

Poster Campaign

Substance: Tobacco, Alcohol, Rx Drugs

Materials: Paper, Markers/paints/decorating materials, permission from school or community to display posters/fact cards

Strategy: Provide Information

Target Audience: Students, Faculty

Description: Use your creativity to create posters, bulletin boards, cards, signs, or displays to share information with your school or community about the dangers of ATOD use. Use the information from the fact sheets to create visuals that make sense for your community.

Great For: Kick Butts Day (March), World No Tobacco Day (May 31), Great American Smoke out (3rd Thursday of November), Alcohol Awareness Month (April), National Night Out (August), Red Ribbon Week (October), Prom Season, or any time of the year!

Instructions

1. Decide with your group what approach you want to take – posters, flyers for lockers, bulletin board, display case, etc.
2. Get permission from the school or community to display your work.
3. Gather the art supplies you will need and set a date to create them.
4. Hang them up (and remember to take them down by the date you were instructed).
5. Consider pairing this campaign with different activities (facts on the morning announcements, creating trivia games with these facts, or holding a substance free event).

