

The Ohio Department of Commerce has recently launched the **Redefine** Campaign. This campaign de-emphasizes the role of alcohol in compelling and memorable experiences. Please join us to support the **Redefine** campaign. This campaign is **Redefining** fun. **Redefining** coming of age. **Redefining** living fully. In other words, it is **Redefining** the belief that an exciting life must involve drinking *or* drinking to excess.

Why is the **Redefine** campaign different? The campaign doesn't focus on the negative effects of alcohol. "Scare tactic" messaging is overused and has been ineffective in changing attitudes and behaviors about irresponsible drinking. Instead, **Redefine** focuses on the positive aspects of a life that doesn't revolve around alcohol. For teens, we're taking a positive approach and emphasizing that an exciting life can be lived without alcohol. For adults, we want to convey that responsible alcohol consumption can enhance the enjoyment of life and keeps our communities safer. For more information go to [www.RedefineOhio.org](http://www.RedefineOhio.org)

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**You** define your life.

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