

## **SUGGESTED ACTIVITIES**

- Arrange for a editorial board visit to explain the report and your local activities.
- Hold a press briefing/breakfast to present IOM report and local agenda.
- Hold a press conference on the report with other partners. Focus on how this report supports your local efforts.
- Hold a town hall meeting forum on underage drinking. Distribute copies of the report and your local coalitions policy agenda/mission.
- Prepare a resolution and have youth advocates ask legislators to pledge support for the report and to eliminating underage drinking in the community. This can be done at the state or local level. Publicize the resolution and the people who signed it.
- Prepare a public resolution/call to action. This can be on large poster board or a banner from Kinkos. Set up a table at the local library, grocery store, school, etc. Get people to sign it. Promote this activity so the media covers it, hold a news conference to show the number of signatures and/or present it to local or state or federal legislators.
- Have youth advocates conduct an environmental scan – numbers of alcohol ads/billboard/promotions around heavily trafficked youth areas. Report results and tie it back to the report recommendations/observations.
- Ask local papers to donate space for the ad.
- Purchase an ad in a local paper.

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