Fear Campaign

Not the spotlight you had in mind?

Avoid Drinking Trouble
(12% of Camden students drink at least once a month.)

Avoid Drinking Trouble
(60% of your classmates have never tried alcohol.)

About the Project

In Spring 2014, Public Affairs students Stephanie Basey 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 the effort to reduce teen drinking and parental hosting.

Building the Communications Campaign

A team of students worked with CCAR Executive Director Celenda Perry and Project Director Mandy Scott to choose from a variety of “social norms” campaigns designed to reduce teen drinking, including some “canned” campaigns in use in other Georgia counties. Because the class was a communications class, the students also created their own campaigns and tested them on a Camden High School focus group. Using that input, the campaigns were revised and reviewed by a second group, a CGCA 1101 class. The result was the creation of two separate campaigns: a “fear” campaign that reminded teens of the dangers of drinking, and a “#healthyselfie” campaign, which focused on the social norms of having fun without drinking.

The team created a strategic plan for campaign roll-out which included billboard design, public service announcements, a Facebook page for students to post their “healthyselfies,” and news releases.

Team members were Joseph Barker, Rachel Holyfield, Ronny Khadra, Annie Brown, Kalab McCollum, Chase Miller, and Kara Lowther. Chelsea Copeland developed the logo and artwork. A grant from Service-Learning helped fund the purchase of original photography for use in the ad 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.

#HealthySelfie Campaign

Almost all Camden students think there is harm in drinking alcoholic beverages no matter the age.

Share your #healthyselfies

87% of Camden students don’t drink or have only experimented with alcohol.

Among those working with CCAR on social norms projects were (front, l-r) Deborah Brown, Baxter Starn, and Annie Brown, (back, l-r) Johnny Stephens, Banece Herrin, Chase Miller, Joseph Barker, Rachel Holyfield, and Ronny Khadra.