

**Ohio Strategic Prevention Framework (SPF): Strategic Plan Map
Franklin County Urban Coalition**

Strategy: Media Campaign.

Overall Theory of Change: If more youth/young adults (18-25 year olds) disapprove of marijuana use then youth/young adults using marijuana will decrease							
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)
<ul style="list-style-type: none"> Almost half of young adults (18-25 year olds) in the Urban Core have used marijuana in the past 30 days. 	<ul style="list-style-type: none"> 60% of 18-25 year olds do not perceive smoking marijuana more than once or twice a week as posing a risk. 	<ul style="list-style-type: none"> If we educate youth/young adults (18-25 year olds) on the harmful effects of using marijuana then perception of risk will increase. If perception of risk increases among youth/young adults (18-25 year olds) then more youth/young adults will disapprove of marijuana use. 	<p><u>Budget:</u> Total Budget: \$18,000 Percentage of Total Budget Allocation: 12% In-Kind: \$</p> <p><u>Staffing (Paid or Volunteer):</u> Number of staff members: Total FTE's:</p> <p><u>Vendor(s)/Sub-contractor(s):</u> Warhol & WALL ST.(5,000) Services Provided: Video PSA's Radio One 107.5 FM (10,000) Services Provided: Campaign dedicated page on MyColumbusPower.com *Bonus PSA commercials *Guest appearance(s) on Eye on the Community Show *Guest appearance(s) on live Any Given Sunday Show *3rd party tie ins/sponsorship of concerts & events *Social Media Campaign</p> <p><u>Materials:</u> Printing & promotional materials (2,500)</p> <p><u>Travel:</u> (500)</p> <p><u>Other:</u></p>	<p>What are the key things that have to happen to get the strategy complete? What is your timeline?</p> <p>DATE: Nov, 2013 Work with vendor on media messages</p> <p>DATE: Dec, 2013 finalized development of media campaign</p> <p>DATE: Jan-April 2014 conduct Media Campaign</p> <p>Date May 2014 Evaluation of Media Campaign etc.</p> <p>Date June-August collect Usage Surveys at festivals</p> <p>Date Sept –Oct, 2014 compile survey results for report</p> <p>Date Nov, 2014 Post survey results on website</p>	<p>What will your activities result in?</p> <p>DATE: Nov, 2013 - media message about harmful effects developed</p> <p>DATE: Dec, 2013 Plans for Media Campaign completed</p> <p>Date: June-August Usage Surveys give a measure to compare usage 2014 to previous year 2013</p>	<p>Insert from Theory of Change Worksheet.</p> <p><i>More 18-25 year olds' perception of risk will increase as measured by usage survey.</i></p> <p><i>More 18-25 year olds' disapproval of marijuana use will increase as measured by usage survey.</i></p>	<p>Insert from Theory of Change Worksheet.</p> <p><i>18-25 year olds using marijuana will decrease as measured by usage survey.</i></p>
<p>Substance Use Issue</p> <ul style="list-style-type: none"> 41% of 18-25 year olds in our community have used marijuana in the past 30 days. This compares with 18.5% of Ohio young adults who have used marijuana with in the past 30 days. 83% of those surveyed ranked marijuana as a moderate or serious problem for young adults. 58% of 18-25 year olds report that they don't disapprove of trying marijuana once or twice. 58% of 18-25 year olds report that they don't disapprove of smoking marijuana once a month or more. 							
<p align="center">Context</p> <p>Factors in this community that will influence the success of this prevention strategy, e.g., political, cultural, and economic influences; community readiness; cultural competence of the coalition and its partners:</p> <ul style="list-style-type: none"> Cultural Competence of the Coalition and it partners (partners include: Radio One, ADAMH, City of Columbus (Columbus Public Health and Columbus Parks and Recreation Department) and the duration of partnership, which has been ongoing for 2 years Radio One's coverage of kick-off and conducting radio interviews of FCUC members Columbus Public Health's Racial Disparities Report (Appendix to Needs Assessment) and Columbus Parks and Recreation Department providing: behavioral health services (funded by ADAMH) to 18-25 year olds; prevention activities within recreation centers in urban core for 18-25 year olds (APPS); 18-25 years olds surveyed at urban core recreation centers and summer festivals. 							

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

You will complete one form per strategy. Remember, the EBP limits sub-recipient communities to *three* strategies.

Overview of the Strategy (250 words or less)

Please provide a concise description of your strategy including the following elements:

1. Who is the intended recipient of this strategy?

The intended recipients are 18-25 year olds residing in the target zip codes who believe there is no harm associated with marijuana use.

