

# THE DOMINO STRATEGY™

Implementation Guide

Teaching people how to drink responsibly.

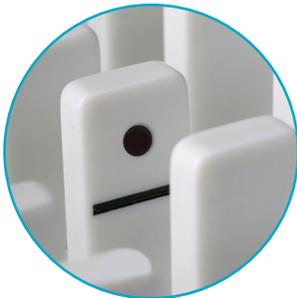




## Drink *Responsibly.*

For decades, the alcohol beverage industry has used slogans that tell people to “Know when to say when.” or “Drink responsibly.” Unfortunately these messages have never helped people understand **how** to do that. Imagine where we would be today if smoking prevention/cessation efforts told people to “Smoke responsibly.” - or if public education efforts to reduce obesity encouraged people to “Know when to say when to cheesecake.” There simply has not been a public health effort at the state or national level designed to help people understand **how** to drink responsibly –

**until now.**



## What is

# *The Domino Strategy?*

*The Domino Strategy™ on How to Drink Responsibly* is a social marketing campaign that encourages the public to pay attention to the size, content and amount of alcohol they consume each time they drink. Furthermore, the *Strategy* recommends that individuals follow responsible drinking guidelines defined by the U.S. Department of Health and Human Services.

*The Domino Strategy* provides specific information that enables people to compare their individual drinking pattern against a clear set of low-risk guidelines. It provides the same type of clarity as guidelines to reduce the risk of high blood pressure, heart disease and poor dental health. Simply put, *The Domino Strategy* is designed to help people who drink alcohol, reduce their risk of harming themselves or others.

*The Domino Strategy* does not replace current prevention programs, it adds depth to any initiative intended to reduce alcohol-related harm. The goals of the *Strategy* take time for people to adopt just like smoking reduction, seat belt safety and nutrition. Therefore, it's important that the messaging be consistent, sustained and presented without hesitancy or apology. Information about how to drink alcohol responsibly is no less important than conversations about how to keep your blood pressure in check or how to lose weight.

# History of *Development*

*The Domino Strategy on How to Drink Responsibly* was developed by FACE – a national non-profit organization whose mission is to raise public awareness on the impact of alcohol misuse and abuse and provide realistic solutions that promote positive change. Our staff is directly involved with the prevention field and our work gives us the opportunity to work with constituents at all levels.

FACE has worked with collaborating partners in the military, university and community settings to implement and test the efficacy of *The Domino Strategy*. Our third implementation project is underway in Eastern North Carolina which includes Marine Corps Base Camp Lejeune. This project is being evaluated by The Program Evaluation Group, LLC, with guidance and technical expertise from Research Triangle Institute (RTI).

## Why focus on *responsible drinking?*

Helping people to understand and apply the primary messages of *The Domino Strategy* will reduce alcohol-related consequences. Over time, sustained and consistent messaging will create awareness that will influence many people to change the frequency and intensity of their drinking.



## *Purpose* of this Guide

The purpose of this overview is to help prevention professionals understand:

- **What *The Domino Strategy* is and how it works.**
- **How it can be implemented in your community.**

Keep in mind – *The Domino Strategy* can be integrated into any community. It is not intended to replace programming. It is designed to complement existing prevention efforts.

# Step 1:

## *Compare* your prevention goals with *The Domino Strategy*

*The Domino Strategy* has five goals:

- Define responsible drinking.
- Educate people regarding the importance of counting their drinks.
- Help people understand what constitutes a “standard drink.”
- Help people pay attention to the content of their drink.
- Help people make the connection between counting drinks and reducing personal risk (including second-hand and binge drinking effects).

Because this is a social marketing strategy, the focus is on getting people to shift their behavior over time. Although there are potential policy interventions that can accompany this *Strategy*, the primary focus is on reducing individual risk and potential harm to others.

### *To Do*

1. Compare the goals of *The Domino Strategy* against the prevention goals that have been established for your community.
2. Assess the “fit” for your community. How does this project align with the current prevention focus or enhance current efforts? Will it be a new area of focus that will not compete against other projects?

### *Target Audiences*

- The primary target audience is people 18-24.
- The secondary target audience is adults 25 and older.

