

Join the REAL Task Force (Reducing Excessive Alcohol Leadership)

You are invited to join a small group of strategic partners on a new Task Force that will design a mass-media campaign. This campaign will increase awareness of the alcohol-related harms and social and health challenges caused by excessive alcohol use. Together, we will develop a campaign to support community-wide solutions as well as individual behavior change. This campaign will strengthen the health of our state and be the first of its kind in the nation.

THE PROBLEM WITH ALCOHOL IS MORE THAN YOU MIGHT THINK

Excessive alcohol use drives many of Oregon's most pressing social and health challenges, with financial costs for all of us. Oregon has made great strides in youth alcohol prevention, yet harms related to excessive alcohol consumption extend beyond the more well known areas of underage drinking, driving under the influence and alcohol addiction.



TIME FOR A STATEWIDE COMMUNICATIONS CAMPAIGN

A mass media campaign, combined with local activity, can reduce alcohol-related health harms across our state. The issues of excessive alcohol use are complex and require a coordinated, strategic approach across our communities. A statewide campaign could help maximize investments to support more programs, communities and families across Oregon.



MISSION

Together, we will co-develop the brand for a health communications campaign and begin the process of developing a mass-media campaign to create safer, healthier places for everyone.



MEMBERSHIP

As a member of the Task Force, you'll be a leader in this effort and provide input on strategy development, materials creation and future initiatives. We need your diverse experience and perspective as one of many partners and state agencies working to address excessive alcohol use throughout our state.



TIMELINE

October 2020 – June 2021



JOIN US

Be a champion of the communications campaign with your organization and stakeholders. By working together, we can advance solutions that will make a positive difference across the state.

