

Ohio Strategic Prevention Framework (SPF): Strategic Plan Map

Coalition for a Drug-Free Clermont County

Strategy: Community Norms

Overall Theory of Change:							
If the Coalition for a Drug-Free Clermont County utilizes existing social media tools to disseminate positive community norms messages, then an awareness will develop among 18-25 year old residents that the majority of their peers disapprove of prescription drug misuse.							
Community Logic Model			Theory of Action			Measurable Outcomes	
Problem Statement	Intervening Variable(s)	Strategy	Demonstrating Capacity Inputs: Human / Material Resources	Time Line Specific Activities for each Strategy	Outputs Results of Activities	Shorter-Term Outcomes (2 years)	Longer –Term Outcomes (5 years)
<p>In Clermont County, 14.5% of young adults between the ages of 18-25 years old have used a prescription drug not prescribed to them within the past 30 days. <i>(Data source: Clermont County Baseline Survey of 18-25 year olds, 2012.)</i></p>	<p>Protective Factor: The majority of young adults in Clermont County disapprove of misusing prescription drugs and perceive misusing prescription medications is harmful.</p> <ol style="list-style-type: none"> 76% of 18-25 year olds perceived a “moderate” or “great” risk of harm associated with mis using a prescription medication. <i>(Data source: Clermont County Baseline Survey of 18-25 year olds, 2012.)</i> 	<p>Community Norms: By December 31, 2013, a social media campaign will be launched utilizing existing Coalition tools (Website, Facebook, Twitter, etc.) to promote the high rate of disapproval 18-25 year old Clermont County residents have regarding prescription drug misuse.</p>	<p>Budget: Total Budget: \$104,186 Percentage of Total Budget Allocation: 25% In-Kind: \$5000</p> <p>Staffing (Paid or Volunteer): Number of staff members: 2 Volunteers: 4 Total FTE’s: 2</p> <p>Vendor(s)/Sub-contractor(s): Name (Total Cost) Services Provided:</p> <p>Materials: Brief Description (Total Cost) Posters - \$150 T-shirts - \$250 Gift Cards - \$500</p> <p>Travel: Brief Description (Total Cost) 200 miles @ \$.45/mile = \$90</p> <p>Other: Brief Description (Total Cost) \$26,000</p>	<p>DATE: September 2013 Determine campaign messages</p> <p>DATE: September 2013</p> <ul style="list-style-type: none"> Identify representatives for visuals Determine contest rules <p>DATE: September 2013</p> <ul style="list-style-type: none"> Complete digital graphics T-shirts printed Gift cards purchased <p>DATE: October 2013 Upload messages and graphics</p> <p>DATE: October 2013 Send out press releases announcing the #RU82? Campaign</p> <p>DATE: October 2013 Roll out campaign</p>	<ul style="list-style-type: none"> Develop a clear community norm message Create a community norm campaign to promote that message Launch a community norm campaign via social media and marketing collateral 	<ul style="list-style-type: none"> Then the social media capacity of the coalition will be increased Then the participation level of 18-25 year old in the Coalition social media strategy will be increased Then the awareness of 18-25 year olds in Clermont County that the community norm among their peers is to disapprove of prescription drug misuse will be increased. 	<ul style="list-style-type: none"> Then the community will experience a decrease in the non-medical use of prescription drugs among 18-25 year olds.
<p>Substance Use Issue</p> <p>14.5% of 18-25 year olds have misused prescription drugs within the past 30 days. <i>(Data source: Clermont County Baseline Survey of 18-25 year olds, 2012.)</i></p>	<ol style="list-style-type: none"> 82% of the young adults surveyed disapprove of prescription medication misuse. <i>(Data source: Clermont County Baseline Survey of 18-25 year olds, 2012.)</i> 						
Context							
The majority of young adults in Clermont County disapprove of misusing prescription drugs and perceive misusing prescription medications is harmful. Not only did 82% disapprove of prescription drug misuse, 76% of 18-25 year olds perceived a “moderate” or “great” risk of harm associated with misusing a prescription medication. <i>(Data source: Clermont County Baseline Survey of 18-25 year olds, 2012.)</i>							

**Ohio's Strategic Prevention Framework – State Incentive Grant (SPF-SIG)
Clermont County Strategy Proposal Form**

Overview of the Community Norms Strategy

By December 31, 2013, a social media campaign will be launched utilizing existing Coalition tools (Website, Facebook, Twitter, etc.) to promote the high rate of disapproval 18-25 year old Clermont County residents have regarding prescription drug misuse.

