



Wood County Prevention Coalition



Overall Project Description

This poster describes the implementation of the Strategic Planning Framework (SPF) in an alcohol abuse prevention program at Bowling Green State University, a Midwestern university of approximately 17,500 students, to determine one community's readiness to embrace an environmental approach to alcohol abuse among 18-25 year olds. A social norms media campaign, relying heavily on social media, has been designed to correct misperceptions and ultimately to reduce the high-risk drinking rate and harmful behaviors associated with binge drinking. The campaign also includes educational pieces designed to lower the perception of negative consequences related to alcohol consumption. This is in response to the needs assessment survey in which 75% of

BGSU students perceive that having 5 or more drinks once or twice a week is a moderate or great risk. Community involvement is essential in effectively empowering people, influencing health behaviors, and enhancing sustainability. We connected a community prevention coalition, county alcohol and drug addiction mental health services, and the BGSU Health Services to conduct research and to help formulate our prevention efforts. The readiness profile for Wood County shows that while only 34% of respondents believe the community is interested in mobilizing around alcohol misuse, 49% indicate community commitment to such behavioral/attitude changes, making this area primed for community-based alcohol abuse prevention campaigns.



Assessment

The majority of BGSU students reported using alcohol in the past 30 days (NCHA, 2012), and about 25% reported binge drinking in the past two weeks (BGSU SPF Needs Assessment Survey 2012). Close to two-thirds of BGSU students reported experiencing negative consequences related to alcohol consumption (NCHA, 2012). Approximately 75% perceive having 5 or more drinks once or twice a week as a moderate or great risk. We focus on primarily on three key social norms messages:

- The majority of BGSU students think binge drinking puts students at moderate or great risk for harm
- The majority of BGSU students do not participate in binge drinking
- BGSU students overestimate the percentage of their peers who drank in the last 30 days.

In addition, some of the perceptions related to alcohol use are incorrect, providing an opportunity to correct misperceptions among BGSU students and community members through a social norms campaign that also emphasizes positive social norms.

Capacity

The Wood County Prevention Coalition has partnered with the University's Drug, Alcohol, and Sexual Offenses Coalition to implement the MIPH Community Readiness Survey. Results show that this community views alcohol use by teens and young adults as the most serious problem in this community, and the majority (73%) say that it is possible to reduce alcohol and other drug use through prevention. With almost 60% of BGSU students living off campus in this rural community, alcohol abuse prevention efforts are clearly needed. The level of support for prevention in Wood County is lower than the other MIPH communities, but community commitment is higher compared to other communities. Using the nine Stages of Community Readiness model, our students and community members are at level 6: Initiation. This provides us with starting points for creating awareness, educating the community, correcting alcohol misperceptions, and implementing a social norms campaign.

Planning

The Wood County Prevention Coalition (WCPC), in collaboration with the University Drug, Alcohol, Sexual Offenses (DASO) and the Wood County ADAMHS Board, entered into a Strategic Prevention Framework planning process with the purpose of delivering and sustaining effective substance abuse prevention on the BGSU college campus. With a core value of cultural competence and developing sustainability the WCPC, DASO and the ADAMHS Board implemented the MIPH Community Readiness Survey to assess the problem and build community capacity. Planning, implementation and evaluation of prevention strategies were selected to build a solid infrastructure to reach the defined goals of the project. Through this strategic planning process the Wood County community united to herald a collective, credible voice of prevention to decrease the number of 18-25 year olds engaged in the high-risk use of alcohol.

Implementation

The BGSU mascot is the falcon and will be used with the slogan "Falcons Flock Together" as part of the social norms environmental approach. The messages show how the majority of BGSU students participate in protective factors related to alcohol. The goal is to help students to understand that they are part of the flock, the majority of students on campus who practice healthy and protective behaviors. The goal is that students will feel empowered and also empower others to be part of the majority. Each statistic used is a positive, healthy protective behavior practiced within this target population. Examples of social norms messages:

- 75% of BGSU students perceive that having 5 or more drinks once or twice a week is a moderate or great risk;
- 99% of BGSU students do not drink daily.

Heavy emphasis will be placed on social media as studies have found that 45% of college students spend 6-8 hours per day using social media (Wang, Wei & Yu, 2011).

Evaluation

Shorter-term outcomes (2 year)

- Increase awareness of Campus Clarity among freshman and their parents/caregivers by 5%
- 66% of incoming freshmen complete Campus Clarity
- At least 75 parents complete Campus Clarity
- Decrease negative behaviors by 5%
- Proposals submitted to administration to mandate Campus Clarity
- All 300 organization leaders will have received Campus Clarity training
- Late night manual for a campus event will be completed

Long-term outcomes (5 year):

- Decrease drinking rate by 5%. Increase knowledge and educate students about risks and negative outcomes associated with alcohol. Engage them in alcohol reduction strategies
- Campus Clarity will be mandatory
- All student organizations will be required to participate in Campus Clarity and will receive completion of training certificate
- Manual to be incorporated into all late night campus alternative events and campus alcohol policy and guidelines.



Sustainability

BGSU is committed to reducing high-risk drinking, having received federal and state grant funding since 1989. University partners include Student Affairs, Wellness Connection, Falcon Health Services, Counseling Center, DASO, faculty members, and our nationally-recognized peer education program. The ACHA-NHCA survey, given every other fall, is the basis of much collaborative work. Campus Clarity will be given to freshman and their parents annually. Wood County has a successful track record of implementing prevention strategies. These include the Wood County School and Community Based Program, Wood County Educational Service Center, the ADAMHS Board, and the WCPC. The coalition will be sustained through continued collaboration between these existing campus and community entities. It will continue to utilize the expertise of researchers, health agencies, government and university officials, and community members to assess community needs and implement campaigns.

Cultural Competence

Cultural competence plays a role in the Capacity step of the Framework as it assures that appropriate stakeholders are represented in order to eliminate service and participation disparities for people of diverse racial, ethnic, and linguistic populations. Sub-target populations, which together represent greater than 10% of our target population at BGSU, include: Black, Asian, Hispanic, and American Indian, students who identify as Lesbian, Gay, Bi-sexual, or Transgender, and students who have some affiliation with the United States Military. Each segment has unique needs and requires a unique approach to prevention. Students, faculty, staff and community members connected to those groups must be represented in our coalition to assure that efforts are culturally sensitive and appropriate. Examples of such partnerships include the Office of Multicultural Affairs, the LGBT Resource Center, Nontraditional and Transfer Student Services (which includes services for Veterans), and the ROTC.