

Creating an **Awareness** Campaign Against Substance Use Among Children Aged 13-16

RAI was contacted by the Ministry of Public Health to create an informational campaign aimed at children aged 13-16 to prevent the use of addictive substances.

According to various studies, **substance use among minors is on the rise**, with an especially alarming increase among younger children.

Our campaign was built around a simple, typically Italian phrase:

"Pensaci un minuto"

"Think about it for a minute"

This phrase set the tone for the entire campaign, making it **friendly and relatable**—like the voice of an **older sibling or friend**.

The approach is **never judgmental**; instead, it's grounded in real, **scientific facts**.

Since this campaign was commissioned by the Ministry of Public Health, we collaborated closely with a scientific committee within the ministry. The committee selected the substances we would address, which included not only illegal drugs but also legal, addictive substances like tobacco and alcohol.

While children were our primary target audience, we also addressed **parents and teachers**, recognizing their essential role in guiding and informing the children.

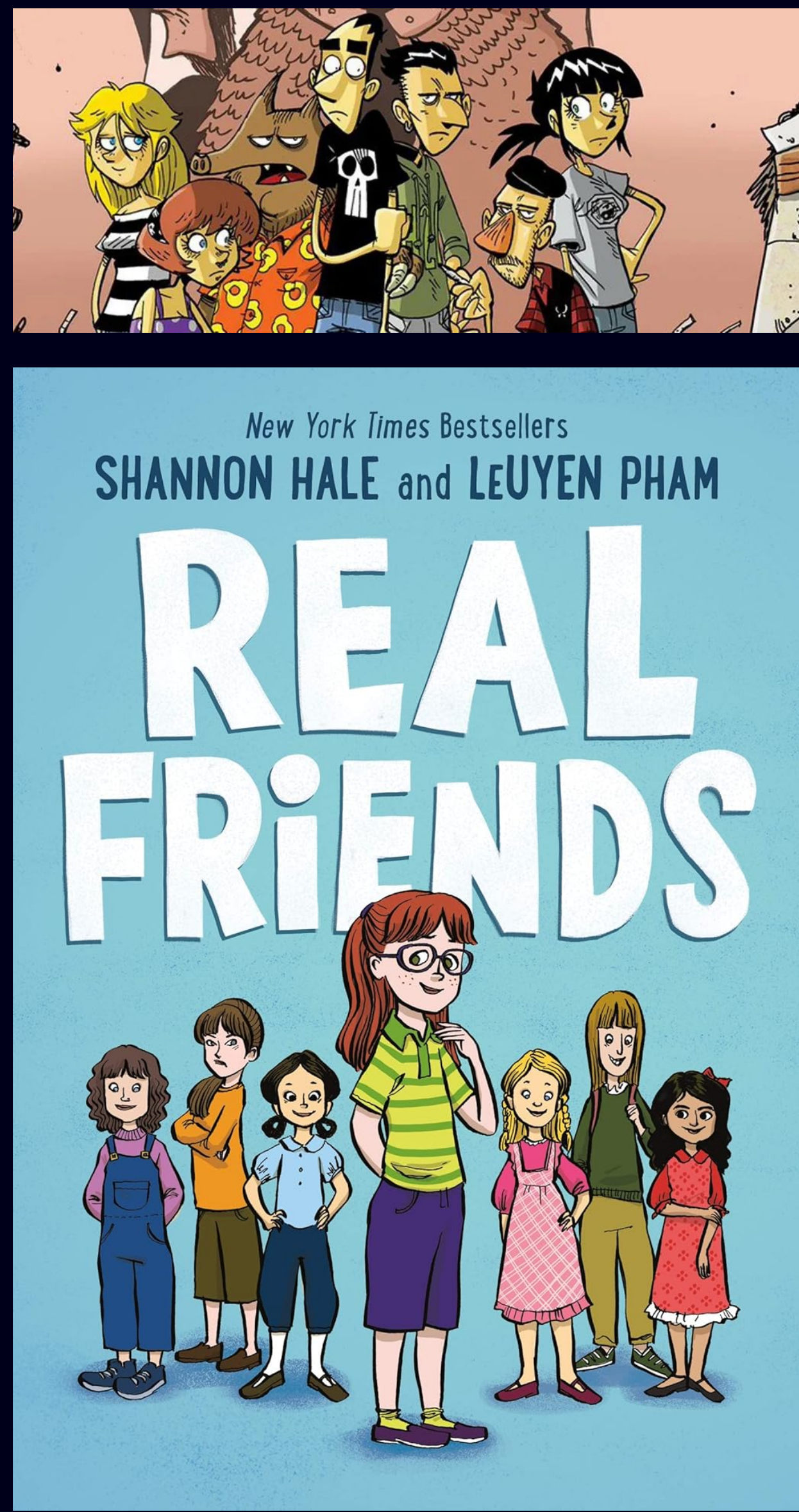
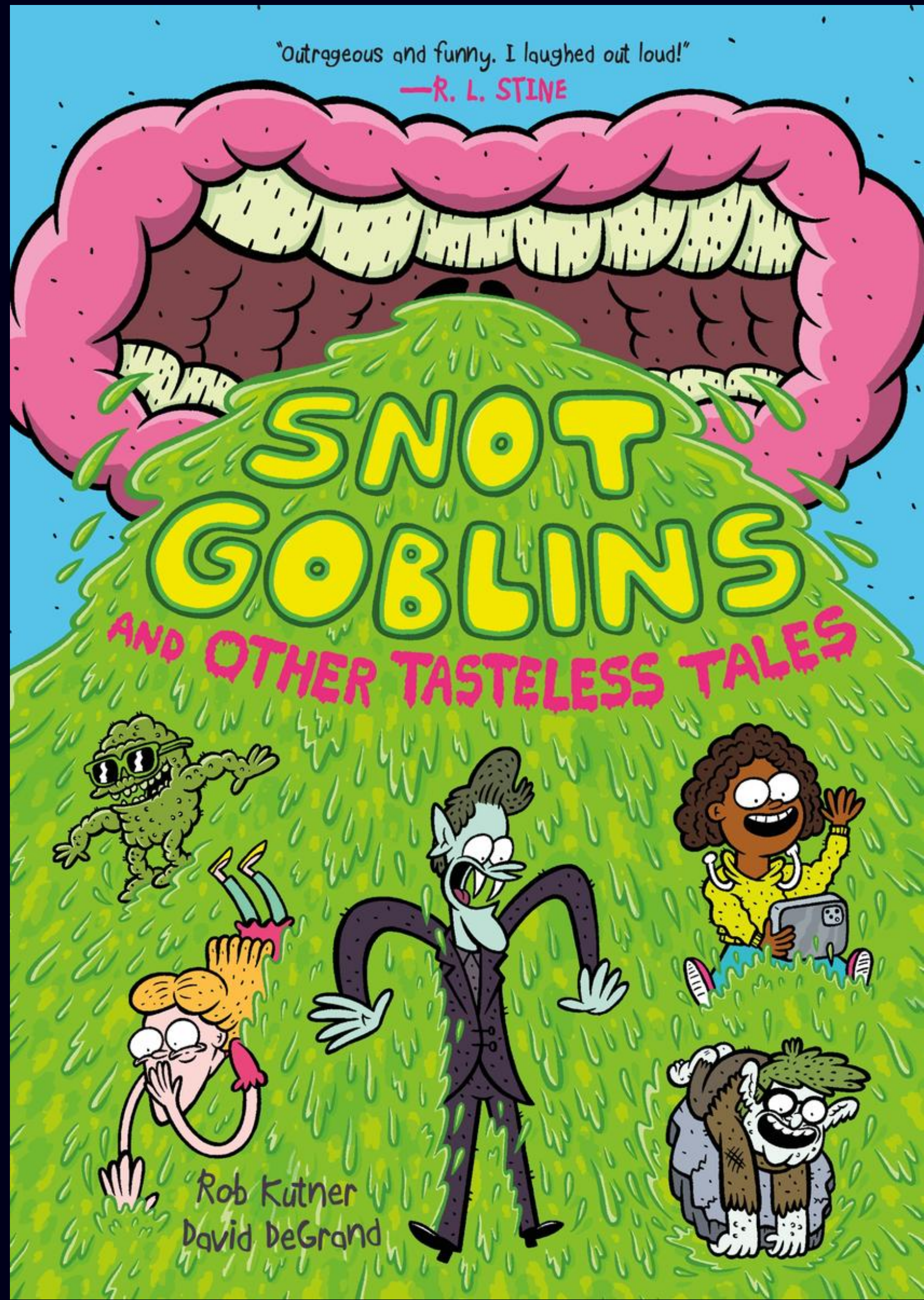
Our goal was to create a campaign that offered clear, factual information adults could use to **support open conversations** within the family or classrooms.

