



Frequently Asked Questions – Paul’s Story

Alcool NB Liquor

Responses provided by Nora Lacey, Corporate Communications Manager, Alcool NB Liquor

Q1 - Why did you choose this type of non-traditional media for the message?

A1 - We are trying to reach young people in New Brunswick. Research into this demographic tells us that they spend a lot of time interacting with each other using online media sources such as YouTube® and Facebook®. We’re leveraging those channels to help change attitudes and behaviours when it comes to drinking and driving.

Q2 - Why didn’t you originally reveal yourself as the advertiser?

A2 - This demographic group is hard to find, hard to connect with and extremely media savvy.

As a result, we didn’t want to produce an ad – we wanted to start a conversation between young New Brunswickers about how truly dangerous drinking and driving is. To do that, we knew we needed to find a fresh way of connecting with this audience that was respectful of their intelligence but also engaging. *Paul’s Story* did that for us.

Q3 - What’s next?

A3 - Today marks the beginning of Phase Two of the campaign – a more traditional social marketing program. Promotional materials in ANBL locations and other collateral such as stickers will spread the word about the story, with a call to action that will drive people to www.hekilledmyfriends.com, where they can watch each episode of *Paul’s Story*.

Q4 - Does the general public view ANBL as a responsible retailer?

A4 - Based on a recent telephone survey, when it comes to perceptions towards ANBL’s promotion of social responsibility as it relates to alcohol consumption, 57 percent of New Brunswickers agree the corporation is doing a good job (31 percent said No, 11 percent weren’t sure).

Increasing awareness is top of mind among those who believe ANBL’s efforts to promote social responsibility are insufficient. When asked what more ANBL should be doing to promote social responsibility as it relates to alcohol consumption, respondents replied:

- 32% more advertising/awareness (general)
- 11% increase awareness of responsible drinking
- 9% minors: minimize access/increase awareness
- 9% drinking and driving: increase awareness
- 9% programs in schools/educate youth
- 7% increase awareness of health effects



Teens Against Drinking and Driving (TAAD) New Brunswick

Responses provided by: Cst. Tammy Ward (Corporal), Provincial TADD Coordinator

Q1 - Do you support *Paul's Story*? If so, why?

A1 - Yes, because it helps to increase awareness of what can actually happen when people make the poor and deadly choice of driving after they have been drinking.

Q2 - How is this campaign important?

A2 - It is important because impaired driving is the leading cause of criminal death in Canada. It also targets youth who are very vulnerable and have an increased risk of being involved in a fatal collision after they have been drinking.

Q3 - How effective do you think this campaign will be in reaching young people?

A3 - I believe it will be very effective because it is different. It uses a medium that teens use everyday, and it is a realistic story.

RCMP “J” Division

Responses provided by Bob Theriault (Retired Staff Sgt), Traffic Services

Q1 - Do you feel a campaign targeting drinking and driving is relevant to New Brunswickers? Why?

A1 - Yes, DUI is the leading criminal cause of death in Canada and accounts for nearly 30 percent of all fatally injured victims in car crashes.

Q2 - Why do you think it is important to have a campaign targeting youth?

A2 - Youth have been over-represented in motor vehicle crashes. In 2007, nearly 24 percent of all traffic deaths in New Brunswick were youth and alcohol was a contributing factor.

Q3 - Has ANBL shown leadership in raising awareness about responsible drinking?

A3 - Certainly! By partnering with concerned organizations and taking a lead role, ANBL is showing the way.

Mothers Against Drunk Driving (MADD) Canada

Reponses provided by Andy Murie, CEO, Mothers Against Drunk Driving (MADD) Canada

Q1 - Why is MADD Canada supporting *Paul's Story*?

A1 - I think the creativity of the campaign will resonate with young people. Any campaign that makes young people think about their own alcohol consumption and risky activities is one worthy of support. Young people respond to campaigns that have been designed for them and are more likely to be taken at face value.



New Brunswick Advisory Council on Youth

Responses provided by: Ivan Corbett, Director, New Brunswick Advisory Council on Youth

- Q1- Do you support ANBL's social responsibility campaign, *Paul's Story*? Why?
- A1 - The New Brunswick Advisory Council on Youth supports ANBL's social responsibility campaign, *Paul's Story*. It sends the message that drinking and driving can have serious and life-altering consequences for everyone. The awareness raised in this innovative campaign will hopefully reduce motor vehicle crashes and deaths due to impairment on New Brunswick highways.
- Q2 - How is this campaign important?
- A2 - This campaign is important because it sends a timely and important message – that impaired driving affects us all and each of us shares in the responsibility for ending it. It is absolutely unacceptable to drive while impaired, get into a vehicle with an impaired driver, or allow someone else to drive while impaired. These three scenarios are portrayed in *Paul's Story*, and although this is a fictional account, these same dangerous actions are being played out for real on our roads, with tragic consequences. ANBL and Revolution have put a lot of effort into presenting a realistic and heartfelt scenario, and the New Brunswick Advisory Council on Youth was happy to be asked to help provide a youth perspective during the development of this innovative social responsibility campaign.
- Q3 - How effective do you think this campaign will be in reaching young people?
- A3 - This campaign will be as successful as youth viewing it wants it to be. Youth who see the campaign can respond to its message by ensuring that neither they nor anyone they know drives while impaired, or by refusing to get into a vehicle with someone who is impaired. By choosing to take positive action in their communities on this issue, they can save lives.
- Q4 - Any other comments you wish to share?
- A4 - The New Brunswick Advisory Council on Youth applauds ANBL for taking an innovative approach to addressing the problem of impaired driving. The Council encourages all youth to take action to make impaired driving a thing of the past. Step up and speak out on this issue. Share *Paul's Story* with your friends, join or support a group like Teens Against Drinking and Driving or Mothers Against Drunk Driving. By taking action together, we can all help end impaired driving in our province.

New Brunswick Association of Chiefs of Police – Traffic Sub-committee

Response provided by Superintendent Ross White, RCMP on behalf of the New Brunswick Association of Chiefs of Police – Traffic Sub-committee

- Q1 - Why is your association supporting *Paul's Story*?
- A1 - We support any campaign or publicity that sensitizes New Brunswickers to the dangers of drinking and driving. The New Brunswick Traffic Sub-committee on behalf of the New Brunswick Association of Chiefs of Police endorses your initiative.