November 14, 2014 

Dear Prospective Applicants:

Welcome to the 2015 Wisconsin *Parents Who Host Lose the Most: Don’t be a Party to Teenage Drinking* campaign. As you know, underage drinking is illegal, has long term health consequences and is one of the leading causes of death among youth. The *Parents Who Host* (PWH) campaign promotes safe prom and graduation events by discouraging underage drinking parties hosted by parents, family and friends.

There are three required components of this campaign that applicants should be prepared to implement;

* *Parents Who Host Lose the Most: Don’t be a Party to Teenage Drinking* public information campaign.
* Media advocacy and outreach such as press releases and presentations to civic groups.
* Law enforcement support, including targeted operations to prevent teenage drinking parties such as alcohol age compliance checks or patrols at identified locations where underage drinking occurs.

These three activities reduce the availability of alcohol and underage alcohol abuse during Prom and Graduation celebrations. Many communities have used the Parents Who Host campaign as a spring board for the creation and implementation of a social host ordinance making it illegal to provide a location for underage drinking.

The application process begins **Friday, November 14, 2014.** Please complete and submit an application no later than **Friday, December 19th, 2014,** to Raina Zwadzich, Bureau of Prevention Treatment and Recovery at mary.zwadzich@wisconsin.gov. A confirmation email or phone call upon receipt of your application will be provided. Any applications received after December 19th will be given consideration for acceptance if materials are available.

Applicants may target a portion of a community, such as the area around a specific school, neighborhood or an entire community. The applicant will receive PWH promotional material at no cost to the applicant. Information on determining the amount of materials your community is able to apply for is included in the application. Communities may amend their order if additional materials are available. All groups will receive an invitation to a webinar prior to the start of the campaign. The webinar will connect returning and new groups to share ideas and experiences.

The timeline for the 2014-2015 PWH campaign is below:

* November 14th: Application process begins
* December 19th: Application deadline
* January/February: Technical Assistance can be requested
* February 1st – 28th : Material distribution to applicants
* April 1st- June 30th: PWH Campaign

We are pleased to assist your organization in efforts to make this a safe and happy prom and commencement season, where underage drinking is not part of that picture. Keep in mind that even though the 2015 Wisconsin *Parents Who Host Lose the Most: Don’t be a Party to Teenage Drinking* campaign is over in June, there are opportunities throughout the year to reuse the materials and hold other events in your community.

Sincerely,



Louis Oppor, Chairman

**To be considered for free materials, applications must be received at the WI Department of Health Services, Bureau of Prevention Treatment and Recovery no later than Friday, December 19th, 2014. *Applications received after this date may still be considered, depending on available resources. Those applications received by December 19th will be given first priority.***

**2015 Campaign**

**Application & Materials Request**

**This project requires the applicant to undertake each of the three following activities; submission of this application indicates that all three activities are planned:**

* Parents Who Host Lose the Most: Don’t be a party to teenage drinking public information campaign.
* Media advocacy and outreach such as presentations to local civic groups, signs at local retailers and press releases sent to local newspapers, radio and TV stations.
* Law Enforcement participation, including targeted operations to prevent and reduce underage alcohol use during Prom and Graduation celebrations.

[ ]   I affirm that all three of the activities listed above will be implemented as part of the campaign.

Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Print name

**1.** Coalition/Organization/School District Name:
 Are you applying on behalf of an Alliance for WI Youth Coalition [ ]  or Other [ ] ?

**2.** County **and** community/communities part of the proposed campaign (example: Smith County,
 Village of Smallville):

**3. Lead** agency or fiscal agent, if any:

**4.** Coalition/Organization/School District Website:

**5.** Contact Information: (please provide 2 contacts)

|  |  |
| --- | --- |
| Name:       | Name:       |
| Day Phone:       | Day Phone:       |
| Email:       | Email:       |

**6.** Shipping Address (street address please, NO PO BOXES – requested materials will be delivered to this

 address):

Agency/Organization Name (if different from above):
 Street Address:

 City, State, Zip:

**7.** Successful applicants are required to have both law enforcement and the local media involved
 in their campaign. The following groups represented on the project planning team will help the
 campaign to be more comprehensive by disseminating the information to the whole
 community. Project planning team should include as many groups as possible in planning and
 implementation. Indicate which of these groups are represented in your campaign:

[ ]  Law enforcement [ ]  Local Media Sources

[ ]  School District [ ]  Coalition

[ ]  Health Care [ ]  District Attorney

[ ]  Parent Group [ ]  Service Clubs

Others – please identify

**8.** Did this applicant apply for and receive free materials to participate in the 2014 Campaign?

[ ]  Yes [ ]  No [ ]  Unknown

**9.** Please indicate the participating law enforcement agency/agencies and contact person(s) below:

|  |
| --- |
| Contact #1 Name:      Email Address:      Agency:       |
| Contact #2 Name:      Email Address:      Agency:       |
| Contact #3 Name:      Email Address:      Agency:       |