## Step 2:

# Become *familiar* with *The Domino Strategy*

One of the biggest challenges in the development of this project was to identify a way to talk about alcohol consumption without turning people off. We also had to figure out an interesting way to talk about relatively boring information. By using a light-hearted approach, the messages of *The Domino Strategy* are easy for people to understand and apply. Communication tools include television and radio public service announcements (PSA's), cinema ads, billboards, outdoor banners, online messaging, and a broad array of print messages. Some of the strategies are designed to actively engage the target audience; others are designed to be embedded into the day-to-day prevention and public health activity in any community.

### *Messages*

The messages of *The Domino Strategy* are divided into three phases, each with its own color theme:

1. *Do You Count?* (Green)
2. *How Big Is It?* (Orange)
3. *What's Inside?* (Purple)

### *Segments*

Each phase contains three **segments** that follow the same pattern.

1. The first segment provides quick information that is followed by identification of the desired behavior.
2. The second segment gives implementers the opportunity to answer the question: **"Why should I do this?"** Implementers can customize their messages in a way that will resonate with a specific target population (college/university campus, military base, tribal community, etc.) based on the needs, concerns, and local data tied to the specific target audience.
3. The third segment reinforces the responsible drinking guidelines identified by the U.S. Department of Health and Human Services.

# Step 3:

## Get *organized* and begin planning for implementation (*4-6 months*)

### *To Do*

- 1. Determine short and long-term goals for your project.** If your efforts are successful, what will change and how will things be different in the next year? (In five years?)
- 2. Identify collaborating partners and key stakeholders that will support your effort.** Collaborating partners and stakeholders help leverage support and assistance for the overall *Strategy*. They also endorse and support campaign efforts by serving as spokespeople. They may be able to help facilitate activities/messages in the community that reinforce the behaviors you seek to accomplish.
- 3. Determine the primary marketing and advertising strategies** you will be using including media outlets for billboards, TV and radio PSA's cinema ads, electronic and outdoor banners.
- 4. Determine who will be responsible for implementing the *Strategy*** now, and who will be working to embed it into various community systems so that messages can be sustained after the primary push is over.
- 5. Determine your budget** and obtain additional financial resources if necessary.
- 6. Obtain licensing and purchasing agreements** for large venue media, TV and radio.
- 7. Identify other implementation strategies.** They include different ways to deliver messages on everything from stadium cups to pizza boxes, sponsorship of 5K runs, handouts at community health fairs, family fun nights, online communications, text and electronic messaging.

## To Do

**8. Develop a communications plan.** A communications plan is the road map for the *Strategy*. It identifies who is doing what. It identifies when, where and how activities, actions and interventions are taking place. It starts with pre-planning and ends with evaluation. This overview will help you create a plan.

**9. Determine how you are going to evaluate your efforts.**

To date, Domino pilot projects have used pre and post implementation surveys as a mechanism to determine an increase in knowledge and evidence of any beginning behavior shifts (See step 4). A sample of our surveys can be found online at [dominostrategy.org/samples.html](http://dominostrategy.org/samples.html)

**10. Develop VIP packets for key stakeholders and collaborating partners.** The purpose of a VIP packet is to provide quick information that includes:

- Key talking points about the goals and purpose of the overall effort.
- A list of sponsors and collaborating organizations.
- Information on how to get involved.

VIP packets provide a vehicle for planners to meet face-to-face with key individuals. The goal is to reinforce key information and make specific requests. The requests can range from getting the VIP to “sign on” to play a specific role in the initiative (spokesperson, financial contributor, host for an event, etc). Once VIP packets are developed, your best spokespersons should be recruited to distribute VIP packets to specific people.

# Step 4:

## *Plan and implement* pre-campaign surveys and campaign rollout *(6-8 weeks)*

### *To Do*

#### Pre-Implementation Surveys

1. If you are going to conduct an evaluation, you will benefit from having an evaluator working on your project. If you cannot afford an evaluator, consider seeking help from regional college/ university faculty and graduate students who work in evaluation.
2. If you conduct a survey, your evaluator will need to determine the number of surveys that should be completed in order to have a valid sampling based on the population in your target community.
3. Survey locations need to be identified based on where the target population will most likely be found and where messaging will take place.
4. Survey method needs to be determined (hand-held devices that are recorded by the surveyor or paper surveys filled out by the participant). If you use paper surveys, consider how they will be tabulated and who will have the responsibility to do that.
5. Surveyors will need to be trained on how to respond to possible questions by participants: Why are you doing this? Are my answers anonymous? Do I get something if I participate in this survey? If so, what is it?
6. A significant block of time (2-4 weeks on average) needs to be allocated to allow time to complete the surveys. The exact amount of time will be based on the size of your target population. If you decide to conduct a survey, it's important to get a majority (over 50%) of survey opinions from people in your target population age-range. The location(s) for surveys should be in the same geographical vicinity as where messaging will occur.

