

## THE CAMPAIGN

The campaign consists of 7 total messages presented in two sets. The first in statement form and the other in question form. Each of these have been configured as a flyer, social media tile and square for stickers. In addition, there are thematic image tiles and regional call-out tiles in the social media folder that can be used in creating posts. Every sponsoring coalition will have a coalition-specific folder containing flyers branded with their logo. There is also a generic non-branded KNOW folder containing flyers for any and all to use. All campaign assets, the overview book and this guide can be accessed at: <https://bit.ly/Know4Yourself-2021>.



## THE WEBSITE

The campaign is supported by a corresponding website that provides information expanding on each of the messages. In addition to the source cited on the message design, the website includes additional research, articles and links. As part of the campaign's 'call-to-action', we are striving to drive traffic to the website so the audience can KNOW more.

We ask for everyone's help in keeping the content of the website current and timely. If you come across additional research that further support the campaign messages or resources that would be helpful, please email [KNOW2Prevent@gmail.com](mailto:KNOW2Prevent@gmail.com) with the link and/or attachment.

## SOCIAL MEDIA

Whether your social media capabilities are highly proficient or basic, everyone can participate. We have provided a guide in the attachments with suggestions on what to do for each platform, how to say it and who to tag. Do just one or do them all – it's up to you!

A weekly messaging schedule is included to coordinate social media post(s). The message of the week can be posted at any time during that week using both the main image and related social media tiles for that message. Be sure to tag each other as coalitions/agencies and tag local community partners to boost reach and show our common purpose. Also, consider reinforcing your online platforms with corresponding print media in your communities. **At a minimum, Like/Comment/Share on the KNOW4Yourself Facebook page and share the PDF of messages with your local coalition stakeholders** (i.e. Schools, PTAs, Village/Town, etc.)

Week of February 28	Mental Health
Week of March 7	Media
Week of March 14	Addiction
Week of March 21	Other Drug Use
Week of March 28	THC Potency
Week of April 4	IQ
Week of April 11	Impaired Driving

## 420 VIRTUAL DAY

The campaign will culminate with a series of 420 Facebook posts throughout the day. We are asking each coalition to identify at least one (hopefully more) sector of their coalition willing to contribute a 30-second or less video clip highlighting one of the campaign messages.

We are looking to have representation from each of the 12 sectors and include as many communities as possible. Just one sector from your community would be a great addition to the day!

Instructions and sample script are included in the suggested social media guide that follows. This does not have to be a sophisticated video. Volunteers are encouraged to be as simple or as creative as they would like with the video!

By March 15	Indicate participating sectors in your community
By March 31	Submit video clip to <a href="mailto:KNOW2Prevent@gmail.com">KNOW2Prevent@gmail.com</a>

## ATTACHMENT 1

### SUGGESTED SOCIAL MEDIA GUIDE

Below are suggestions on how to utilize the campaign on various platforms. Choose those that work for your coalition! Try to avoid a 'one post & done' strategy... the goal is to generate engagement to maximize the impact of the campaign.

**IMPORTANT NOTE:** expect this topic to generate backlash and unwanted feedback. 1) Stay strong – you are in the KNOW; and 2) Be sure to turn on profanity filters, turn on notifications and/or monitor the accounts for inappropriate comments.



<b>YOUR PAGE</b>	Post	Create post on your page news feed. Use suggestion on Example Page for each campaign or create your own.
	Link	Include link to K4Y website: <a href="http://www.KNOW4Yourself.org">www.KNOW4Yourself.org</a>
	Hashtag	#KNOW4Yourself
	Boost	Boost or create ad for your post.
	Story	Share the post to your story.
<b>K4Y PAGE</b>	Like	Like post(s).
	Share	Share post(s).
	Comment	Comment on post(s).
<b>ENGAGEMENT</b>	Post	Post / Share on community pages (i.e. Pleasantville Moms, Scarsdale Buzz).
	Like	Like comments on your post.
	Reply	Reply to comments on your post.
	Follow	Follow key organizations & people; like &/or comment when if they post or share on their feed.



