

**Ohio Strategic Prevention Framework (SPF): Strategic Plan Map  
Hamilton County SPF SIG**

Strategy: Media Messages

Overall Theory of Change: "If the HC SPF SIG implements a public education media campaign that educates, Hamilton County 18-25 year olds, on the risks/harms of high risk drinking, then the rate of 30 Day Binge Drinking will decrease by 5%."							
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>Young adults, ages 18-25 in Hamilton County, report a high incidence of high risk drinking in terms of frequency and quantity consumed.</p> <p><b>Substance Use Issue</b></p> <p>68.5% (422/616)* of 18-25 year olds who consumed any alcohol in the past 30 days had at least one binge episode which is defined as having had five or more drinks on one occasion (Hamilton County National Outcome Measures Survey 2012).</p>	<p>When young adults, ages 18-25 in Hamilton County, make the choice to drink in a high risk manner, they disregard the risk/harm associated with their actions.</p> <ul style="list-style-type: none"> <li>Both the 2012 Hamilton County National Outcomes Measures Survey and an analysis of Hamilton County 12<sup>th</sup> grade PRIDE Survey data (2012) found that those who engaged in drinking five or more drinks on an occasion were significantly less likely to perceive risk/harm.</li> <li>Young adults from three universities in Hamilton County* reported that they "did something you later regretted" as a result of their drinking despite 86.4% (763/883) of young adults reporting the belief that there is moderate/great risk when young adults drink five or more drinks once or twice a week (Hamilton County National Outcome Measures Survey, 2012). *34.6% of young adults from University A (Core, 2008), 40.6% of young adults at University B (ACHA, 2010) and 41.2% of young adults at University C (ACHA, 2010).</li> </ul>	<p>Produce media messages that educate young adults on responsible drinking and reducing personal risk</p> <p>Disseminate media messages via Pandora, social media, and printed materials in 11 Hamilton County communities targeted towards 18-25 year olds.</p>	<p><u>Budget:</u> <b>Total SPF Budget:</b> \$120,000</p> <p><b>Total Implementation Project Budget Allocation:</b> \$21,050</p> <p><u>Staffing (Paid or Volunteer):</u> <b>Number of staff members:</b> 2</p> <p><b>Total FTE's:</b> 1</p> <p><u>Vendor(s)/Sub-contractor(s):</u> <b>Name</b> Lyghtel Rohrer Communications</p> <p><u>Services Provided:</u> <b>Facilitation, theme, tagline, and design development; communications plan (\$5,000)</b></p> <p><u>Materials:</u> <b>Public Education Media Campaign marketing materials (\$10,000)</b></p> <p><u>Other:</u> <b>Social Media package purchases via Facebook and Pandora (\$6,050)</b></p>	<p><b>DATE:</b> November, 2013</p> <ul style="list-style-type: none"> <li>Work with OSET and ODMHAS to approve media campaign</li> </ul> <p><b>DATE:</b> December, 2013</p> <ul style="list-style-type: none"> <li>Work with local media partners to create dissemination plan</li> </ul> <p><b>DATE:</b> January-May, 2014</p> <ul style="list-style-type: none"> <li>Public Education media campaign runs in Hamilton County</li> </ul> <p><b>DATE:</b> June, 2014</p> <ul style="list-style-type: none"> <li>Evaluation of effectiveness of campaign</li> </ul>	<ul style="list-style-type: none"> <li>Developed a public media Campaign</li> <li>Received approval for media campaign</li> <li>Worked with local media partners to implement dissemination schedule</li> <li>Use media analytics to determine #'s and target zip code receiving the message via Facebook and Pandora</li> </ul>	<p>If the Hamilton County SPF SIG disseminates media messages that educate 18-25 year olds in Hamilton County on the risk/harm of binge drinking, those who engage in drinking five or more drinks on an occasion will be more likely to perceive risk/harm. (Measurement = Hamilton County National Outcomes Measures Survey; PRIDE Survey)</p> <p>If the Hamilton County SPF SIG disseminates media messages that educate on the risk/harm of binge drinking, young adults from three universities in Hamilton County will report lower percentages of "did something they later regretted" as a result of their drinking. (Measurement = Hamilton county National Outcome Measures Survey, Core Survey, and ACHA Survey)</p>	<p>Young adults, ages 18-25 in Hamilton County, will report a 5% decrease for high risk drinking in terms of frequency and quantity consumed. (Measurement = Hamilton County National Outcome Measures Survey)</p>
<p align="center"><b>Context</b></p> <ul style="list-style-type: none"> <li>Hamilton County is in the Vague Awareness stage of Community Readiness. An effective strategy for Vague Awareness is information dissemination such as a public education media campaign <ul style="list-style-type: none"> <li>The Coalition has existing partnerships with local media outlets who will assist the young adults in creating and sustaining the media message through local media outlets</li> <li>The Coalition has existing partnerships with organizations within the county that provide prevention services and can help disseminate the messages to the target age group</li> </ul> </li> </ul>							

