

ALPHA/ EPIC Set to Release Media Campaign

The EHS peer leadership group, ALPHA/ EPIC will kick off its “LiveFree. AlcoholFree” media campaign at the high school during Red Ribbon Week. The campaign is part of an attempt by ALPHA/ EPIC members to educate students regarding the truth about alcohol use by their peers.

“When we looked at the Madison County Illinois Youth Survey data, it showed us that even though the perception is that a lot of high school students drink, the reality is that by far most high school kids are not using alcohol”, says group co-sponsor Missi Sanders. “The ALPHA/ EPIC members really wanted to find a way to spread the message that most students do not drink. They designed this campaign as a way to begin that process”.

The “LiveFree. AlcoholFree” campaign includes the message that “Most EHS Students Choose to be ALCOHOL FREE!” and will be displayed on posters, t-shirts, rally towels, popcorn bags, mouse pads, and numerous other materials.