



Butler County Young Adult Alcohol Prevention Project



Overall Project Description



The primary goal of the Butler County Young Adult Alcohol Prevention Project (BCYAAPP) is to decrease the number of 18-25 year-old Miami University Hamilton students engaging in high-risk drinking behavior, specifically binge drinking, and increase the perception of risk associated with this high-risk behavior. In 2013 the BCYAAPP found that over half of the 18-25 year old students at Miami University Hamilton reported engaging in binge drinking. The MUH population is majority commuter and, therefore, difficult to engage in co-curricular activities due to limited schedule and conflicting priorities, with these barriers including employment and family responsibilities. Because of these limitations and differences from non-commuter campuses, addressing

the problem with high-risk behavior must be done through different methods. A marketing campaign, an environmental prevention strategy, targeted those who are at risk with education on the dangers and negative effects of participating in high-risk drinking behavior. By becoming a presence on the campus, the BCYAAPP will begin to open the dialogue about high-risk behaviors at universities and provide the platform to create awareness, prevention and alternatives for the MUH students. The BCYAAPP intends, over time, to counteract the perception of high-risk drinking during a student's time at college as a norm, a perception that is perpetuated by the media on a consistent basis.

Assessment

Not only did our Community Outcome Measures Survey show that over half of Miami University Hamilton students, ages 18-25 reported binge drinking in the past month, those who engaged in binge drinking did not perceive their behavior as risky. Analysis of our assessment data determined that there was a negative correlation between the number of days in the 30 days prior to the survey that Miami University Hamilton Students 18-25 years old, our target population, engaged in binge drinking five or more drinks and the belief that drinking five or more drinks on occasion puts a person at risk. The BCYAAPP determined that some form of education was needed to increase awareness and correct the misconceptions about the use of alcohol and the risks behind drinking among students on the campus.

Capacity

The BCYAAPP has developed the capacity on the Miami University Hamilton campus to provide education and awareness about how high-risk drinking behavior affects individuals on a physical and potentially legal level, as well as the direct effects of binge drinking on academic performance and retention. Engagement of various sectors on campus has contributed to developing readiness among the campus community and building capacity for the current project and future prevention work on campus. Productive relationships have been developed with the faculty, Student Activities Office, Student Advising, the Integrative Studies Program, and the Peer Advocate for Total Health (PATH) Program to work in concert with the Alcohol and Chemical Abuse Council. Seven PATH students were trained as Peer Educators to run the media campaign.

Planning

An advisory team including members from the Butler County Coalition, Alcohol and Chemical Abuse Council, and Miami University faculty and staff members was formed for the planning process. Students also were involved in planning through campus town hall meetings to discuss the high-risk behavior on campus and potential solutions to this issue. Advisory team meetings once a month along with three half-day retreats to interpret our assessment data resulted in a logic model and strategic plan focused on the following theory of change: If the Butler County YAAPP works with Miami University Hamilton students to create and disseminate perception of risk/harm messages, then perceptions of risk or harm related to binge drinking will increase and the rate of binge drinking among Miami University Hamilton students will decrease.

Implementation

The media messages campaign was implemented during the spring semester on the MUH campus. The media campaign included posters/signage sharing the message of standard drink size and low-risk behaviors such as counting your drinks and knowing the alcohol content in a drink, tables set up in common areas with low-risk drinking information to hand out, give-away items and also a contest for each "stage" of the campaign, and a final speaker/presentation to wrap up the spring media campaign. The media campaign was based on the Domino Strategy focusing on standard drink size and counting drinks, and it used the various posters provided through the FACE website as the marketing messages around campus. The campaign was implemented in three stages that emphasized the phrases, "Do You Count?", "How Big Is It?" and "Know What's Inside." Trained Peer Educators on campus were instrumental in spreading our media message.

Evaluation

Evaluation of the media campaign will focus on a short-term outcome, an increase in the perception of the risk/harm of binge drinking, and a long-term outcome, a decrease in the incidence of binge drinking in the last 30 days. Short-term, we expect to see the significant negative correlation between the number of days in the past 30 days that MUH 18-25 year olds engaged in binge drinking (drinking 5 or more drinks on an occasion) and the belief that drinking five or more drinks on an occasion puts a person at risk will be reversed. If this short-term goal is achieved, THEN overall perception of the risk/harm of binge drinking will measurably increase in the long term. And IF this increases, THEN the percentage of students reporting engaging in binge drinking will decrease to less than 50%. These outcomes will all be measured by students' responses to the annual Butler County Community Outcome Measures Survey.

Sustainability

Through a partnership with Miami University Hamilton Advising, the PATH Peer Educator student organization, Student Activities, and the Alcohol and Chemical Abuse Council, there have already been several projects started for the years following the end of the SPF project including implementation of our media campaign through the next several years. Student Activities has provided options for "Workshops On Demand" that are related to low-risk drinking and behavior and other AoD topics. We will be working alongside the PATH group to train Peer Educators on the other regional campuses, and to present at breakout sessions at the SOARS student orientation on low-risk drinking and alcohol education. For our sustainability, we have also worked closely with MUH to set aside a budget for future events/speakers to come to campus and speak on AoD topics and promote the low-risk drinking media messages put in place through the SPF implementation process this spring.

Cultural Competence

Through a strong understanding of the cultural context of our target community, the BCYAAPP was able to provide a media campaign that would fit well with the lives of the MUH 18-25 year old students. The majority of the population is made up of commuter students (or students traveling from the Oxford campus) and, therefore, difficult to engage in co-curricular activities due to limited schedule and conflicting priorities, which include employment and family responsibilities. These barriers must be acknowledged in order to successfully choose a media campaign that will fit with the population and their ever busy schedules, as the one chosen by the BCYAAPP.

WHAT'S A STANDARD DRINK?

			
12 oz (340 ML) beer (5% alcohol)	5 oz (150 ML) wine (10-12% alcohol)	3 oz (90 ML) port (16-18% alcohol)	1.5 oz (45 ML) liquor (40% alcohol)

Many beers and coolers have more alcohol than one standard drink.
Read the label.

Minimize Risk, Maximize Life
Lowriskdrinking.com
facebook.com/MRML