2. What will be implemented?

The FCUC will deliver a multi-level media campaign on the harm of marijuana abuse.

3. Where will it be implemented?

The FCUC's media campaign will be implemented on Radio Station Power 107.5 in conjunction with FCUC website and events in the urban core of Columbus, Ohio (which include target recipients). Radio station Power 107.5 is the number one music station listened to by targeted recipients.

4. When will it be implemented?

The timeline for our media message is as follows:

- Nov, 2013 Work with radio station Power 107.5 and Warhol & WALL ST. on media messages
- Dec, 2013 finalize media campaign
- Jan-April 2014 deliver media campaign including commercials, social media access, on air interviews, PSA's, and guest appearances on talk shows, and space on the Power 107.5's website.

5. How will it be implemented?

The FCUC will deliver a media campaign on radio station Power 107.5 and off line activities that will engage and inform our target population about the harm of Marijuana use within the framework of SAMSHA 8 Dimensions of Wellness (<http://store.samhsa.gov/product/SAMHSA-s-Wellness-Initiative-Eight-Dimensions-of-Wellness/SMA12-4568>).

Demonstrate the Community's Readiness for this Strategy (250 words or less)

Please describe your community's level of readiness for this strategy including the following elements:

1. What is your community's level of readiness?

Our community is in the "vague awareness" stage that marijuana is a problem (for teens, young adults and adults) and somewhat willing to be a part of the solution.

- MIPH 2012 Community Readiness Survey: 83% ranked marijuana as a moderate or serious problem for young adults (age 18-24 years).

2. How does your community demonstrate readiness for this particular strategy?

Through results of the MIPH survey as well as the FCUC Usage Survey we are comfortable that this strategy is the ideal for the target recipients. Over the next year, we will continue to gather information including:

- Community conversations with residents,
- Town hall meetings with the stakeholders,
- Community health advisory committees reports,
- Data from our surveys including the marketing and availability of alcohol, tobacco, and drug paraphernalia Convenient Store Observation Project Final Report, and
- Reviewing policy information (we have assembled) to assess community readiness and change.

Further we will incorporate several variables that indicate increased readiness including:

- Number of target population engaged in community conversations;
- Ongoing information sharing on our website and other social media;
- Traffic increase to our website; and an
- Increase in other stakeholders in organizational engagement and participation in coalition activities.

Demonstrate a Conceptual Fit with the Community’s Prevention Priorities (250 words or less)

How is the strategy relevant to the data from your needs assessment?

The African American residents in the urban core have favorable attitudes towards marijuana, higher rates of drug use and have a history of parental drug abuse.

Data:

- Favorable Attitude towards Marijuana
 - 58% of 18-25 year olds report that they don’t disapprove of smoking marijuana once a month or more (FCUC 18-25 Usage Survey 2012)
 - 89% of the store counters in the urban core contain blunt wraps near the register (FCUC Convenient Store Observation Project 2013)
- Marijuana Substance Use
 - 41% of 18-25 year olds in our community have used marijuana in the past 30 days compared to 18.5% of Ohio young adults who have used marijuana with in the past 30 days (18-25 Usage Survey 2012)
- Rap Music Influence
 - Urban core young adults listen to hip hop/rap music (FCUC Usage Survey 2012) which glamorize drugs, drug use and “gangsta” lifestyles
 - 77% of Billboard’s 62 most popular rap songs portrayed substance use, often in the context of peer pressure, wealth and sex (2005 study)

Based on our data, a media strategy that links every day activities (e.g., listening to music) to a prevention framework (i.e., SAMSHA’s 8 Dimensions of Wellness) can inform young adults of the harm associated with marijuana use. This information can begin to shift attitudes toward a higher percentage of the young adults that disapprove of marijuana use and can contribute to reducing the percentage of the young adults population reporting marijuana use.

Demonstrate a Practical Fit: Theoretical “if-then” Proposition

Please create an “if-then” proposition for this strategy.

Sample “if-then” Propositions:

- ✓ **If** we educate young adults about the risks associated with marijuana use then the perception of risk associated with marijuana use will increase.
- ✓ **If** the perception of risk associated with marijuana use increases, more 18-25 year olds will disapprove of marijuana use.
- ✓ **If** more 18-25 year olds disapprove of marijuana use increases, the number of young adults using marijuana will decrease.

Demonstrate a Cultural Fit (250 words or less)

How is the strategy culturally appropriate / relevant for your population?

