

Is it Worth the Risk? Peer to Peer Social Marketing Campaign

CAMPAIGN MATERIALS

Using our research findings, we developed a fact card and posters highlighting the effects of alcohol on:

Athletics (*Benched*)

- **Legal Ramifications** (*Busted*)
- **College and Careers** (*Rejected*)
- **Physical/Mental Health** (*Impacted*)



**Underage Drinking is:
Unhealthy, Unsafe and Illegal**

A RESPONSE TO THE U.S. SURGEON GENERAL'S CALL TO ACTION

Is It Worth the Risk?
**Underage Drinking is:
unhealthy, unsafe, and illegal.**

NECC Youth Coalition
Archbishop Moeller High School
Cincinnati Hills Christian Academy
Sycamore High School
Ursuline Academy

ADDITIONAL INFORMATION

Learn more about our campaign at
www.necchealthycommunity.org.

If you want to get involved in promoting the campaign and increasing health literacy through the Peer to Peer Social Marketing Campaign, contact
The Youth Coalition
(513) 489-2587

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Youth Coalition

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IS IT WORTH THE RISK?



**Northeast Community Challenge
Youth Coalition's
Social Marketing Campaign**