**Please return this application no later than Friday, December 19, 2014, to:**

 **Raina Zwadzich, Bureau of Prevention Treatment and Recovery
 FAX: 608-266-1533**

 **EMAIL:** **mary.zwadzich@wisconsin.gov**

You should receive an email (or phone call) from Raina Zwadzich confirming receipt of your application. **If you have NOT received the confirmation within a week of submitting your application, please contact Raina at the email address above**. You will receive separate notification that your application has been approved.

**Please complete the order form on pages 3 and 4, submitting all four pages with your application. Applications can be reviewed without an order form, but all 4 pages must be received by December 19, 2014 to receive materials.** Communities may amend their order if additional materials are available, and applications received after December 19th will also be considered if materials are available.

**Campaign Planning and Materials Order Guide - 2015**



**Coalition/Organization/School District Name: ­­­­­­­­­­­­­­­­**

**Primary Contact & Daytime Telephone:**

**How much material may each applicant order?**

Each successful applicant will receive Parents Who Host Lose the Most promotional material at no cost to the applicant. Amounts are limited and applicants should keep their orders within the proportional guidelines listed below.

Each item has been assigned a value called a credit. The total number of credits available to each applicant is based on the population of the proposed campaign. For example, a county-wide coalition may propose a campaign limited to the county seat. Accordingly, the total amount of credits should be based on the population of the county seat. If that same county-wide coalition decided to operate a campaign in two villages and the surrounding towns, the total population of both villages and towns would determine the number of purchase credits available to the group.

Applicants may target a portion of a community, such as the area around a specific school or neighborhood. A group may order less than the maximum allowable amount.

**PLEASE INDICATE YOUR TARGET POPULATION SIZE**

 **Population (Check One)**

[ ]  Less than 1,000 = 125 credits

[ ]  1,001 - 5,000 = 150 credits

[ ]  5,001 - 10,000 = 200 credits

[ ]  10,001 - 20,000 = 300 credits

[ ]  20,001 - 50,000 = 700 credits

[ ]  50,000 - 100,000 = 1,000 credits

[ ]  100,000 + = 1,500 credits

**\* Logo Stickers 2 3/8 inch squares. Rolls of 100**

Possible uses: Place on school activity programs, church bulletins, envelopes for utility bills or other municipal and civic mailings.

Available in rolls of 100:       **rolls** @ **5.0** credits each =       credits

**\* Logo Window Clings 3 ¾ x7 ½ rectangular vinyl window clings**

Possible uses: Place on the refrigerator cases in convenience stores, grocery stores, gas stations and other licensed for beer and alcohol sales for off-premises consumption. Place on the front doors and storm doors of families supporting the campaign.

Available individually:       window **clings** @ **0.8** credits each =       credits

**\* Yard Signs exterior vinyl signs with ground wires.**

Possible uses:  Place in yards near high schools, shopping areas, homes of families agreeing to chaperone substance-free youth events in your community.  Signs can be reused from year to year.  Move around for maximum impact.

Available individually:       **signs w/wires** @ **5.0** credits each =       credits

**\* Banner – Large 36x 48 inches.**

Possible uses: Hang outside frequently travelled area such as in front of library, city hall or police station. Hang across street (permit may be required). Can be reused from year to year.

Available individually:       **banners** @ **40.0** credits =       credits

**\* Preprinted Posters are no longer being provided. You can access a PDF version of the poster that can be**

**downloaded and printed as needed at:** [**https://sites.google.com/site/parentswhohostawi/resources**](https://sites.google.com/site/parentswhohostawi/resources)

**Total Credits Calculation**

Logo stickers       total credits

Window clings        total credits

Vinyl yard signs       total credits

Exterior banners       total credits

**Total Credits**

If the total number of credits exceeds the allowable number of credits noted on page 3, your order may be reduced to fall within the guidelines.

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**NOTE:** If additional quantities of materials were available, please list the NUMBER OF EXTRA FOR EACH of the materials you would like to order beyond your credit allocation, and tell us how you would plan to use them.

ADDITIONAL Materials requested: Logo stickers:       Vinyl yard signs:

Window clings:       Exterior banners:

How we plan to use these extra materials:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***Parents Who Host Lose the Most: Don’t be a Party to Teenage Drinking*** in Wisconsin is a project of the Wisconsin Department of Health Services. Developed by Drug-Free Action Alliance