## To Do

# Campaign Rollout

1. Before you begin implementation of *The Domino Strategy*, ensure that key spokespersons and direct service providers understand the communications plan and how the *Strategy* will be implemented in the community. You will also want to determine who your spokespersons will be at the rollout press conference.
2. For optimal success, we recommend that you engage the media on multiple levels which might include scheduling a press conference, distributing press releases to your local newspapers, and utilizing social media to announce the start of the *Strategy*. The exact methods you choose should be based on the specific characteristics of your community and what you believe is the best way to reach them.
3. At the rollout press conference, take lots of pictures. If you have a website, post photos and any video on your website as well. If the kick-off event is covered by news media, make sure you get a copy from your local television station or create a link from your website to the news coverage.
4. In addition to the kickoff event, you will want to make decisions about specific campaign launch activities, locations, and promotions. (FACE has provided examples of possible launch activities that can be found online at [dominostrategy.org/samples.html](http://dominostrategy.org/samples.html). Organize a community event that will highlight the start of the campaign AND actively engage your primary target audience. Determine the best venue, time, and location for this to occur within the context of your community.
5. Finally, you will also want to confirm that all media outlets (billboard, cinema, radio and television) are ready to begin implementation of *The Domino Strategy* messages.

## Keep in Mind

Social marketing campaigns are intended to be **woven into communities over time**. In addition to the media component of your effort, you should be planning ways to embed activities and actions into appropriate networks that intersect with your primary and secondary target audience. You should also be looking for ways to embed and reinforce *Strategy* messages into community events for your primary and secondary target audiences.

# Step 5:

## *Implementing* Phase 1- Do You Count? *(4-8 weeks)*

### *To Do*

**Segment 1 – (Week 1-3)** *Strategy* implementation begins with media resources that engage the public by asking “Do You Count?” the number of alcohol beverages you consume. Depending on your communications plan and selected advertising strategies, media should be circulated throughout the community in specified locations that are geared towards the target audience. The desired behavior outcome for this phase is to get the target audience to start counting the number of drinks they consume every time they drink alcohol.

**Segment 2 – (Week 4-6)** Additional *Strategy* material in this phase focuses on educating the target audience about why it’s important to count the number of drinks they have. “When you lose count, you lose control.” At this point, implementers should identify “the cost” of losing control based on what matters to the target audience. On a college campus it might be academic probation, fights, unprotected sex, expulsion, loss of relationships, or injuries. A conviction for an alcohol-related offense may disqualify students for employment in a variety of professions, including education, law enforcement, judicial and a number of health-related fields.

**Segment 3 – (Week 7-8)** Puts a stake in the ground by defining responsible drinking. The short-term goal in segment 3 for every phase is to get people to think about how much they do drink. The intermediary goal is to get them to compare their personal consumption against the guidelines (People consider the discrepancy and begin to adjust their drinking toward the guidelines.) Long-term - people apply the guidelines in most situations because they believe that following the guidelines will reduce their risk of hurting themselves or someone else. It’s a process that takes time. Messaging must be consistent, sustained and integrated into the community.



(Segment 1)