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

**Overview of the Strategy**

The Hamilton County SPF SIG Advisory Council intends to implement a public education media campaign regarding the risks/harms of high risk drinking. The target for this campaign is 18-25 year olds in Hamilton County in eleven specific zip codes. It will be implemented through social media outlets (including Facebook and Twitter), within liquor retail establishments, and other places where we know we can reach this population. The timeline for this public education media campaign is for it to be developed by 11/30/13, implemented by 3/31/14 and evaluated by 6/30/14. As a coalition we will utilize the Center for Substance Abuse Prevention tool called “My Creative Blueprint” that is used to help develop concepts and strategies of a public education media campaign. This document will help us decide which direction we are pursuing, and we will work with a consultant to firm up a theme, taglines, design, and a communications plan.

**Demonstrate the Community's Readiness for this Strategy**

The level of Community Readiness in Hamilton County is Vague Awareness. This determination was reached due to results from the Greater Cincinnati Survey conducted in July of 2011 and Key Leader Interviews conducted in December of 2011. Results from the Greater Cincinnati Survey (July, 2011) indicated that 76% felt that it is very/somewhat harmful for a man 18-25 years of age to consume five or more drinks or for a woman 18-25 years of age to consume four or more drinks on one occasion; 51% felt that all/most 18-25 year olds consume five or more alcoholic drinks on one occasion; 82% felt that it was very easy/easy for individuals 18-20 years of age to obtain alcoholic beverages; and 72% perceive that a lot/some more needs to be done to prevent alcohol abuse among 18-25 year olds in Hamilton County. Further, several key leaders who were interviewed in December of 2011, indicated that they did not know how their community currently addressed high risk alcohol abuse.

Our community demonstrates readiness for Media Messaging because a public education media campaign is designed to build awareness around an issue. This public education campaign will be designed to reach 18-25 year olds where they work, live, and go to school. It will reach them via Facebook, Twitter, Pandora, posters, and give aways such as packs of gum that include a message regarding high risk drinking. Our Advisory Council has included 18-25 year olds from the beginning. They actively participate in monthly meetings and their opinions tell us that social media is the way to connect with this population. Their opinions are appreciated and listened to and the leaders of our Coalition feel that their opinions are significant enough to help us design a public education campaign.

**Demonstrate a Conceptual Fit with the Community's Prevention Priorities**

The public education media campaign is relevant to the data from our needs assessment because it is a strategy that will build awareness around an issue. Through our logic modeling, we created a problem statement stating that young adults, ages 18-25 in Hamilton County, report a high incidence of high risk drinking in terms of frequency and quantity consumed. We have identified that when young adults, ages 18-25 in Hamilton County, make the choice to drink in a high risk manner, they disregard the risk/harm associated with their actions. A public education media campaign can specifically target a population as well as target behavior.

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

“If the HC SPF SIG implements a public education media campaign that educates young adults ages 18-25 in Hamilton County on the risks/harms of high risk drinking, then the rate of 30 Day Binge Drinking will decrease by 5%.”

**Demonstrate a Cultural Fit**

The Media Messaging strategy is appropriate because media is an effective strategy that captures the attention of a specific audience, is meaningful, and when done effectively can provide one small, practical step that allows the viewer to immediately make a change. To effectively create media messaging for our target population, we will seek input from prevention professionals on our Advisory Council and 18-25 year olds on our Advisory Council. The prevention professionals will provide expertise in maintaining that the prevention message is supported through prevention science and not a scare tactic. The 18-25 year olds will provide expertise on how to connect with their peers. Together, the prevention professionals and the young adults will present a powerful awareness campaign and that is an appropriate cultural fit for the 18-25 year old population. Our goal is that this campaign will reach 18-25 year olds who are in college, working, in the military, seniors in high school, etc. We do not just want this message to be captured on a college campus. From the beginning of our project, we have been cognizant to include all individuals in all areas of life during this vast age range.

