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| **Title of Alternative showing: New technology** **The New Normal – an animated video for a reduce risky drinking campaign** |
| **Maximum 2500 characters (including spaces but excluding title)****Health promoting objectives**The video, part of the social marketing strategy for ‘Reduce Risky Drinking’, a campaign at 2 universities in the Australian Capital Territory (ACT) aims to:* De-glamorise risky drinking behaviour.
* Give a voice to students who are moderate or non-drinkers and portray them as the majority, having fun, being successful.
* Portray risky drinkers as the minority, showing them as loud, annoying, and with negative consequences from their drinking.
* Prompt students to consider their drinking behaviour.
* Promote the campaign.

**Synopsis**The health promotion campaign Reduce Risky Drinking aims to reduce risky alcohol consumption among undergraduate university students in ACT. Potential campaign themes and images were tested with students in early 2018, and a clear preference – a cartoon depiction of students with inclusive and light-hearted text – was evident. A series of posters and digital images were designed and displayed at campuses during 2018. The images aim to highlight moderate drinking behaviour in order to “create a new norm”. The project’s social marketing strategy included use of video on social media because this format is known to engage viewers more successfully than static images.The 30 second video needed to be attention grabbing, university students being a critical audience who would likely not engage with something looking ‘official’. The storyline - a young man and woman who are drunk amidst a group of others enjoying a night out - portrays the couple’s objectionable actions and resulting consequences using humour to de-glamorise their behaviour. The design allows three 10 second cut down versions to each be broadcast separately, increasing the potential reach and therefore value of the resource. **Intended audience**Undergraduate students attending 2 universities in the ACT. It will likely be seen by others aged 17 – 25 in the ACT. **Duration and intended use**The video will be promoted on social media in October and November in 2018 and February and March in 2019, 12 weeks in total. Quantitative and qualitative data will be collected during and after promotion of the video for project evaluation. This resource is designed to contribute to the building of a new norm around alcohol use at the participating universities, thereby creating healthier places for young Australian and International students. |