<b>YOUR FEED</b>	Post	Create post on your feed. Use suggestion on Example Page for each campaign or create your own.
	Hashtag	#KNOW4Yourself
	Tag	Tag accounts of key organizations & people using @.
	Bio	Include K4Y website in account bio: <a href="http://www.KNOW4Yourself.org">www.KNOW4Yourself.org</a>
	Story	Share the post to your story – and be sure to add link to K4Y website: <a href="http://www.KNOW4Yourself.org">www.KNOW4Yourself.org</a>
<b>ENGAGEMENT</b>	Like	Like comments on your post.
	Reply	Reply to comments on your post.



<b>YOUR FEED</b>	Post	Create post on your feed. Use suggestion on Example Page for each campaign or create your own.
	Link	Include link to K4Y website: <a href="http://www.KNOW4Yourself.org">www.KNOW4Yourself.org</a>
	Hashtag	#KNOW4Yourself
	Tag	Tag accounts of key organizations & people using @.
<b>ENGAGEMENT</b>	Like	Like replies to your post.
	Reply	Reply to comments on your post.
	Follow	Follow key organizations & people; like &/or comment if they comment or retweet.



<b>EMAIL</b>	Send	Create email using PDF or images. Use suggestion on Example Page for each campaign or create your own.
	Link	Include link to K4Y website: <a href="http://www.KNOW4Yourself.org">www.KNOW4Yourself.org</a>
	Hashtag	#KNOW4Yourself
	Share	Ask community partners to include in their communications (i.e. Schools, PTAs, Town/Village, Police, etc.)



<b>WEBSITE</b>	Add	Include image, PDF &/or blurb on coalition website homepage and link to K4Y website: <a href="http://www.KNOW4Yourself.org">www.KNOW4Yourself.org</a>
	Blog	Use weekly messages as the topic for your blog and link to source cited on message and to K4Y website: <a href="http://www.KNOW4Yourself.org">www.KNOW4Yourself.org</a>



<b>STICKER</b>	Involve	Use sticker images included in campaign to print stickers for youth as part of a sticker campaign. Youth can include coalition, clubs, or be a one-time activity to place stickers on pizza boxes or other carry out bags/containers.
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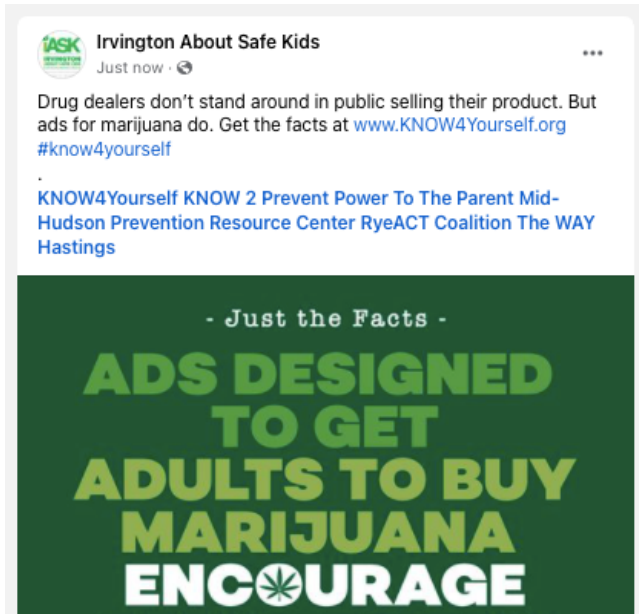


<b>VIDEO</b>	Share	Share campaign with key stakeholders / sectors.
	Enlist	Sign-up sectors/people willing to create short video clip.
	Select	Ask volunteer(s) to pick one campaign message that resonates for them.
	Record	Use any device to record video (30 seconds or shorter) using script.
	Script	<ol style="list-style-type: none"> <li>1) “[NAME OF COMMUNITY] knows....”</li> <li>2) Campaign fact</li> <li>3) Who they are</li> <li>4) Why they care</li> <li>5) “Let’s keep our youth safe. #KNOW 4 Yourself”</li> </ol>
	Example	Irvington knows that using marijuana regularly can have a negative impact on academic achievement. I’m John Smith, the principal of Irvington High School, and I want to help our students reach their full potential. Let’s keep youth safe. #KNOW4Yourself.