Do You Count? - Poster



Do You Count? - Magnet

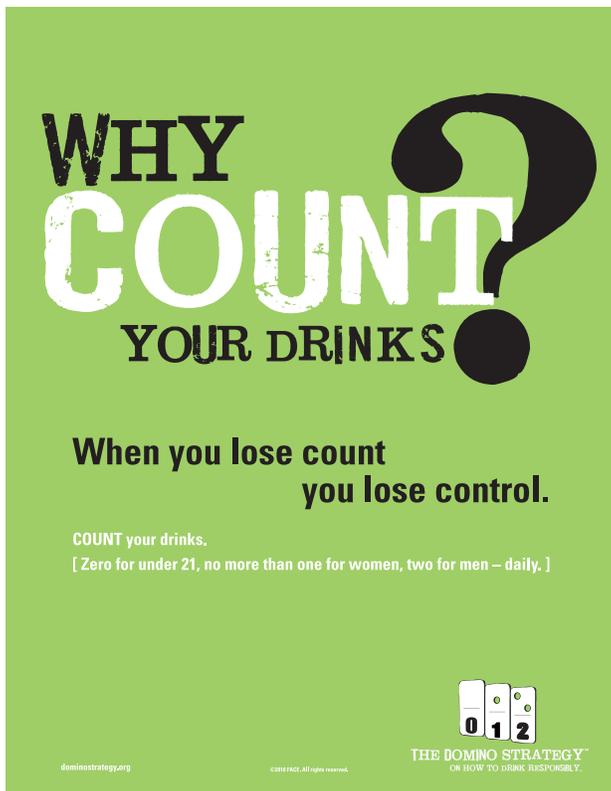


Count Your Drinks -  
Cinema Ad/Television PSA  
[www.facecatalog.org/v/tv/countprev.html](http://www.facecatalog.org/v/tv/countprev.html)

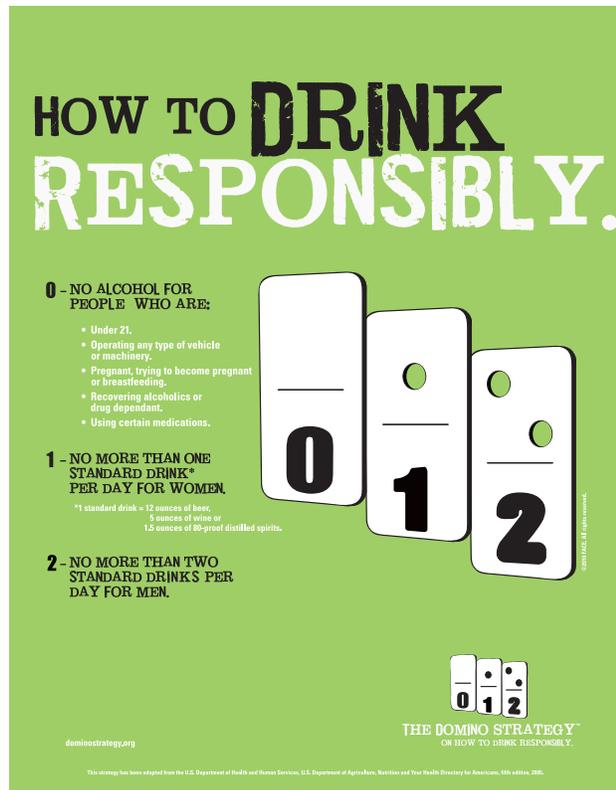
Media Includes:

- Posters
- Bookmarks
- Banners
- Key Cards
- Table Tents
- Cinema Ads
- Television PSAs
- Billboards
- Stickers
- Magnets
- Print Ad Kit

and more!



(Segment 2) Why Count?/Consequences - Poster



(Segment 3) How to Drink Responsibly - Poster

## Step 6: Media Placement Survey *(1 week)*

### *To Do*

After the first phase of material has been distributed in the target region, you may want to conduct a brief survey to determine if the target audience is viewing and hearing the messages of the campaign. A simple way to do this would be to set up one or more focus groups and ask 4-5 key questions related to different media components tied to the *Strategy*. This will help you determine if the placement and frequency of *Strategy* material is sufficient or if it needs to be adjusted.

# Step 7:

## *Implementing* Phase 2- How Big Is It? *(4-8 weeks)*

### *To Do*

**Segment 1 – (Week 1-3)** Material in Phase 2 ask the question: “How Big Is It?” which refers to the size of the alcohol beverages the target audience consumes. Depending on your communications plan and selected advertising strategies, media will be distributed throughout the community in specified locations that are geared towards the target audience. The desired behavior outcome for this phase is to get the target audience to start paying attention to the size of their drink and understand what constitutes a standard drink of beer, wine or distilled spirits.

