



PROJECT BENEFITS

MINI GRANT FUNDING

- \$3,000 upon project completion to support grantee chapters.



HEALTHIER COMMUNITIES

- Use prevention strategies to decrease underage drinking!

BUILD YOUTH LEADERSHIP

- Strengthen public speaking skills!
- Engage in community building & dialogue with local stakeholders!
- Create marketing tools to spread your message & impact change!
- Promote community education & mobilization!

CFNLP PROJECT SUPPORT

- Webinars & training!
- Statewide learning communities!
- FREE campaign resources!
- 1 ON 1 technical assistance & more!

APPLY NOW

DEADLINE: TBD



CAMPAIGN OPTIONS

POSITIVE SOCIAL NORMS

Use traditional & new media to promote healthy behaviors and shift perceptions of underage drinking.

PROJECT REQUIREMENTS

- Develop at least one adult-targeted flyer or door hanger.
- Develop youth-targeted posters/digital graphics.
- Conduct label dissemination campaign.
- Develop one youth-targeted social norms campaign PSA.
- Develop and implement 1 youth-created social media campaign.
 - Participate in 1 social media challenge or digital pledge.
- Optional: host 1 youth-led town hall meeting.
- Disseminate 1 press release.

MERCHANT EDUCATION

Develop partnerships with local merchants to decrease underage alcohol use & accessibility.

PROJECT REQUIREMENTS

- Develop and disseminate at least one merchant-targeted flyer or educational material.
- Conduct alcohol retail observations.
- Conduct a Spread the Word campaign.
- Conduct Not on My Watch merchant pledge drives.
- Implement 1 youth-created social media campaign.
- Optional: host 1 youth-led town hall meeting.
- Disseminate 1 press release.