



The Risk is Real Campaign School Involvement and Bottle-Tagging

- **The Risk is Real** is a social marketing campaign created specifically for high school students and their parents. Using targeted messages, The Risk is Real campaign addresses the risks of underage drinking and is designed to increase awareness among parents and teens.
- While commercial marketing persuades people to buy products and/or services, a social marketing campaign uses *“marketing principles to influence human behavior in order to improve health or benefit society.”* (Centers for Disease Control)
- **What is Bottle-Tagging?** Bottle-Tagging is a grass-roots activity of The Risk is Real campaign. Bottle-Tagging enables student volunteers to participate in a community service project to help increase awareness of the risks of underage drinking. Specially-designed Bottle Tags with The Risk Is Real messages are available by contacting us on the website at [Talk to Us](#).

Bottle-Tagging How-To

Step 1: Student volunteers (supervised by an adult advisor), call local grocery stores, liquor stores, clubs, restaurants, etc. and ask to speak to the owner or a manager.

Step 2: Students speak with the owner/manager, explain the campaign initiative and messages, and ask if the business will allow students volunteers to hang specially-designed campaign Bottle Tags on alcohol and beer bottles. *The Bottle Tags remind adults not to purchase or give alcohol to youth under the age of 21. **Whether the organization says yes or no, students are polite and thank the business owner/manager for his/her time.***

Step 3: Students keep a list of organizations called, the date, time and who they spoke with, and whether the owner/manager agrees to allow Bottle-Tagging or not. Add up the number of businesses that said they support Bottle-Tagging; estimate 20-30 Bottle Tags per location. Order your specially-designed Bottle Tags with The Risk Is Real messages by contacting us at <http://theriskisreal.org/talk-to-us/>. Print the Merchant Information Sheet to give to local businesses.

Step 4: *Accompanied by an adult*, students visit the business that agreed to Bottle-Tagging and ask to speak to the owner/manager. If the owner/manager is not present, students can provide the date/time of the call and who provided permission for Bottle-Tagging. Show the Bottle Tag to the owner/manager or person present.

Step 5: Students tag the bottles, being careful not to disrupt business. Before leaving, students thank the local business for supporting the health and wellness of teens in the community. Present merchants/owners with the Merchant Information Sheet (see page 3 of this toolkit).

Step 6: If the business location agrees, students can take pictures of the business storefront and the tagged bottles, to post on social media as a way of providing thanks and support to participating business.



Additional Ways Your School Can Get Involved in The Risk is Real Campaign

- Organize a group of student volunteers and develop a plan to ensure students view the website materials and videos. Discuss the videos and campaign facts.
- If you are interested in displaying banners and posters in your building/school, [click here to email us](#).
- Encourage parents visit the website, which hosts tips for parents, conversation starters, resource materials and more.
- Include information about The Risk is Real in your school newsletter.
- Link to www.TheRiskisReal.org from your school website.
- Send an email blast to your students' parents, encouraging them to visit the website.



Merchant Participation Community Bottle-Tagging

Dear Merchant,

The Risk is Real is a social marketing campaign created specifically for high school students and their parents to help reduce underage drinking. Using targeted messages, *The Risk is Real* addresses the risks of underage drinking and is designed to increase awareness among parents and teens.

We need your help!

What is Bottle-Tagging?

Bottle-Tagging is a student-based, grass-roots activity of *The Risk is Real* campaign. Bottle-Tagging enables student volunteers to participate in a community service project to help increase awareness of the risks of underage drinking. Students will be calling local businesses to secure permission to hang specially-designed Bottle Tags with *The Risk is Real* messages on liquor bottles, beer bottles, etc. The Bottle Tags remind adults not to purchase or give alcohol to youth under the age of 21.

Merchants: Show your support by permitting student volunteers to place tags on alcoholic beverage bottles in your location! Thank you for supporting the health and wellness of youth in our community.

Visit www.TheRiskisReal.org for more information and online resources.

**Teach your teen to think, not drink.
Talk to your teen about the harmful effects of underage drinking.**