



The Governor's Prevention Partnership (*billboards, social media, etc*)

The Challenge:

Celebrating 35 Milestone Years, The Governor's Prevention Partnership sought to launch a statewide campaign to offer resources and raise awareness of the important role adults play in preventing youth substance misuse. But, with limited resources and a crowded marketplace, how could one organization develop a campaign that would capture the attention of parents and be relevant to youth from 6th grade through high school?

The Solution: Prevention starts with you – *It's a wrap* campaign

Recognizing that caring adults will do anything to keep the youth in our lives safe – surrounding them in bubble wrap if possible – this campaign creative shows children and teens encased in bubble wrap to allow a pivot from the ridiculousness of the visual to the realistic action of having conversations about the dangers of drugs and alcohol.

