



Franklin County Urban SPF SIG Coalition



Overall Project Description



The Franklin County Urban Coalition (FCUC) began in 2011 when a group of empowered indigenous community leaders came together to discuss ways and means to reduce the use and abuse of alcohol and illicit drugs in Columbus urban core. After engaging in the SPF process, the FCUC focused their efforts on developing marijuana prevention initiatives tailored toward young African American adults living in the urban core of Columbus. The FCUC media campaign designed by Warhol & WALL ST. – DOPEwithoutit – communicates to young adults about the 7 Realms of Empowerment (an adaptation of the SAMHSA 8

Dimensions of Wellness). The campaign is being implemented primarily via radio (Power 107.5), web, and social media. The website showcases successful young adults from the community who are DOPEwithoutit and who are making their dreams of purposeful life and a financial secure future an everyday reality. The media campaign message reinforces the belief that you have choices about what you can do or can learn to do in order to determine: what supports you need, assets you possess and can use, and taking more charge of your life.



Assessment

Data from the FCUC Usage Survey indicated that African American young adult residents in the urban core have favorable attitudes towards marijuana and higher rates of drug use. Almost half of the young African American adults (18-25 year olds) in Columbus's urban core (zip codes 43204, 43205, 43206, 43211, 43223) have used marijuana in the past 30 days. Just over half of 18-25 year olds (58%) reported that they do not disapprove of smoking marijuana once a month or more. These attitudes and behaviors are supported by the environment in the community. In the FCUC Convenient Store Observation Project (2013), we found that 89% of the store counters in the urban core contain blunt wraps near the register.

Capacity

For marijuana usage, the coalition determined that the community was in the vague awareness stage of community readiness. The coalition has engaged in capacity building to increase the number of certified prevention professionals and volunteers working in the urban core and throughout the county by offering three workshops where over 90 people attended and became familiar with prevention theory and practice. Organizations in our community were able to access no-cost training for their staff to be in compliance with OhioMHAS funding requirements for SAPT funds. One workshop focused specifically on the environmental strategies - with marijuana as the drug of choice. FCUC's data collection has also increased the capacity of local agencies and organizations – many of which have used the FCUC Needs Assessment, 2013 Store Observation results, and MIPH Community Readiness Survey results to apply for other grant opportunities.

Planning

The coalition utilized all the data available to us as part of our planning process. From our needs assessment and community readiness data to our usage surveys and our convenience store observation project we began to develop a clearer picture of the issues we wanted to address. This information led to the following three assumptions on which we based our media campaign: (1) If we educate young adults about the risks associated with marijuana use then the perception of risk will increase; (2) If we educate young adults about the risks associated with marijuana use then more 18-25 year olds will disapprove of marijuana use; and (3) If we educate young adults about the risks associated with marijuana use then the number of young adults using marijuana will decrease.

Implementation

FCUC believes that a media strategy that links every day activities from listening to music to healthy lifestyle choices described in SAMHSA 8 Dimensions of Wellness, can achieve our expected outcomes. Coalition members provided guidance and prevention science knowledge as our media consultants, Warhol & WALL ST., devised the slogan, "DOPE without It" which plays on the slang, "That's DOPE." A cornerstone of the FCUC-approved media campaign is the inclusion of the 7 Realms of Empowerment. Key components of the campaign include: (1) Young adults will share their "DOPE without lifestyle" in radio interviews, YouTube videos and website posts; (2) "DOPE without It" will be printed on T-shirts designed by Kingsrowe, a street wear designer in Columbus; (3) The Any Given Sunday Radio Talk Show will provide segments designed to share lifestyle change strategies with listeners; and (4) Power 107.5 will give young adults opportunities to hear the "DOPE without It" message from artists such as Yaves Ellis or Kendrick Lamar.

Evaluation

Based on our assumptions and following our logic model, FCUC is monitoring several indicators. Two short-term indicators will be monitored: (1) perception of risk or harm associated with marijuana use and (2) perception of disapproval of marijuana use. The long-term indicator we are monitoring is as follows: 30-day use of marijuana.



Sustainability

The FCUC will continue to work with young adults, community members, and neighborhood organizations alongside various departments within the City of Columbus government who have staff and budget allocations to service the urban core population. These departments are the Columbus Public Health Department-Alcohol & Drug Services, Columbus Recreation & Parks -Application for Pride, Purpose and Success and the Columbus Department of Urban Development -Neighborhood Pride Centers. The coalition will engage other partners who have a vested interest in reducing marijuana use in the urban core and are willing to commit people, resources, and ideas to combat this problem.

Cultural Competence

As an urban coalition we found that approaches to engaging our target population had to be tweaked or modified. According to the FCUC usage survey, the majority (79%) of the African Americans ages 18-25 in the urban core listen to Hip Hop and Reggae music. This music promotes pro-marijuana use messages to our target population. Radio station 107.5 is the number one music station listened to by young African American adults ages 18-25 in Columbus Ohio. The DJs promote and attend many of the Hip Hop music events in the city our target population attends. Radio station 107.5 website keeps their audience updated on music events, news regarding artists, and issues affecting the African American community in Columbus, Ohio. Our partnership with Power 107.5 is essential for us to engage our target population in our media campaign.