



**BIG BOWL  
VOTE 2020  
PLAYBOOK**

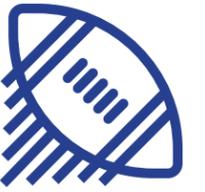
# Prevention Action Alliance

Prevention Action Alliance created the Big Bowl Vote to educate communities on the effects ads for alcohol have on young people, empower educators and others who work with youth to promote critical thinking, and to advocate for community dialogues about advertisements for alcohol in your community.

Prevention Action Alliance is a 501(c)3 nonprofit in Columbus, Ohio that is dedicated to leading healthy communities in the prevention of substance misuse and the promotion of mental health wellness.

Learn more at [preventionactionalliance.org](http://preventionactionalliance.org).

## Get Ready for Kickoff!



Last year, more than 98.2 million people watched the Super Bowl. The Super Bowl also draws in more than 30 percent of teenagers in the U.S., according to Nielsen, a data analytics company. That means millions of teenagers then watch the game and its ads for everything from soft drinks and detergents to cars and alcohol.



With all those teens consuming ads for alcohol, it poses a question: What effect do these ads have on young people?

According to the Center on Alcohol Marketing and Youth, [young people on average see 23 ads for alcohol each month](#). CAMY found that this increased exposure led to a better opinion of alcohol and to higher rates of underage and binge drinking.

Alcohol companies spend tens of millions of dollars per year advertising their products, especially on sports TV. The ads we watch during the Super Bowl contribute to underage drinking throughout the country.

We at Prevention Action Alliance created the Big Bowl Vote to help people understand that alcohol advertisements viewed by young people contribute to underage and binge drinking. And we wanted to urge those who work with youth to teach young people how advertisers try to manipulate them.

By teaching our kids to analyze ads and how they affect us, we can reduce the impact they have on our young people and reduce underage and binge drinking, as various studies have reported.

This Big Bowl Vote Playbook includes everything you need to quickly and easily administer your survey. If you're interested in supporting the media literacy of young people, you can find those resources at [preventionactionalliance.org/bbv](http://preventionactionalliance.org/bbv). The resources there will help you raise awareness about the appeal of alcohol to youth and how to prevent underage drinking in your community.



## Flag on the Play: Alcohol Targets Youth

Studies by the Center on Alcohol Marketing and Youth found that [exposure to alcohol in media predicts the onset of drinking](#), and [a 2019 study by Iowa State University demonstrated the relationship between beer advertising and brand loyalty in middle and high school students](#). Ads make alcohol appear less dangerous and more glamorous to young people. In turn, this increases underage drinking.



Alcohol companies know that if they attract younger customers, they'll have customers for longer and improve the company's profitability. That's why they advertise so heavily in college sports games, on social media, and in other media forms that attract younger consumers.

Texas A&M University professor Adam Barry found that [alcohol companies ignored their obligations to prevent young people from accessing restricted content](#):

*"What we found was pretty staggering. This shows us that the industry is violating their self-regulated advertising policies for social media. It also means that we may not have an accurate estimate of the exposure youth have to alcohol advertising. This is important because exposure impacts whether someone will start drinking and the quantity consumed if they are already a drinker."*

—Professor Adam Barry, Texas A&M University

Social media is just one area where alcohol companies advertise to youth. According to research published in the Journal of Public Health Policy, [alcohol companies have increased ad exposure among people aged 18 to 20 more than any other age group](#). In particular, alcohol companies advertise to young people with alcopops, sugary drinks popular with underage drinkers.

## Your Game Plan for Victory



Many youth and young adults are unaware that youth have been targeted by ads on TV and social media. The Big Bowl Vote captures data on the appeal of alcohol advertising to young people so the adults in their lives can counteract their impact.

Taking part in the Big Bowl Vote is easy.

1. Read this Playbook and put together your Big Bowl Vote plan.
2. Watch the Super Bowl on **Sunday, February 2**.
3. Administer the Big Bowl Vote survey on **Monday, February 3**.
4. If taking the printed survey, email your results by the end of **Tuesday, February 4**.

You can administer the survey by printing the survey form for each student who takes it or by having your students take a Google Forms survey.

### Big Bowl Vote 2020 Checklist:

- Watch the Super Bowl, taking note of which ads appear, especially those which promote alcohol use.

### If you're using printed surveys:

- Distribute the survey in this Playbook and on our website at [preventionactionalliance.org/bbv](https://preventionactionalliance.org/bbv) to your students.
- Collect them when done.
- Tally your results. A sample tally form can be found at [preventionactionalliance.org/bbv](https://preventionactionalliance.org/bbv).
- Email your results no later than by midnight on Tuesday, February 5 to [bigbowlvote@preventionactionalliance.org](mailto:bigbowlvote@preventionactionalliance.org).
- If you're using the Google Forms survey:** have your students fill out the survey at [preventionactionalliance.org/survey](https://preventionactionalliance.org/survey).
- Wait for the nationwide survey results to be compiled. A press release with preliminary results will be sent no later than 5 p.m. EST on Wednesday, February 5.
- Anyone who implements the Big Bowl Vote and fills out the post-BBV survey will receive a personalized report with their local survey results.
- Nationwide results will be posted at [preventionactionalliance.org/bbv](https://preventionactionalliance.org/bbv).



# The Big Bowl Vote Survey

Thank you for participating in the Big Bowl Vote! Please fill out the following survey about commercials you may have seen during the Super Bowl.

Grade: \_\_\_\_\_ Class: \_\_\_\_\_

School: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

1. Did you watch the Super Bowl?  Yes  No

2. Which parts of the game did you watch?

- Pre-game coverage  First quarter
- Second quarter  Half time
- Third quarter  Fourth quarter
- Post-game coverage  Just the ads

3. Which Super Bowl ads were your favorite (up to three)?

4. What did you **like** about these ads? (Select all that apply)

- It was funny  I liked the music
- I liked the story it told  I liked the special effects
- I liked the brand/product  I liked the celebrity it featured
- Other (please explain)

5. Name as many brands as you can remember being advertised in last night's Super Bowl commercials (i.e. Ford, Sunny D, Crest, etc.).

6. What did the ads do to make you **remember** them? (Select all that apply)

- They were funny  I liked their music
- I liked the story they told  I liked their special effects
- I liked the brand/product  I liked the celebrity they featured
- Other (please explain)

7. How many alcohol-related ads do you remember seeing?

- 0  1
- 2  3
- 4  5
- 6 or more

8. Who do you think the alcohol-related ads were trying to reach with their ad (include hobbies, lifestyles, age, gender, race/ethnicity)?

9. What, if anything, did you **like** about the alcohol-related ads? (Select all that apply)

- They were funny  I liked their music
- I liked the story they told  I liked their special effects
- I liked the brand/product  I liked the celebrity they featured
- Other (please explain)  I didn't like them

10. What did the alcohol-related ads do to make you **remember** them? (Select all that apply)

- They were funny  I liked their music
- I liked the story they told  I liked their special effects
- I liked the brand/product  I liked the celebrity they featured
- Other (please explain)  I didn't remember them

