research launch tentatively slated for mid-2018. The other is a quasi-experimental Case Study research project, which launched in Fall 2017 and for which OMB approval was achieved in Spring of 2017 (OMB No. 0930-0373 exp. 5/31/2020).

The purpose of the National Survey effort is to evaluate the national reach of the campaign, as well as to establish a correlation between parent/caregiver exposure to campaign materials and desired underage drinking-related behavioral outcomes (KABBs related to parent communications that impact underage drinking among youth under age 21). More specifically, this study will:

- Examine campaign reach and exposure to determine whether enough adults with children in the targeted age range have been exposed to campaign messaging and materials
- Evaluate whether parents exposed to campaign messaging and materials report increased knowledge and skills and/or changes in behavior regarding talking to their children about alcohol after seeing the materials

The design of the National Survey utilizes a repeat cross-sectional data collection effort of underage drinking and TTHY-related KABBs among parents/caregivers of middle-school-aged children, with the potential for an embedded longitudinal cohort sub-sample in years 2-4 of the research contract. SAMHSA will administer the nationally representative survey online in both English and Spanish using the Qualtrics© Survey Suite.

To supplement findings from the National Survey study, SAMHSA is also conducting a quasi-experimental Case Study (mentioned above). Whereas national survey data will provide an evaluation of overall campaign information exposure and retention across the United States, the Case Study will explore details of *how* exposure to the TTHY campaign affects parent and student attitudes and behaviors at the intervention site.

The Case Study utilizes a pre-post intervention study design with a comparison group of middle school-aged students and their parents/caretakers in two U.S. middle schools. Evaluation researchers designed a forced campaign exposure at the intervention school setting (Rundlett, NH). Findings from this site will be compared to a comparison site (Lutz, FL), which will not be receiving the intervention. The comparison site was matched with the intervention site on demographics known to have an impact on high-risk youth behaviors (e.g., race/ethnicity and percentage of student population receiving free or reduced-cost school lunch). Linking parent/student pre- and post-exposure surveys at both sites will allow SAMHSA to identify trends in correlations between changes in parent behavior and changes in youth behavior.

As part of the Case Study project, environmental scan interviews are also being held with key stakeholders at both sites to track potential influences on campaign outcomes outside of TTHY exposures. In order to account for *how* the campaign impacted KABBs among parents and caretakers, as well as to identify details on specific campaign content and its usefulness for discussing underage drinking with children, one-on-one interviews at the intervention site will also be conducted among participating parents/caregivers. Monthly environmental scan interviews with key stakeholder at each site will also be conducted to more fully explain any post-intervention differences found between sites, as well as to account for any influences on outcomes of interest to the study above and beyond TTHY campaign exposure.

Together, these sources of information will allow an estimation of overall campaign impact, as well as further inform development of the TTHY campaign materials and dissemination approach.

Campaign Expansion

During the course of the exploratory research conducted at the formative stages of TTHY campaign development, SAMHSA also learned that parents/caregivers are concerned about broader substance use prevention and want information on how to talk with their children about not using marijuana and opioids. As a result, in 2018, the TTHY campaign will receive separate funding to begin expanding the campaign with general substance use prevention messages. While STOP ACT dollars allow for continued development and reach of UAD prevention messaging, this additional funding allows for expansion into other substances that present comorbidity risks for alcohol users and continue to ravage U.S. populations nationwide. This campaign expansion is in direct response to feedback solicited from community-level needs assessments and dialogue with related professional groups. Thus, to inform the PSAs for the separately funded campaign expansion, six additional focus groups will be conducted in 2018 with parents/caregivers in states with high levels of opioid use and state or local marijuana policy changes. This additional research will help SAMHSA understand if these factors influence parents in talking with their kids about alcohol and substance use prevention, which is informative not only for the alcohol-focused TTHY messaging, but the externally-funded general substance abuse expansion of the campaign.

Conclusions

Supporting the development and justification of the TTHY campaign involves a complex interplay of formative, process and outcomes evaluation efforts. Preliminary research suggests that SAMHSA has met several markers for early success, including strongly resonating with intended TTHY audiences and researching these targets via a variety of venues. Further, in establishing the ties that connect campaign objectives with outcomes, SAMHSA has embarked upon an aggressive research plan that has recently launched and will continue to garner support for program efficacy over the next four years. Together, data from the National Survey and quasi-experimental Case Study will be used not only to estimate overall campaign reach and impact, but to ensure that the TTHY campaign evolves in ways that continue to resonate with its primary target audiences and meet the needs of the U.S. population at large.