

THINKTM

MADD

CAUSE & EFFECT



Nationwide[®]
On Your Side

MADD and Nationwide have joined forces to create **THINK.** – an exciting year-round program that goes beyond delivering alcohol-free programs one or two times. The new initiative focuses on the heavier party seasons of homecoming and prom, but also addresses other important times of the year such as sporting events, holidays, spring break, graduation and summer vacation. Statistics show that traffic deaths among teens during typical prom weekends are higher than any other time of the year.

By presenting positive reinforcement at an age when many teenagers are choosing whether to make alcohol and other drugs a part of their life, Mothers Against Drunk Driving and Nationwide Insurance are working to prevent tragedies involving substance abuse.

PROGRAM



School-Based Underage Drinking Prevention Program

THINK. is a friend-to-friend, pledge-based program that offers students, teachers, schools, communities and parents great materials, tips and information throughout the entire school year—all of which can be viewed at www.think.madd.org.

The program includes a pledge kit with a classroom/assembly DVD, event posters, pledge cards, a pledge signing banner, stickers, giveaways, and web site interactivity. It is a compelling school-based program that features responsible safety messaging while encouraging behavior modification during peak risk periods for teens such as prom, homecoming, spring break, graduation, school sporting events and holidays.

IMPLEMENTATION

The execution includes marketing outreach to more than 5,000 high schools, administrators, teachers, parents and teens. The outreach includes direct mail, e-marketing, telemarketing, public relations and special events.

COMMITMENT

Nationwide Insurance is the National Presenting Sponsor with a multi-year commitment to saving the lives of youth.

RESULTS



The outreach during year one of the program resulted in almost 1,000 schools and an estimated 750,000 students participating throughout the U.S. The year culminated with a program launch event at Sam Houston High School in Houston, Texas with a THINK.Prom performance by hip hop star Bow Wow. An estimated reach of more than 70 million earned media impressions were achieved.