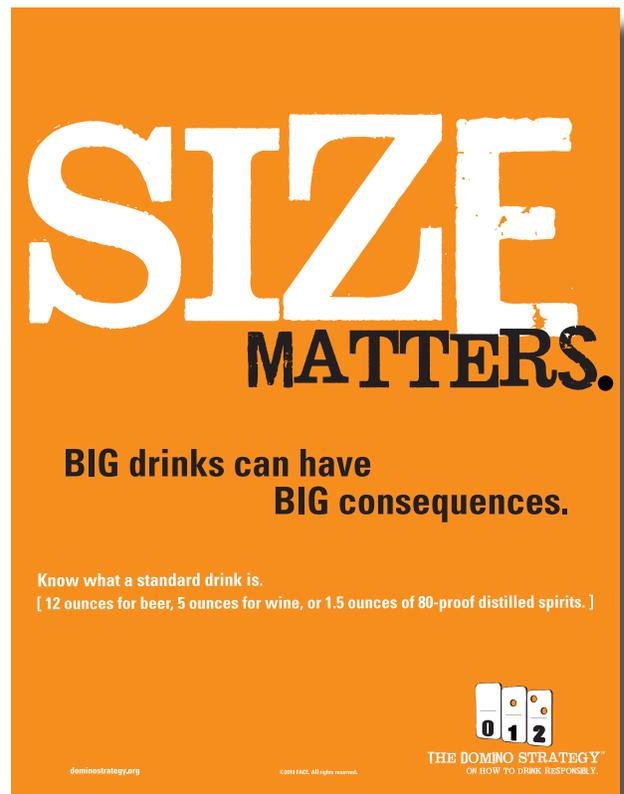
**Segment 2 – (Week 4-6)** Additional *Strategy* material in this phase focuses on educating the target audience about why it’s important to pay attention to the size of your drink. “BIG drinks can have BIG consequences.” Again, this section provides a mechanism for implementers to emphasize “consequences” that are relevant to the target audience. In the military it may mean losing rank, decreased pay, ineligibility for certain programs, domestic violence or alcohol overdose.

**Segment 3 – (Week 7-8)** The same goals and process as Segment 3 in Phase 1.



(Segment 1)

How Big Is It? - Poster



(Segment 2) Size Matters./Consequences - Poster



Size Matters  
 Cinema Ad/Television PSA  
[www.facecatalog.org/v/tv/sizeprev.html](http://www.facecatalog.org/v/tv/sizeprev.html)

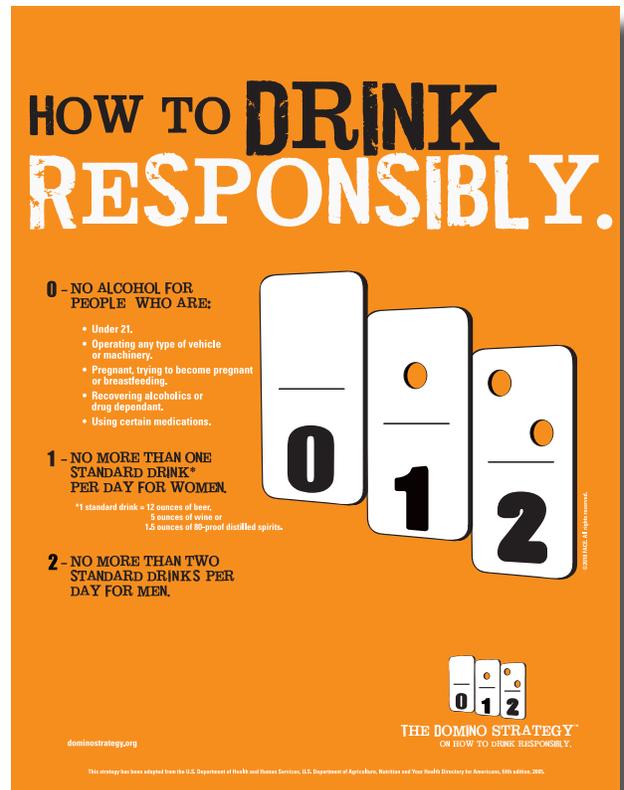


Key Card

Media Includes:

- Posters
- Bookmarks
- Banners
- Key Cards
- Table Tents
- Cinema Ads
- Television PSAs
- Billboards
- Stickers
- Magnets
- Print Ad Kit

and more!



