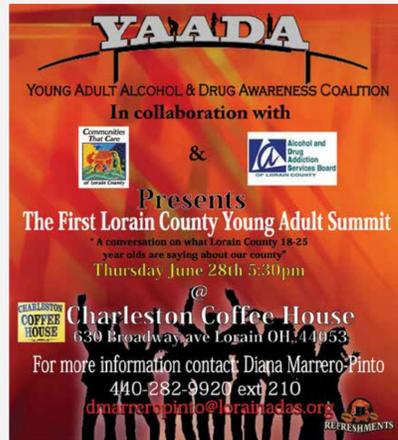




# YAADA Coalition - Lorain County



## Overall Project Description

YAADA is creating a Public Service Announcement to address the low perception of risk of harm among our target group, Lorain County young adults ages 18-25. The Public Service Announcement hopes to

show the correlation between the Lorain County community attitudes towards drinking alcohol and the young adults' views.



### Assessment

As a result of strong permissive attitudes in the community regarding alcohol use, Lorain County young adults strongly approve or somewhat approve of alcohol consumption nearly every day, despite the fact that 78 percent believe individuals risk harming themselves when they engage in high risk alcohol use.

### Planning

The YAADA coalition believes if we develop a comprehensive media campaign, then the permissive attitudes toward alcohol use among 18-25 year olds in Lorain County will be reduced. Through our 2011 community needs assessment we were able to surmise after evaluating both quantitative and qualitative data that this is a problem in our community. Furthermore, the media campaign format will reach our target population and is being delivered in both standard and social media platforms.

### Evaluation

If young adults ages 18-25 throughout Lorain County receive information regarding the effects of permissive attitudes on high risk alcohol use, then the permissive attitudes towards alcohol use among 18-25 year olds in Lorain County will be reduced as measured by the annual YAADA survey.

### Capacity

The proposed media strategy builds upon and extends the community's stated desire, as repeatedly heard in focus groups throughout the needs assessment process, to address the permissive attitude toward alcohol use by 18-25 year olds that exists in Lorain County. Various sectors of the community (including local law enforcement and Lorain Community College, most importantly) are now actively engaged in the YAADA coalition and will be involved in the development and support of the media campaign.

### Implementation

The proposed media strategy was developed by looking at the data. Both survey and focus group data suggest that 18-25 year old Lorain County residents are prepared to receive information with respect to alcohol use. Focus groups conversations revealed that Lorain County 18-25 year olds connect alcohol use with all social gatherings, both public and private. They do not have information around the options for alcohol use, options for responsible drinking, for example. They are frequent consumers of information via both traditional and social media outlets. According to the findings of the YAADA Survey (2012) Lorain County young adults ages 18-25, the preferred methods of communication mentioned by the respondents were texting (72%), Facebook (63%), and cell phone (58%). This same survey showed the respondents get news and information through news channels (58%), newspaper (49%), radio (41%), and mobile applications (33%).

### Sustainability

The YAADA coalition will take sustainability into account as the comprehensive media strategy is implemented. YAADA will engage all community partners in the discussion of how to carry the message forward after the SPF has concluded, and will try to garner continued support for the message from partners along the way. Community partners will be encouraged to offer long term support. Elements of strategic implementation will be chosen based upon community resources. Specifically, considering the limited resources, a media campaign will be designed to be self-sustaining beyond the designated timeframe through social media outlets and public services announcements. Social media accounts incur no costs and once the campaign has established a foundation, information sharing and discussion will continue beyond the campaign. Public service announcements, once created, are free to be aired on both radio and television; this ensures a constant message beyond the timeframe of the SPF.

### Cultural Competence

Our 2012 Community Needs assessment combined several sources of information including Community Conversations with the target population, the Lorain County Community Health Assessment, and above all individual level surveys.

**Summer Saturdays and Superstars**

**YAADA**  
YOUNG ADULT ALCOHOL & DRUG AWARENESS COALITION

**GI JOE**  
RETRALIATION

**Saturday, August 10th**

**Veterans Memorial Park @ 10pm**

**Safe, Drug Free Entertainment**

**For More Information Contact**

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**Free Popcorn**  
**Free Water**  
**Candy Available**  
**Refreshments Available**

Alcohol and Drug Addiction Services Board  
OF LORAIN COUNTY