



Sandusky County Prevention Partnership



Overall Project Description

The Sandusky County Prevention Partnership focused on alcohol use in its 18-25 year old Sandusky County residents, with a focus on the sub-target of Terra State Community College students. Of the Sandusky County 18-25 year olds who consumed alcohol in the past 30 days, almost half reported having 5 or more drinks per occasion during the

same time period (ECHO Survey 2012). The Prevention Partnership is implementing a media strategy highlighting the legal and responsible use of alcohol in an effort to decrease the consumption of 5 or more drinks of alcohol among 18-25 year olds in Sandusky County.



Assessment

In Sandusky County 39% of 18-25 year olds reported drinking an alcoholic beverage within the past 30 days (ECHO Survey 2012). Of those residents who consumed alcohol in the past 30 days, 47 % report having had 5 or more drinks per occasion during the same time period (ECHO Survey 2012).

Planning

When implementing an effective media campaign the coalition engaged Sandusky County residents ages 18-25 in developing a prevention-based media message. The Coalitions media professional is also an 18-25 year old Sandusky County resident. As the campaign is implemented, it will be widely used at Terra State Community College and throughout Sandusky County.

Evaluation

As an effective prevention-based media message is successfully implemented throughout Sandusky County, the awareness of legal and responsible drinking will increase. As awareness of legal and responsible drinking increases, perception of risk and harm will also increase. When the perception of the risk of harm increases, in the consumption of 5 or more drinks of alcohol within 18-25 year olds in Sandusky County, then binge drinking will decrease.

Capacity

The Prevention Partnership Coalition is at the Initiation stage of community readiness. A media campaign has been created, along with a Coalition website and social media page. The community coalition has the necessary stakeholders in place to effectively implement an effective media campaign in Sandusky County.

Implementation

Prevention Partnership is implementing a media campaign to raise awareness around legal and responsible drinking options that extend the community's knowledge beyond abstinence-only options. This media campaign can reach individuals within the 18-25 year old population in Sandusky County not previously included in educational efforts. The coalition engaged 18-25 year olds and media professionals in developing a prevention-based message. The media message will be implemented at Terra State College and throughout Sandusky County.



MISSION:
The Prevention Partnership Coalition builds a healthier community by preventing and reducing substance abuse in Sandusky County.

www.sanduskycountyppc.org
419-334-6395

Sustainability

Sandusky County will rely upon the established strength of the Coalition to insure both the success and sustainability of our media strategy. Our Coalition partners, Terra State College, The Fremont Police Department, The Prevention Partnership Coalition, and the Sandusky County Health Department are integrally involved in continuing the SPF SIG work in Sandusky County.

Cultural Competence

Sandusky County has focused on a media strategy highlighting the legal and responsible use of alcohol as a result of its established commitment to dissemination of prevention information. This media strategy builds on and extends our current work in Sandusky County within the 18-25 year old population. This strategy takes a county-wide approach including our Coalition partners and the 18-25 year old population in Sandusky County, thereby creating a media product that is a cultural fit within the county.