**Demonstrate a High Likelihood of Sustainability within the Community**

The Coalition for a Drug-Free Greater Cincinnati (CDFGC) has an 18 year history in the community as an organization and partner. When the SPF SIG project is no longer funded, the sustainability of the messages and work of the group will be moved under the Prevention Research Committee and Prevention Action Committee. The Prevention Research Committee is made up of local researchers and evaluators who can provide guidance on NOM collection and the PRIDE Student Drug Use Survey which now has a question about “what a student later regretted after alcohol use” which is part of our logic model. The Prevention Action Committee has two workgroups, Education and Support and Public Awareness. Education and Support will maintain regular meetings and the goal of the project to reduce high risk drinking. The activities of SPF will be built into our underage drinking logic model. The Public Awareness Workgroup is responsible for the communication strategies and media awareness for the Coalition. We have had campaigns that have been funded in the past and these messages sustain on the Coalition website, social media, and work within the communities. Our ability to provide information to the target population is strong. In FY13, we shared close to 3 million impressions via TV, radio, print, and digital. With the work that we have accomplished through SPF, we have the capacity to narrow that reach to make sure it is targeted to 18-25 year olds in Hamilton County which includes knowing where this population is most dense including where they live, work, and go to school.

**Effectiveness - Media**

**1. The media message is simple and honest.**

The media message that we are currently envisioning will capture the attention of the audience, be meaningful, and provide one small, practical step that the targeted audience can do now. Through the work of our Advisory Council, which includes 18-25 year old young adult representatives, we intend to design a media message that focuses on the attitudes, beliefs, and behaviors reflective of young adults in Hamilton County.

**2. The message is supported by evidence.**

The Hamilton County SPF SIG Advisory Council will utilize substance abuse prevention materials that assist communities in understanding the value and impact of media messaging. Public education campaigns provide information through various communication avenues to increase the awareness about a problem, consequence, or to change misperceptions about community norms. Our goal is that our message will reach our intended audience, will be understood by our audience, and stimulates our audience and they take action. The Media messages will be regarding risks/harms of high risk drinking as supported by the 2012 Hamilton County National Outcome Measures survey which showed that young

adults who engaged in drinking five or more drinks on an occasion were significantly less likely to perceive risk/harm. We are currently brainstorming ideas around 0-1-2 (Zero drinks for individuals under the age of 21, One drink per day for women, and Two drinks per day for men) which refers to the recommended guidelines for responsible drinking set by the U.S. Department of Agriculture and U.S. Department of Health and Human Services in Dietary Guidelines for Americans, 2010.

### **3. The message is a not a scare tactic.**

Our message will be clear and succinct and will be created by and tested in focus groups with our target audience. We do not intend to have graphic warnings, images, scary stories, tragic consequences told by families, or visions of mock crashes. Decades of research has informed us that scare tactics do not work. We will implement a prevention message that focuses on responsible drinking and reducing personal risk. The members of the Advisory Council for SPF SIG were invited and specifically chosen based on their knowledge of prevention and/or their connection to our target population. We have used this core group of individuals from the project's beginning and intend to use their expertise to complete the project. Below, please find names and organizations of those members of the Advisory Council. The members bring a wealth of experience to help us ensure that the media message is rooted in prevention science and the young adults have helped us to understand the target population and how we can have the best chance to reach and have an impact on their peers.

#### **Prevention Professionals/Individuals Working with 18-25 Year Olds:**

**Mary Haag** – Certified Prevention Specialist, Executive Director/CEO/President, CDFGC

**Nicole Schiesler** – Certified Prevention Specialist – Director of Coalition Strategies, CDFGC

**Linda Gallagher** - Vice President of AOD Services; Interim Vice President of Clinical Services, Hamilton County Mental Health and Recovery Services Board

**John Roberts** – AOD Specialist, Hamilton County Mental Health and Recovery Services Board

**Debbie Zorn** – OSET, University of Cincinnati

**Ann Barnum** – Senior Program Office, Health Choices about Substance Abuse, Interact for Health

**Michael Langford** – Executive Director, Cincinnati Urban Minority

**Cameron Foster** – Director of Prevention, Alcoholism Council

**Patsy Schwaiger Willig** – Director, Wellness Center, Mount Saint Joseph College'

**Daniel Cummins** – Assistant Dean, Judicial Affairs, University of Cincinnati

#### **Young Adult Representatives:**

Kellie Kammer

Giles DeCourcy

Amanda Lynch

### **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 envision using Pandora, social media, and printed materials to support our campaign. We have chosen these mediums based on where the target audience frequents and services within these mediums that can target age and zip codes. This type of data allows us to know and track the amount of users seeing our message and will help us measure success and outcomes.