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Maine Department of Health and Human Services

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BACKGROUNDER

The Department of Health and Human Services' Office of Substance Abuse (OSA) has launched a statewide media campaign to heighten parental awareness of Maine teen alcohol use and to provide parents with the skills and resources they need to better monitor teen behavior.

The parent media campaign, called *Find Out More, Do More* was developed based on the results of a survey of parents with students in grades 8-12. Parents were polled in a statewide telephone survey conducted by Strategic Marketing Services of Portland. Parent data was contrasted with results for 8-12th graders from the 2006 Maine Youth Drug and Alcohol Use Survey (MYDAUS), in which teens reported on similar issues.

Find Out More, Do More centers on practical tips, such as Limit Access, Network, Reinforce & Enforce, Check In, Be Up and Be Ready and provides a starting point for parental monitoring of teen behavior and alcohol use. For each of the five tips, there are three levels of monitoring—good, better, and best. As parents learn and practice new skills, they will be able to step up their monitoring level.

Find Out More, Do More is a comprehensive media campaign targeting parents of teens focusing on practical tips that will be communicated via television ads, brochures, school informational sessions, media outreach, and www.maineparents.net.

The campaign kicks off with three television ads and new monitoring tips and content at www.maineparents.net, a resource created by OSA for Maine parents to help reduce underage alcohol use and keep teens safe. The first ad, which uses instant messaging to show how parents may not know what plans their teens are making, will begin airing on Wednesday, September 13.

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