

WATERTOWN SOCIAL MARKETING CAMPAIGN SURVEY

1. If you are familiar with the *WATERTOWN TALK IT UP! LOCK IT UP!* marketing campaign, which poster/flyer or banner did you see? (Check any that apply)

TALK TO YOUR KIDS ABOUT NOT DRINKING



KEEP ALCOHOL OUT OF KIDS' HANDS



I'M NOT FAMILIAR WITH THE CAMPAIGN

2. WHERE have you seen banners, posters or flyers that say "Keep Alcohol Out Of Kids' Hands" or "Talk To Your Kids About Not Drinking"? (Check all that apply)

- Fire Station- Main Street
- Fire Station – East End
- Fire Station - West End
- Wayside Multi-Service Center
- Watertown Boys and Girls Club
- Watertown High School
- Harvard Vanguard Medical Associates
- Watertown Police Department
- Watertown Middle School
- Watertown Public Schools Administration Building
- Local Businesses (please specify): _____
- I have not seen any of these banners, posters, or flyers.

3. As a result of seeing the *TALK TO YOUR KIDS ABOUT NOT DRINKING* posters, banners, or tip sheets, did you:

- Think of talking to your kids about not drinking
- Actually talk to your kid's about not drinking
- Talk to other parents/guardians about kids drinking
- I am not planning to talk with my child about not drinking
- Get involved in the Youth Coalition or other local groups
- I did not see these posters, banners or tip sheets

4. As a result of seeing the *KEEP ALCOHOL OUT OF KIDS' HANDS* posters, banners or tips sheets, did you:

- Think about locking up or checking on the alcohol in your home
- Actually lock up or began checking on the alcohol in your home
- Talk to other parents/guardians about kids drinking
- I am not planning to lock up or monitor the alcohol in my home
- Get involved in the Youth Coalition or other local groups
- I did not see these posters, banners or tip sheets

5. The Watertown Youth Coalition has placed informational stickers and posters in local package stores. Have you been in a package store or market that sells liquor in Watertown in the past 6 months?

YES NO

6. Have you seen this sticker or poster? YES NO



7. In your opinion, which of the following are the best ways to teach parents about what they can do to reduce underage drinking? *(Please pick up to 3 strategies, ranking them from 1 to 3)*

- | | |
|--|---|
| <input type="checkbox"/> During school sports events | <input type="checkbox"/> Send information home |
| <input type="checkbox"/> Town Hall style meetings | <input type="checkbox"/> Create a parent's group to discuss these issues together |
| <input type="checkbox"/> More tip sheets for parents | <input type="checkbox"/> Roundtable discussions |
| <input type="checkbox"/> More banners around town | <input type="checkbox"/> Have special events through the PTO |
| <input type="checkbox"/> More posters/flyers in local business | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Local cable channel | <input type="checkbox"/> Not applicable, I don't think this is an issue |

8. How confident do you feel about talking to your kids about drinking and other risky behaviors?

- Very confident
 Confident
 Somewhat confident
 A little bit confident
 Not confident at all

9. What would help you feel more able to talk with your kids about drinking and other risky behavior topics?

10. How much of a problem do you think the issue of underage drinking is in Watertown?

- No problem at all
 A little bit of a problem
 Somewhat of a problem
 Very serious problem
 I'm not sure

11. Where have you heard information about underage drinking? (Check as many as apply)

- | | |
|---|--|
| <input type="checkbox"/> Watertown Town Hall Meeting (April 2006) | <input type="checkbox"/> Watertown TAB articles on underage drinking |
| <input type="checkbox"/> Other parents | <input type="checkbox"/> Posters, Flyers and Banners around town |
| <input type="checkbox"/> My kids and their friends | <input type="checkbox"/> Watertown Youth Coalition emails |
| <input type="checkbox"/> Information mailed from school | <input type="checkbox"/> Television commercials |
| <input type="checkbox"/> Local cable station | <input type="checkbox"/> Other (please specify): _____ |

12. Please tell us which school(s) your children attend: (Check as many as apply)

- Watertown Middle School
 Watertown High School
 Watertown Elementary Schools
 Other: _____

13. Are you a Watertown Youth Coalition member? Yes No

14. Would you like to be involved in efforts to prevent and reduce underage drinking in Watertown?

- Yes No

14a. If Yes, how would you like to be involved? *(Please check all that apply)*

- I'd like to join the Watertown Youth Coalition's efforts.
 Keep me informed of ongoing efforts through mailings or emails.
 Attend a workshop or presentation to learn more about how to talk with my kids about underage drinking.
 I would like the opportunity to have more group discussions with other parents.
 Other: _____

REMINDER: If you'd like to be involved or learn more, please tell us how to get in contact with you on the sheet you return to school. Please return the attached sheet to enter the prize raffle!

15. Any comments or suggestions for Watertown's efforts to prevent and reduce underage drinking?

Thank You For Your Participation!