The campaign focuses on the following substances and their effects:

Cocaine, Heroin, Fentanyl, Alcohol, MDMA, LSD, Tobacco, Cannabis

Each subject was developed in multiple formats, from 16:9 for broadcast to vertical formats for mobile and social media.

To maintain an informal, non-paternalistic tone, we drew from the visual language of **graphic novels**—a format that is both accessible and engaging for our core target audience. The style chosen was simple yet expressive, with a visual style that effectively conveyed the campaign's message.



Given time and budget constraints (we produced more than fifteen minutes of animation in under a month), this format allowed us to keep the content dynamic and visually appealing. We then focused on developing the script to make each substance description scientifically accurate, yet direct and concrete.

Due to the amount of data and information provided, we thought that the **one-minute format** could be ideal and then worked on 30” and 15” cutdowns for scheduling purposes.

We structured the campaign format to first present the **seemingly positive effects** of the substances, followed by an explanation in the second part revealing the **dangerous consequences behind these effects**—especially relevant for the target age group. In this approach, the music was also composed specifically to highlight the narrative structure.

This ensured the information was both reliable and accessible, resonating with our young audience in a way that felt authentic and easy to understand.

Through this approach, we aimed to create a campaign that was not only informative but also engaging and respectful, providing both children and adults with the **tools** they need to make **informed decisions** and understand the real effects of these substances.

Thank you.