



2017 Safe Grad Initiative

Alcool NB Liquor (ANBL) is offering a Safe Grad Initiative, which is open to all New Brunswick high schools and alternative education sites. Sanctioned by the Department of Education and Early Childhood Development, ANBL is engaging high school students to help deliver the message about making responsible choices.

\$15,000 in total is being offered to schools, to help fund their safe grad activities. The value of the awards will be dependent upon the quality of the submission.

The below describes the campaign in greater detail.

Objective

To promote the concept of teens making responsible choices when celebrating high school graduation.

Key messaging

Develop campaigns by teens for teens, encouraging age-appropriate messaging.

Topics can consist, of but not limited to the following:

- Drinking & driving
- Unplanned sexual behaviour
- Excessive drinking
- Criminal behaviour (stealing, vandalism, etc...)
- Alcohol poisoning
- Violence and aggression
- Peer Pressure

Target Group

New Brunswick high school graduates. This initiative is open to public high schools and alternative education programs.

Partners/Cooperation

ANBL in cooperation with the Department of Education.

Description

Students that are involved with safe grad activities or wish to introduce additional/new safe grad programs to their school will be asked for submissions identifying how they can effectively convey

appropriate messaging associated with teens and alcohol. \$15,000 is being offered to successful schools. The value of the awards will be dependant upon the quality of the submission.

Methodology

The submission must be prepared by students, and supported by the school. Teachers/adults from the high school can provide guidance and feedback, but it must be student generated.

Submission details

Students will post their video on YouTube then email us their link. We'll review your video and if it meets our criteria (no inappropriate language or images and no copyrighted music please!), we'll post your entry on our website.

Things to note:

- One video per applicant.
- Maximum video length: 3 minutes. Minimum video length: 45 seconds.
- Videos must be uploaded to YouTube or Vimeo in the highest quality possible. Either 1920x1080 (1080p) or 1280x720 (720p) are ideal.
- Protect yourself: get permission forms signed by any identifiable people in your video. Without their permission, you can't exhibit the work.

Timelines

Dec 1, 2016 - ANBL sends campaign details to Department of Education and Early Childhood Development and school districts

May 1, 2017 - Deadline for all students' submissions

May 10 – Evaluations & recommendations

May 27 - ANBL forwards results to all participating high schools .

May 30 - Cheques are prepared & sent

TBD - Press conference/media release (if applicable)

Any questions please contact:

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