About the project
In Spring 2014, Public Affairs students Stephanie Bao and John Lander prepared and analyzed two surveys as their service-learning project for Camden Community Alliance and Resources. The first survey assessed Camden County adult attitudes toward drinking and marijuana use; the second survey explored high school student use of and attitudes toward alcohol consumption and marijuana.
In Fall 2015, CCAR asked the College of Coastal Georgia’s Public Communications class to use that data, along with information from focus groups, to create youth and adult social norms campaigns in an effort to reduce teen drinking and parental hosting.

Building the communications campaign
A team of students worked with CCAR Executive Director Colinda Perry and Project Director Mandy Scott to choose from a variety of campaigns, including some “canned” campaigns in use in other Georgia counties. Because the class was a communications class, the students also created their own campaign and their own theme, “Under YOUR Influence,” and took the ideas to a focus group of adults, including adults of teenage children. The focus group selected the campaign prepared by the the team: Breanne Herrie, Johnny Stephens, Baser Shaw, Deborah Brown, Ty Bacon, and Chelsea Copeland.
The campaign materials are being used on billboards, flyers, billboards, and on the CCAR website to encourage parents to reduce their influence to reduce teen drinking and to reduce the proportion of Camden parents who think “social hosting” is acceptable. Students also prepared public service announcements, a slide presentation for civic groups, and news releases about the campaign.
The project was funded in part by the Georgia Department of Mental Health and Developmental Disabilities, which will help evaluate the success of the campaign.

83% of Camden teens think their parents should educate them about alcohol.

Among those working with CCAR on social norms projects were (front, l-r) Deb- orah Brown, Baser Shaw, and Anne Brown; (back, l-r) Johnny Stephens, Breanne Herrie, Chace Mil- ler, Joseph Baker, Rachel Hodgefield, and Kenny Khadra.