According to the FCUC usage survey, the majority (79%) of the 18-25 African Americans in the urban core listen to Hip Hop and Reggae music. This music promotes pro-marijuana use messages to our target population. Radio station Power 107.5 is the number one music station listened to by African American young adults in Columbus, Ohio. This radio station has the potential to reach our target recipients in multiple ways such as:

- Their website provides updates to their audience on not only music events, news regarding artists, but also issues affecting the African American community in Columbus Ohio.
- The radio disc jockeys promote and attend many of the Hip Hop music events in the city that our target population attends
- In addition to music, they also have talk shows, some of which cater specifically to our target population.
- Radio station employees have vested interest in decreasing drug and alcohol abuse. For example, Yaves Ellis, knows the effect of alcohol and drug on a family as he participated in drug prevention programs as a youth and continues to help young people in Franklin County grapple with overcoming risk factors and building healthy lives.

FCUC’s media plan will utilize commercials, online social media, on air interviews, PSA’s, and guest appearances on talk shows, and websites to increase awareness of the harm of marijuana abuse.

Demonstrate a High Likelihood of Sustainability within the Community (250 words or less)

How will the coalition sustain this strategy in the community? Please consider the following resources: time, money, human resources, political support, etc..

The FCUC will sustain the media strategy in 2014 and 2015 using coalition members, community partners and community residents who have a vested interest in reducing marijuana use in the urban core. The FCUC will seek additional funding from ADAMH Board of Franklin County through its provider network including Columbus Public Health, Community for New Direction and the Urban Minority Alcohol and Other Drug Program to help pay for our continued media campaign.

The ADAMH Board’s mission to improve the well-being of our community by reducing the incidence of mental health problems and the abuse of alcohol and other drugs is in line with FCUC’s mission. The City of Columbus departments are being sought because they have dedicated budget and staff to serve the urban core (e.g. Columbus Public Health Department-Alcohol & Drug Services and Columbus Recreation and 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.

Another option for continued funding is to apply for ADAMH Board Mini Grants which awards applicants up to \$10,000 for projects that are in line with the Community Collaboration & Engagement Strategic Result: sustaining and expanding its collaboration and outreach with community partners.

Demonstrate Effectiveness

- Each environmental strategy “family” (i.e., CAMP) will have a specific form. Please choose the appropriate form and include it with your submission.
- The forms can be found in this document.

Effectiveness - Media

1. The media message is simple and honest.

This the media message that we are currently envisioning: What are we risking?

Briefly describe how you have ensured that your message is conveyed *in the language of the target audience*.

We will be working with media partner has long history of communicating with the target population to promote music and sell products in a highly urban competitive market.

2. The message is supported by evidence.

Please describe the evidence you used to create your media message. That is, how is the media message credible?

The FCUC used finding from its Usage Survey, Community Readiness Survey and Community Scan to develop the media message from our logic model. Our Usage Survey asked questions related to these areas and the findings indicate that a holistic approach would resonate with the urban core population.

We envision using the 8 Dimensions of Wellness, public health approach used by SAMSHA

(<http://store.samhsa.gov/product/SAMHSA-s-Wellness-Initiative-Eight-Dimensions-of-Wellness/SMA12-4568>) for people with mental health and substance use conditions; to speak to the needs of the whole person: emotional, financial, social, spiritual, occupational, physical, intellectual, and environmental aspects of a person's life.

3. The message is a not a scare tactic.

Please describe how your message is not a scare tactic.

We will employ the 8 Dimension of Wellness approach that promotes the positive strength building process to change behavior recognizing that is not the absence of disease, illness or stress, but the presence of purpose in life in an individual's life. By utilizing this approach; we are using a message based on data not scare tactics. Additionally, the FCUC has five members who have over one hundred years of prevention experience and are credential prevention specialists working at certified prevention agencies that use evidenced based models in programming.

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?

According to the FCUC usage survey, the majority (79%) of the 18-25 African Americans in the urban core listen to Hip Hop and Reggae music and most likely Radio Station 107.5. We plan to use web presence on MyColumbusPower.com and FCUC.org plus social media campaigns; which will include promotional such as t-shirts and free tickets to concerts.

You will not need to address the following points (5-8) in your proposal. **However, the EBP requires that all coalitions implementing Media 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 message jumps out of the media.

6. The graphic grabs the eye, complements the text, and suggests a story.

7. The media supports power and choice and connects with your audience.

8. The media speaks to the target audience and is culturally sensitive.