(Segment 3) How to Drink Responsibly. - Poster

# Step 8:

## *Implementing* Phase 3 - Know What's Inside.

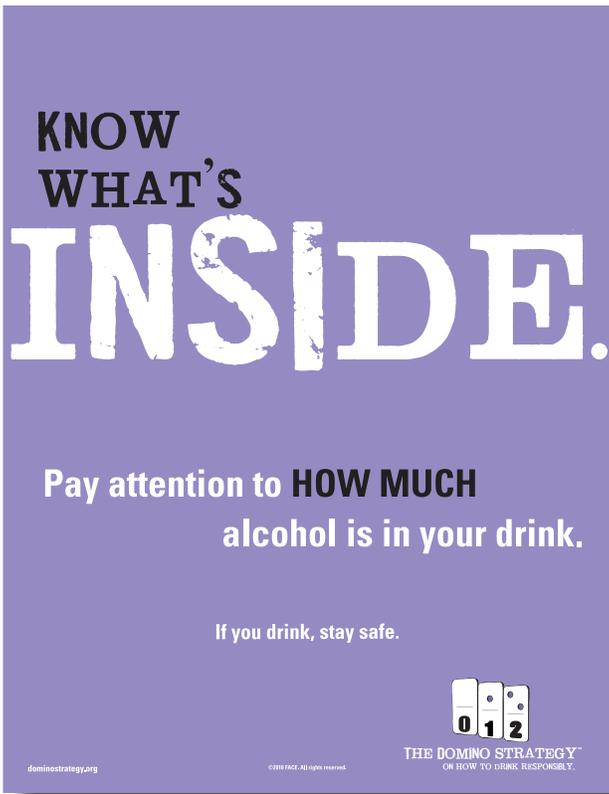
*(4-8 weeks)*

### *To Do*

**Segment 1 – (Week 1-3)** The final phase of media implementation ends with material that ask What's Inside? This media refers to the amount of alcohol contained in a person's drink. Depending on your communications plan and selected advertising strategies, media will be distributed throughout the community in specified locations that are geared towards the target audience. The desired behavior outcome for this final phase is to get the target audience to pay attention to the amount and percent of alcohol that is in the beverages they consume.

**Segment 2 – (Week 4-6)** Additional *Strategy* material in this phase focuses on educating the target audience that all drinks are not created equal which reinforces the primary behavioral outcome for this phase. This section provides a mechanism for implementers to emphasize information about the content of alcoholic beverages that are most popular in their region or community.

**Segment 3 – (Week 7-8)** The same goals and process as Segment 3 in Phase 1 and 2.



(Segment 1) Know What's Inside. - Poster

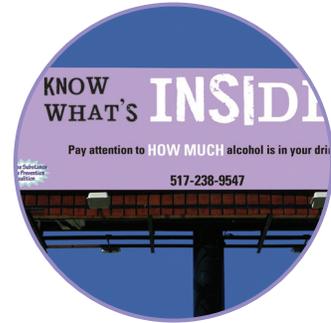
Media Includes:

- Posters
- Bookmarks
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- Cinema Ads
- Television PSAs
- Billboards
- Stickers
- Magnets
- Print Ad Kit

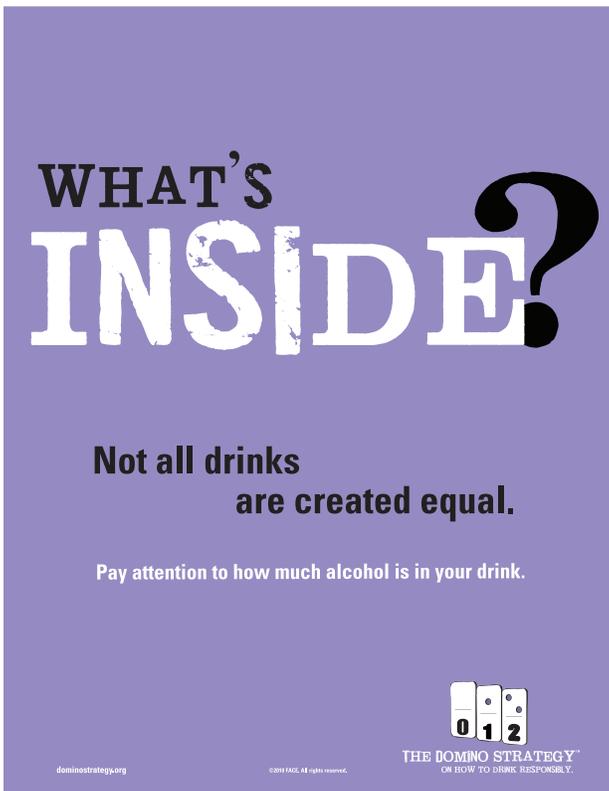
and more!



