



## **2019 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 is the total prize pool that is being offered to help fund safe grad activities. The value of the awards will be dependent upon the quality and quantity of submissions received.

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:

- Impaired driving (alcohol/recreational or prescription drugs)
- Unplanned/unwanted sexual behaviour
- Excessive drinking
- Criminal behaviour (stealing, vandalism, etc...)
- Alcohol poisoning as a result of drinking games
- 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

January 2018 - ANBL sends campaign details to Department of Education and Early Childhood Development and school districts

May 1, 2018 - 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:

Mark Barbour  
Communications  
Alcool NB Liquor  
170 chemin Wilsey Road  
PO Box/C.P. 20787  
Fredericton, New Brunswick, Canada  
E3B 5B8  
Tel/tél: (506) 452-6486  
www.anbl.com  
[Mark.Barbour@anbl.com](mailto:Mark.Barbour@anbl.com)