

FOR IMMEDIATE RELEASE

New Campaign Aims to Reduce Underage Use and Overconsumption of Alcohol
Redefine campaign reinforces living life to the fullest

COLUMBUS, Ohio (May 10, 2018) – The Ohio Department of Commerce’s Division of Liquor Control has announced a new social awareness campaign that de-emphasizes the role of alcohol in compelling and memorable experiences. The **Redefine** campaign seeks to “redefine” and challenge common beliefs about the relationship between alcohol and fun through creative messaging and visuals. It emphasizes that a full and exciting life does not have to involve drinking or drinking in excess.

The campaign will speak to audiences who have been conditioned to associate good times with the consumption of alcohol. The campaign will avoid typical “scare tactic” approaches which have been ineffective in changing attitudes and behaviors. **Redefine** is directed at both underage drinkers and users of legal age who may over-consume alcohol.

It has been shown that nearly 20 percent of Ohio adults have engaged in binge drinking within the past 30 days and that excessive alcohol use has caused losses in workplace productivity and increased healthcare and law enforcement costs.

Among youth in the United States, alcohol is the most commonly used, as well as the most commonly abused, drug. Ohio high school students report having their first drink by age 13. About 90 percent of alcohol consumption among youth under 21 is in the form of binge drinking.

“We have a responsibility to keep Ohioans safe, sound and secure. While we permit and license businesses, we are also responsible for educating them on the dangers of underage drinking and overconsumption,” said Ohio Department of Commerce Director Jacqueline T. Williams. “This new campaign allows us to work in communities across Ohio to influence behavior change.”

Aspects of the **Redefine** campaign will also be directed at alcohol retailers and their employees to ensure their definition of success includes keeping their communities safe by not selling to underage or intoxicated consumers.

A dedicated website launched on May 8 and acts as a content hub where parents, teachers and community partners can access content including branded images, videos and sample social media posts to share via channels such as Facebook and Instagram. The campaign will have a social presence on a dedicated Facebook and Instagram page and will also seek to connect with social influencers to reach underage audiences in an authentic, low-pressure way.



The **Redefine** campaign will incorporate visual content that is positive and engaging, promoting a lifestyle that is about passionately living in the moment with authenticity and expression. The campaign will utilize inspirational images that encourage “living life to the fullest” and “living your best life” while also demonstrating what “responsible” looks like.

Materials will be distributed to community partners such as schools, colleges, state of Ohio agencies, retailers and distributors, the media and others to use in their efforts to prevent underage drinking and over consumption of alcohol on the local level.

“We’re passionate about leading this movement that advocates for more personal responsibility when it comes to alcohol use,” Division of Liquor Control Superintendent Jim Canepa said. “It takes a village to make a change, and we’re grateful to have strong partnerships to help spread our message.”

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