

City of Bethel Action Memorandum

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| Action memorandum No. | 18-37 | | |
| Date action introduced: | May 8, 2018 | Introduced by: | Mayor Robb |
| Date action taken: | May 8, 2018 | X Approved | Denied |
| Confirmed by: | <i>KM</i> | | |

Direct the City Clerk's Office to create and post to social media and the City's website, the identified harm reduction campaign ideas once a week for the next six months.

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| Amount of fiscal impact: | | Account information: |
| x | No fiscal impact | |
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The Alcohol Task Force discussed the importance of alcohol campaigns and marketing that could be used to help bring awareness to harmful activities related to drinking that could otherwise be prevented.

The City Council would like the City Clerk's Office to create social media templates on the following concepts for posting on the City's Facebook page and Website:

1. Don't drink and drive a boat.
2. Don't drink and drive a car.
3. Don't drink and drive a snow machine.
4. Don't drink and drive a four-wheeler.
5. Don't drink and ride in a boat.
6. Stop underage drinking.
7. Pregnancy and Alcohol do not mix Drinking Alcoholic beverages, including wine, coolers and beer during pregnancy can cause birth defects.
8. Taking alcohol to a restricted community? You could end up in jail.
9. Bootlegging? You could end up in jail.

The City Clerk's Office expects to spend approximately one hour a week in preparation for these very basic marketing posts. If Council approves a once per week post, the City Clerk's Office would rotate through the created posts each week, reposting the created templates for each of the identified concepts.