

Suggestions for Local Outreach Activities

Activity	Description
<i>Distribute a Press Release</i>	Customize the press release, distribute to newspaper reporters and post it on your organization’s Web site. Follow up with the reporters to assess their interest in the topic, answer any questions they may have and to try to secure newspaper coverage.
<i>Place a Letter to the Editor in your Local Newspaper</i>	Tailor a template letter to the editor with information relevant to your city and organization. If possible, include state or local statistics on youth marijuana use to further localize the letter. Send the letter to the opinion section of your local newspaper and follow up with the op-ed page editor to secure placement.
<i>Distribute the PSA Scripts to Local Radio Stations</i>	Distribute the PSA scripts to public affairs directors at local radio stations and encourage them to make on-air announcements about the initiative.
<i>Place an Op-Ed Piece in your Local Newspaper</i>	Customize the enclosed op-ed with local statistics and quotes from local officials and send to your local newspaper for placement. Follow up with a phone call to secure placement.
<i>Publish a Feature Story in Your Newsletter</i>	Publish a marijuana feature story in your organization’s newsletter or feature it on your Web site. Approach other organizations such as school-based drug prevention programs in your community to do the same. Use the camera-ready ad slicks at www.mediacampaign.org as artwork to accompany the story and the fact sheets.
<i>Host a Media Briefing</i>	Host a media briefing to highlight the dangers of youth marijuana use. Use the enclosed slide presentation to illustrate your message. Invite guest speakers to participate in the briefing. These speakers may include a local drug counselor, physician, nurse, healthcare professional, parenting expert and/or a child or parent with a personal story of marijuana abuse.
<i>Sponsor a Lunch Briefing for Local Business, Civic and Other Groups</i>	Team up with the local Chamber of Commerce to host a lunch seminar for local businesses to educate them about the dangers of youth marijuana use and its impact on adults in the workplace. Encourage local businesses to customize and provide the information available on www.TheAntiDrug.com/atwork to their employees.
<i>Host a “Prevention for Parents Night”</i>	Contact the local PTA chapter to co-sponsor a “Prevention for Parents Night” at a local school in conjunction with Back-to-School night or another event. Provide parents with the facts on youth marijuana use. Include role-playing exercises to demonstrate how parents/adult caregivers can talk to kids about the dangers of marijuana use. Follow the presentation with a Q&A session. Invite local reporters to attend the presentation and encourage them to report on it to further extend the drug prevention message.
<i>Sponsor a Community Forum</i>	Target a variety of community-based groups such as volunteer associations; service organizations, such as Rotary or Lions Club; faith groups or others, and ask them to help with or co-sponsor a community forum. Invite parents and young people to attend and learn about the dangers of marijuana use and the importance of drug prevention. Invite local reporters to attend the forum and encourage them to report on it to further extend the drug prevention message.