

To reduce the social acceptability and norm that alcohol is part of the Guam or Pacific island culture, the Department of Mental Health & Substance Abuse, Prevention & Training (PEACE) and the Department of Youth Affairs has implemented a strategic Alcohol Prevention Social Marketing Campaign that proposes to reclaim the Pacific Island cultural values of respect and family using a positive optimistic approach.

Guam's One Nation Alcohol Prevention Social Marketing Campaign proposes to reduce the social acceptability and perception that alcohol is part of our true Pacific island culture on Guam. The overall theme of this campaign is "One Nation to prevent alcohol abuse: Embrace & Respect our island culture & families."

The campaign consists of a cross-representation of local spokespeople including youth of all ages, manamko "elders", military, gay, lesbian, bi-sexual & transgender (GLBT) college students, athletes, musicians, and other Micronesian families. Using the Substance Abuse Mental Health Services Administration's Strategic Prevention Framework and the Health Communication Process, qualitative data was collected by DMHSA prior to the implementation of this campaign. The messages were pretested with six focus groups representing the targeted demographics of youth and adults in the Guam community. The campaign has been revised several times to ensure the inclusion and accuracy of community input and culturally relevancy. An evaluation component is currently being administered throughout the implementation process.

WHO:

The One Nation campaign targets Guam's middle/high school youth ages 11-17 years old, college students, young adults ages 18-30 years old, parents/adults of all ethnicities primary Chamorro & other Micronesians.

WHAT:

The One Nation campaign counters the use and abuse of alcohol with the distribution of "H2 One Nation" bottled water highlighting messages that promote Pacific Island cultural values, using a fun and optimistic approach. The Guam Department of Mental Health & Substance Abuse Prevention & Training Branch and the Dept. of Youth Affairs has partnered with Foremost Distributors (local bottling company), Dept. of Parks and Recreation, Mayor's Council of Guam, Youth For Youth LIVE!, and Community-based Prevention Coalitions to successfully and strategically implement the campaign at all community-wide activities including 5K runs, youth conferences, underage drinking prevention town hall meetings, trainings, religious and other family events.

WHEN:

The campaign launched on March 31, 2010 and will continue throughout the year.

The long-term goal within the next 5 years, is to extend the One Nation campaign throughout the Pacific Region by inviting the islands of Palau, Federated States of Micronesia, Commonwealth of the Northern Mariana Islands, the Republic of the Marshall Islands and American Samoa to join as a Pacific Island Campaign pledging to live a healthy and alcohol- free lifestyles.

WHERE:

The One Nation Alcohol Prevention Campaign uses a creative mass media approach that includes traditional and non-traditional mediums. PSA advertisements are featured island-wide in all local theaters, family/ lifestyle magazines, school posters, TV/radio stations, daily/college newspapers and community outreach activities. Aside from the "H2One Nation" customized water bottles, other unique promotional items symbolic of our island such as zories "local slippers", dog tags, t-shirts/tank tops, and bumper stickers are distributed at all community events. One Nation Drug- Free pledges are being collected island-wide at all events and the campaign is being evaluated throughout the implementation process. The One Nation Campaign continues to be highly visible in all social networking websites including facebook and myspace.



For more information

Contact the Department of Mental Health & Substance Abuse, Prevention & Training Branch at 671-477-9079 thru 9083. Department of Youth Affairs at 671-735-5032 www.peaceguam.org www.onenationguamm.org