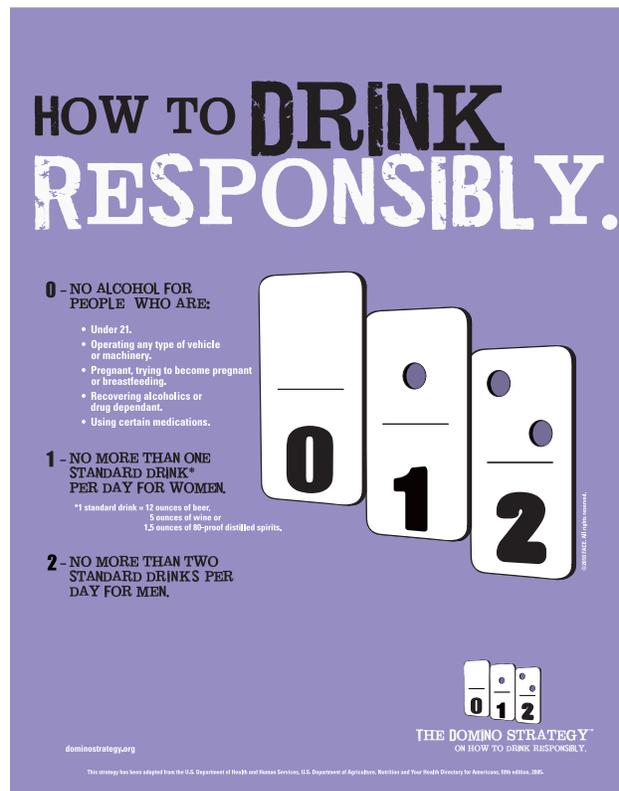
Know What's Inside.  
Table Tents



Know What's Inside.  
Billboard



(Segment 2) What's Inside?/Consequences - Poster



(Segment 3) How to Drink Responsibly. - Poster

## Step 9:

# *Post* Media Strategy Survey and Campaign Evaluation *(4-8 weeks)*

### *To Do*

1. During this stage, post-*Strategy* surveys are distributed to the target audience duplicating the process utilized for the pre- *Strategy* surveys. Once completed, surveys are tabulated, analyzed, and a final report should be prepared by your evaluator documenting the results of the media campaign portion of the overall *Strategy*.
2. Determine how the data will be disseminated to community partners, key stakeholders, and the greater community.

# Step 10:

## *Sustaining* the Messages of *The Domino Strategy* (*Ongoing*)

*The Domino Strategy* teaches and challenges people to compare their current drinking behavior against a simple research-based definition of what it means to drink responsibly. It offers several components that can be applied and sustained throughout your community at various levels and junctures. While the post campaign survey assesses the potential short-term outcomes of the *Strategy*, it is difficult to assess the long-term outcomes using the pre/post campaign survey tool.

### *To Do*

1. Once the formal campaign has subsided, examine opportunities to sustain *Domino Strategy* messages in your community.
2. Continue to conduct annual surveys to evaluate its impact on your community.
3. Embed *Domino Strategy* messages into current and ongoing community events, activities, programs, policies, and procedures.
4. Identify opportunities to collaborate with the public health, mental health, community safety, criminal justice/law enforcement, education, medical, and faith-based communities.
5. Work to obtain cooperation from radio, television, movie theaters, stadiums, large venue providers, and other local businesses to keep *Domino Strategy* messages in front of the public long after the formal campaign has ended.
6. Identify prime times and opportunities in your community to highlight the messages and reinforce the campaign.
7. Consider additional evaluation tools to monitor long-term outcomes.
8. See information sheet on sustaining *Domino Strategy* messages located online at [dominostrategy.org/samples.html](http://dominostrategy.org/samples.html)

# Examples of How to *Integrate* Domino Strategy Messages in your Community



Stadium Cups



Coasters for Restaurants



Water Bottle Giveaways for Events



Placemats for Restaurants/Fundraisers/Events



T-Shirts for Events



*The Domino Strategy* is a public health initiative that is long *overdue*.

We can help communities reduce alcohol-related harm by helping individuals learn **how to drink responsibly**. If you are interested in taking the next step to implement *The Domino Strategy* in your community or state:

- **Contact FACE at 888-822-3223 to discuss hosting a *Domino Strategy* campaign in your community.**
- **Go to [dominostrategy.org](http://dominostrategy.org) to view a full catalog of resources associated with *The Domino Strategy*.**