

# YAPI - Fairfield County Young Adult Prevention Initiative

## Overall Project Description

The Young Adult Prevention Initiative (YAPI) is a community-based coalition of residents, businesses, organizations, professionals, and advocates collaborating to prevent and reduce prescription drug abuse among 18-25 year olds in Fairfield County. Drawing upon the unique qualities of this population, YAPI is committed to implementing high quality substance abuse prevention initiatives that are data driven, effective and sustainable. YAPI is currently focused on addressing prescription drug misuse among 18-25 year olds living in the City of Lancaster as well as 18-25 year old students attending the Ohio University Lancaster Campus and Pickerington Center. To address

prescription drug misuse in our community, YAPI has developed a strategic plan with three key components. First, the coalition is implementing a media campaign – called Prescribe Change - in partnership with Ohio University/E.W. Scripps School of Journalism. YAPI is also hosting two trainings for Fairfield County social service agencies and non-profit organizations: a cultural competence training focused on the Millennial generation and a training focused on social/digital marketing. Finally, the coalition is creating and maintaining a data committee to support the ongoing collection of data relative to the 18-25 year old population.



## Assessment

The prescription opiate problem, and the community perception of that problem, has caused great concern in Fairfield County. Data collected from our 18-25 year-old individual consumption and perception survey indicates that prescription opiate misuse is indeed a large issue; 25.2% of 18-25 year olds in Lancaster reported lifetime misuse of prescription pain medication. Prevalence of misuse of prescription pain medication is also evident in Pickerington (18.2% reporting lifetime misuse) and on the Ohio University Lancaster Campus and Pickerington Center (15.0% reporting lifetime misuse). However, data from the same survey also indicates that misuse of prescription medication in general is also a concern; with 32.6% (Lancaster), 35.2% (Pickerington), and 23.2% (Ohio University L/P campuses) of 18-25 year olds reporting lifetime use of a prescription drug without a doctor's prescription.

## Planning

The Fairfield County YAPI Coalition has been steadfast in their development of the selected strategies as an end product of their strategic planning process. The needs assessment (individual level survey, community readiness assessment and other collected data) drove the identification of desired outcomes. The entire YAPI Coalition engaged in the identification of the strategies that were developed to move the community from the current state to the desired outcomes. The Core Team (YAPI Coordinator, FCFC, ADAMH, Prevention Works and The Recovery Center) provided the detail and served as the wordsmiths. Arriving at the Theory of Change was no small task in that significant work was required to ensure that the If, Then statements were logical and feasible. This process was critical to the learning curve of the coalition. The development of the evaluation plan, driven by the If, Then statements was more a function of the Core Team.

## Evaluation

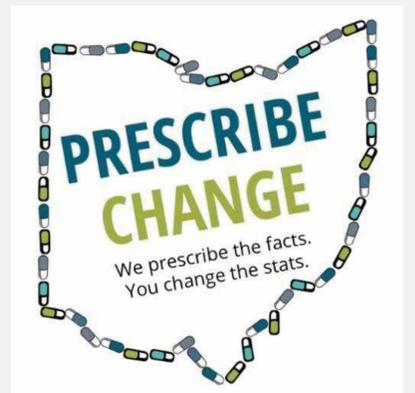
In order to measure the success of our implementation plan, YAPI is monitoring several indicators. In the City of Lancaster, our indicators are: (1) 30-day misuse of prescription drugs; (2) lifetime use misuse of prescription drugs; (3) perception of disapproval of the misuse of prescription drugs and self-medicating behaviors; (4) perception of risk or harm associated with the misuse of prescription drugs; (5) engagement in healthy lifestyle choices/behaviors; and (6) the number of agencies who attended the 2 spring trainings who report increased cultural competence in their organizations. This will be measured by: a) a brief follow-up survey to training attendees, and b) a reunion of training attendees to ascertain the changing cultural competence in their organizations. For Ohio University's Lancaster Campus and Pickerington Center, our indicators are: (1) 30-day misuse of prescription drugs; (2) lifetime use misuse of prescription drugs; (3) perception of disapproval of the misuse of prescription drugs and self-medicating behaviors; (4) perception of risk or harm associated with the misuse of prescription drugs; (5) community readiness to engage in prevention activities; and (6) number of prevention efforts implemented on campus not associated with the Prescribe Change initiative.

## Capacity

It was very beneficial to see where each community was on the stage of readiness. The Tri-Ethnic model allowed the SPF SIG coordinator to meet with key leaders and get a true sense of communities' attitudes toward the prescription drug problem. The results showed that the City of Lancaster and the Ohio University Lancaster Campus and Pickerington Center were at two different levels of readiness. Results from our Community Readiness Assessment showed that Lancaster was at a Stage 4 – Preplanning, primed and ready for prevention efforts. Results showed that Ohio University's Lancaster Campus/Pickerington Center is at a Stage 2- Denial/Resistance. The results helped the coalition when it came to the strategic planning process and were used to provide information as to where to start with prevention efforts so that they would be more effective.

## Implementation

YAPI is implementing a media campaign – Prescribe Change - targeted at 18-25 year olds in Lancaster, Ohio as well as students attending Ohio University's Lancaster Campus and Pickerington Center. In order to produce a culturally competent, impactful campaign we partnered with ImPRessions, Ohio University's student-run public relations firm. Implementation will be done through various forms of media. FACF along with OU-L will guide this implementation with quarterly reports to and consultation (as needed) with the Fairfield County Opiate Task Force Community Education Committee. The first part of the campaign will focus on enhancing the knowledge of 18-25 year olds regarding the risks of prescription drugs by disseminating information about the risks; promoting the importance of self-education; and encouraging parents and medical providers to take a more hands-on, proactive role in making sure young adults are informed. The second part of the campaign will be the promotion of healthy lifestyles. In order to support 18-25 year olds in our community to make healthy lifestyle choices, we are also holding trainings for Fairfield County social services organizations and local non-profits on cultural competence (focusing on millennials) and social media. It is our hope that the trainings are the beginning of the development of a framework to support the unique needs of 18-25 year olds in our community.



## Sustainability

The ADAMH Board, YAPI, the Fairfield County FCFC, Prevention Works, and the Opiate Task Force are the institutional agencies/organizations supporting the SPF initiative. As YAPI comes to an end, strengthening each of the other agencies to be culturally competent and to facilitate the need for cultural competence in our community is one way to ensure sustainability of the SPF initiative. A community data committee to bring together all relevant county data into one place will provide the ability to eventually have a web-based system so that updates to data can be done regularly and agencies can easily access community data to inform their work locally.

## Cultural Competence

Qualitative data provided through YAPI focus groups showed that there is a gap in prevention and wellness services to 18-25 year olds. Social service and AOD prevention and treatment providers indicate that mobility and transition for this group also poses a barrier. Although acknowledged, there has never been any effort to address this reality in regard to the young adult culture. There are many supports available in the Lancaster community for 18-25 year olds, however these supportive services are not being provided in a culturally competent manner. Access via social media, marketing of resources, agency hours, etc. are all barriers to 18-25 year olds in both knowledge and use of services in Fairfield County. The implementation of strategies to educate and advocate for changes in agency accessibility and relevance of local services to millennials is a key part of the YAPI plan.