ATTACHMENT 2

EXAMPLE POSTS AND WORDING IDEAS

Facebook



Instagram



Mental Health	Dealing with anxiety is hard. Adding marijuana can make it even harder. Get the facts at <a href="http://www.KNOW4Yourself.org">www.KNOW4Yourself.org</a> #KNOW4Yourself
Media	Drug dealers don't stand around in public selling their product. But ads for marijuana do. Get the facts at <a href="http://www.KNOW4Yourself.org">www.KNOW4Yourself.org</a> #KNOW4Yourself
Addiction	There's nothing "recreational" about drug addiction. It's not fun. Get the facts at <a href="http://www.KNOW4Yourself.org">www.KNOW4Yourself.org</a> #KNOW4Yourself
Other Drug Use	One hit. One night. One party. One could be just the beginning. Get the facts at <a href="http://www.KNOW4Yourself.org">www.KNOW4Yourself.org</a> #KNOW4Yourself
THC Potency	The higher the potency, the bigger the problem. The bigger the problem, the harder the solution. Get the facts at <a href="http://www.KNOW4Yourself.org">www.KNOW4Yourself.org</a> #KNOW4Yourself
IQ	Marijuana use can get in the way of teens reaching their full potential. Get the facts at <a href="http://www.KNOW4Yourself.org">www.KNOW4Yourself.org</a> #KNOW4Yourself
Impaired Driving	Marijuana impairs motor skills. Add a young driver and you may get a DUI. Or worse. Get the facts at <a href="http://www.KNOW4Yourself.org">www.KNOW4Yourself.org</a> #KNOW4Yourself

**ATTACHMENT 3**  
**SOCIAL MEDIA TAGS**

	<b>FACEBOOK</b>	<b>INSTAGRAM</b>	<b>TWITTER</b>
<b>KNOW 4 Yourself</b>	@KNOW4YourselfNY	-	-
<b>KNOW 2 Prevent</b>	@KNOW2PreventNY	-	-

<b>AGENCIES</b>			
Power to the Parent	@PowerToTheParent	-	-
Mid-Hudson PRC	@MidHudsonPRC	-	-

<b>SPONSORING COALITIONS</b>			
iASK-CAB (Irvington)	@iASKCAB	@iASK_CAB	@iASKCAB
The Way (Hastings)	@TheWayHastings	-	@TheWayHastings
Rye ACT (Rye)	@RyeACTCoalition	@RyeACTCoalition	-
Ossining Communities That Care (Ossining)	@OssiningCommunitiesThatCare	@ohs.y2y	-
Cortlandt Community Coalition (Cortlandt)	-	-	-
Somers Partners in Prevention (Somers)	@SomersPartnersInPrevention	-	-
Mount Kisco Partners in Prevention (Mount Kisco)	@MountKiscoPartners	-	-
Prevention Council of Putman (Putnam)	@preventioncouncilofputnam	@preventioncouncilputnam	-
Scarsdale Drug & Alcohol Task Force (Scarsdale)	@ScarsdaleDATF	@scarsdale_datf	@DATF_Scarsdale
Yonkers Coalition for Youth (Yonkers)	@ycy10701	@yonkerscoalition4youth	-

<b>LOCAL ORGANIZATIONS &amp; SECTOR PARTNERS</b>	
PTAs	
Police Department	
Town/Village	
Local Library	
Other Coalitions	