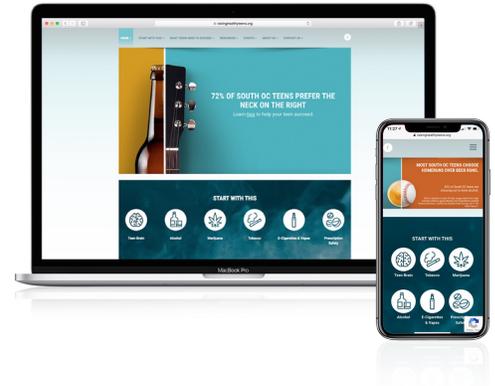


Raising Healthy Teens.



A Civilian Case Study
Client: Mission Hospital

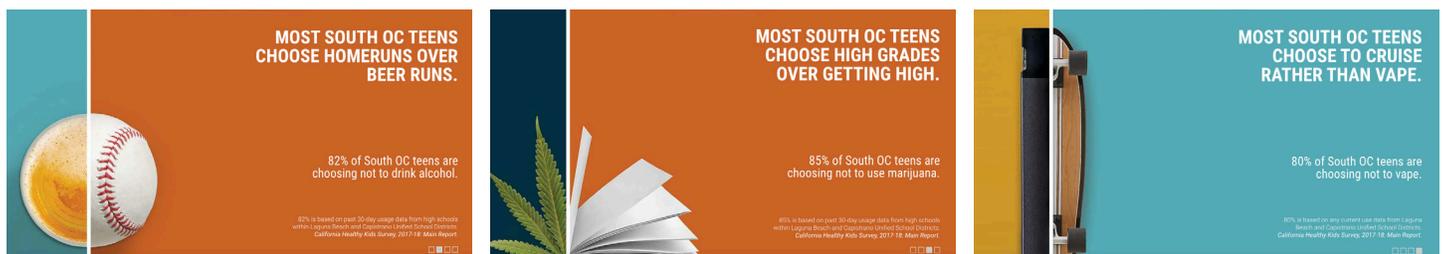
Mission Hospital launched the **Raising Healthy Teens** campaign in January 2018 to reduce teen alcohol and other drug use in South Orange County, specifically at Capistrano Valley High School, Laguna Beach High School, and San Clemente High School. The campaign uses a social normative approach to deliver the unexpected message that ‘despite what you may think, most teens don’t drink’. Within a year, student alcohol use decreased by as much as 43 percent—more than at all other high schools in OC and California’s 10 largest counties.



Parents play an important role in helping young people lead healthy lives. Research shows that teens who are connected to family and other adults, and engaged in meaningful activities, are less likely to use drugs or alcohol.

Creative Approach

The evolved split frame imagery cleverly promotes the fact that most young people do not use drugs and alcohol. The image on the right showcases healthy activities that teens are more likely participating in.

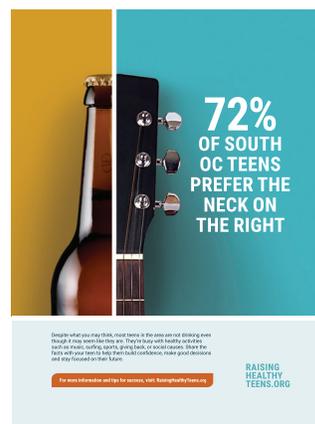


Advertising

To affect change at both the individual behavior level and at the broader community level, a mix of traditional and digital media are used including:

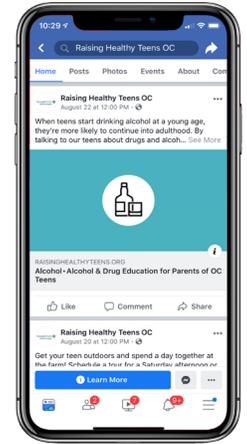
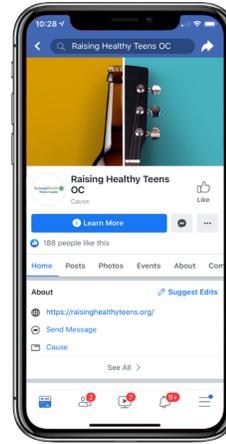
- All advertising drives to the campaign website, RaisingHealthyTeens.org, providing parents with tips, resources, and fact sheets to have an effective conversation with their teens about alcohol and other drug use.
- Print advertisements placed in key community publications.
- Highly efficient, geo-targeted promoted posts on Facebook.
- A robust paid search campaign.

**RAISING
HEALTHY
TEENS.ORG**



Social Media

The campaign Facebook page (@RaisingHealthyTeensOC) allows for further engagement with local community members and organizations. Timely and relevant posts educate parents and provide actionable ways to help teens do well in school, be resilient and resist risky activities such as substance use.



Community Outreach

Direct outreach to parents at the target schools is being done through paid media placements supporting school activities such as athletic events and theater performances. Additionally, Mission Hospital participates in other community events such as their “Date Night” series that aims to help parents have open conversations with their teens about alcohol and drug use.



The Results.

The campaign, along with the student-focused Strength In Numbers OC campaign and related materials, appears to be working. An evaluation of data from the California Healthy Kids Survey confirms that, a year after the campaign launched, alcohol consumption among students at the targeted schools decreased more than at non-targeted schools in Orange County and California’s 10 largest counties.



65,000 UNIQUE READERS
reached through a placement



11,937 DIRECT MAILERS
sent to targeted zip codes

7,031,265
Cummulative Impressions

Total number of ad exposures

33,760
Cummulative Encounters

Total number of clicks across all digital ads as well as total shares, comments, reactions, and likes across all social media channels

27,405
Total Web Visits

42%

Drop in 9th grade student drinking*

More than all other OC high schools



37%

Drop in overall student drinking*

More than all of California’s 10 largest counties



Note: All data reported from January 2018 through August 2019. Data includes paid media, organic social media, and traditional media out of home posters and coffee sleeves. *At all three target high schools, **Capistrano Valley High School and San Clemente High School 9th and 11th grade combined.