Demonstrate the Community's Readiness for this Strategy

When the community readiness data was initially collected, Clermont County was in the preparation stage of readiness. Community leaders were actively engaged, but the community as a whole was only quietly supportive. The Clermont County Baseline Survey that was distributed to 18-25 year old residents indicated that 82% disapproved of prescription drug misuse. This information indicates that the Coalition, focusing on raising awareness of the positive community norm through the use of social media, should receive a strong level of support from the audience to which the social media will be directed.

Demonstrate a Conceptual Fit with the Community's Prevention Priorities

The majority of young adults in Clermont County disapprove of misusing prescription drugs and perceive misusing prescription medications is harmful. Not only did 82% disapprove of prescription drug misuse, 76% of 18-25 year olds perceived a "moderate" or "great" risk of harm associated with misusing a prescription medication. (*Data source: Clermont County Baseline Survey of 18-25 year olds, 2012.*)

Demonstrate a Practical Fit: Theoretical "if-then" Proposition

If the Coalition for a Drug-Free Clermont County utilizes existing social media tools to disseminate positive community norms messages, then an awareness will develop among 18-25 year old residents that the majority of their peers disapprove of prescription drug misuse.

Demonstrate a Cultural Fit

Young adults have grown up with electronic communication. According to 2012 social media demographics, 83% of all 18-29 year olds use Facebook. Of the suburban community, the percentage drops to 65 and in rural America the number is 63%. Duggan, Maeve and Brenner, Joanna. *The Demographics of Social Media Users — 2012*. Pew Internet & American Life Project, February 14, 2013. <http://www.pewinternet.org/Reports/2013/Social-media-users.aspx>. Accessed July 11, 2013.

Through social media, the Coalition message can have a reach much further within this age group than with any other medium. The whole concept of "social" media is that each person shares their interests with their friends online. The Coalition will use this networking strategy to disseminate the positive messaging throughout the 18-25 year old Clermont County population.

Demonstrate a High Likelihood of Sustainability within the Community

The strategy will be sustained through the use of preprogrammed messages that can be scheduled up to a year in advance. The social media sites will be monitored by the Coalition staff. A social media committee will be assigned to assist with message development and will help engage discussion on social media sites. The cost of maintaining the website is less than \$200 per year and the other electronic media that will be used in the campaign is free.

Effectiveness - Community Norms

Please describe how your strategy meets the following criteria (adapted from Haines, Perkins, Rice, & Barker, 2005):

1. The message is a social norm (shared by more than 50% of the target population).

82% of the young adults surveyed disapprove of prescription medication misuse. (*Data source: Clermont County Baseline Survey of 18-25 year olds, 2012.*)

2. The message is simple and honest.

This is our normative message: #RU82?

Since 82% of the 18-25 year old age group disapprove of prescription medication misuse, the hashtag is a short and simple way of asking if the person receiving the message is part of this majority in a familiar language.

3. The normative message is a positive message and not a scare tactic.

The initial message is a simple, honest data point that 82% of young adults disapprove of medication misuse without any type of threat or scare tactic.

The messages that will follow the “#RU82?” teaser will carry positive statements similar to the following:

- “I am. I get mellow. I do yoga.”
- “I am. I get high. I skydive.”
- “I am. I like white powder. I snowboard.”

The person depicted in the graphic in each message will be a young adult from Clermont County who participates in the subject activity.

4. What types of media (i.e., radio, television, social media, print, etc.) and collateral (i.e., “give-a-ways”) do you envision using to support your social norms campaign? Why have you chosen those mediums?

We will primarily use social media including Facebook, Twitter, YouTube and the coalition Website since this is the predominant way that young adults communicate. Posters will be developed internally and used on the Clermont College campus. We will also print t-shirts with the “#RU82?” message on them to entice people to ask about the campaign and follow the Coalition on Twitter. To encourage young adults to engage in the program and the coalition, we will have contests and offer gift cards from stores such as Target, Kohls, Starbucks or Best Buy as incentives. The contests will encourage young adults to create a short video showing themselves participating in the activity that keeps them in the “82%”. The video that receives the most “Likes” within a certain timeframe will win a gift certificate.

You will not need to address the following points (5-9) in your proposal. **However, the EBP requires that all coalitions implementing Community Norms strategies have the final campaign approved by ODADAS prior to implementation.** The EBP strongly suggests that all coalitions use this document as a conversation starter with any media sub-contractors.

5. The data source is included with the normative message and will be presented in a font size and manner that assures its visibility.

6. The normative message jumps out of the media.
7. The graphic grabs the eye, complements the normative message, and suggests a story.
8. The normative message supports power and choice and connects with your audience.
9. The normative message and accompanying graphics speak to the target audience and are culturally sensitive.