

**Ohio Strategic Prevention Framework (SPF): Strategic Plan Map**  
**Hancock County Prescription Drug Abuse Task Force**

Strategy: MEDIA

Overall Theory of Change: If the Hancock County Prescription Drug Abuse Task Force implements a Media Strategy, then it is more likely that the community will experience a decrease in the misuse of prescription drugs among 18-25 year-olds in Hancock County.							
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>A recent survey has revealed that 5.7% of 18-25 year-olds in Hancock County have misused a prescription drug within the last thirty days (HCPDATF Survey of 18-25 Year-Olds in Hancock County, 2012). We believe this low percentage is due to our increasing capacity to address prescription drug misuse and our commitment to keeping this issue from ever becoming an epidemic within our community.</p> <p style="text-align: center;"><u>Substance Use Issue</u></p> <p>Prescription drug misuse among Young Adults Age 18-25 in Hancock County.</p>	<p><b>KEY PROTECTIVE FACTOR</b> In Hancock County the majority of 18-25 year olds find the misuse of prescription drugs to be unacceptable.</p> <p><b>KEY RISK FACTOR</b> Fourteen percent (14%) of 18-25 year-olds in Hancock County indicated indifference toward the misuse of prescription drugs (HCPDATF Survey of 18-25 Year-Olds in Hancock County, 2012).</p>	<p><b>Media</b></p> <p>The goal of a Media Strategy is to impact attitudes, perceptions, and behaviors. Media and communication advance prevention messages by increasing awareness and helping to gain support for prevention policies. (Examples: Television; Radio; Newspapers; Movies and Movie Trailers; Billboards; Printed Insert Material; Commercials or PSAs; Electronic Media; Collateral/Giveaways)</p>	<p><u>Budget:</u> Total Budget: \$73,670.00</p> <p>Percentage of Total Budget Allocation: 41%</p> <p><u>In-Kind:</u></p> <p><u>Staffing:</u> Number of staff members: 1</p> <p>Total FTE's: .5</p> <p><u>Vendor(s)/Sub-contractor(s):</u> Name: Contractor to be determined through RPF process.</p> <p>Services Provided: Contractor will provide media campaign consultation and develop a specific media campaign based on the recommendations from a target population focus group.</p> <p><u>Materials:</u> \$25,000 of the allocated funds will be used on contractor fees. This fee will include any media material expenses, consultation fees, development, and implementation of the media campaign.</p> <p><u>Travel:</u></p> <p><u>Other:</u> \$5,000.00 of the allocated funds will be used for communication to solicit a focus group and additional media campaign materials that become necessary once the media campaign has started.</p>	<p>December 2013 – RFP developed and distributed to potential contractors.</p> <p>January 2014 – Review of RFP submissions and selection of contractor by the Task Force.</p> <p>February 2014 – Focus Group established and begins meetings with contractor.</p> <p>April 2014 – Final media campaign package presented to Task Force.</p> <p>May 2014 – Media Campaign begins.</p> <p>July 2014 – Focus Group meets to review implemented media campaign strategies.</p> <p>October 2014 – Task Force implements survey to target population to evaluate effectiveness of media campaign.</p> <p>December 2014 – Results of target population survey evaluated. Focus Group meets to review survey results and suggest any necessary modifications to media campaign.</p> <p>January 2015 – Media campaign continues as a virtual campaign on-line utilizing social media tools.</p> <p>June 2015 – Target population survey to monitor short term results.</p> <p>June 2016 – Target population survey to monitor short term/long term results.</p> <p>June 2017 – Target population survey to monitor long term results.</p>	<p>RFP development.</p> <p>RFP promotion.</p> <p>RFP review and award to selected contractor.</p> <p>Focus Group development and initiation.</p> <p>Review and adoption of media campaign as presented by consultant.</p> <p>Implementation of media campaign.</p> <p>Review and monitoring of media campaign.</p> <p>Sustainment of media campaign through a virtual on-line presence.</p>	<p><i>If the Hancock County Prescription Drug Abuse Task Force implements a Media Strategy, then it is more likely that the community will experience a decrease in the misuse of prescription drugs among 18-25 year-olds in Hancock County.</i></p> <p>The Task Force will have a significant social media presence.</p> <p>Target population will indicate significant awareness of the social norm message.</p> <p>Target population will indicate a decrease in misuse of prescription drugs within the last 30 days.</p>	<p>If the Hancock County Prescription Drug Abuse Task Force implements a Media Strategy, then it is more likely that the community will experience a decrease in the misuse of prescription drugs among 18-25 year-olds in Hancock County.</p> <p>Increase unacceptability of prescription medication misuse by 18- 25 year olds by 5-10%</p> <p>Decrease the indifference of prescription medication misuse by 18-25 year olds by 5-10%</p>
<p>Context</p> <ul style="list-style-type: none"> <li>• Target population insight utilized</li> <li>• Use of social media or any other media deemed appropriate for target audience</li> <li>• Findlay Young Professionals as key stakeholder</li> <li>• Reaching the target population where they <i>live, work, and play</i></li> </ul>							

**Ohio's Strategic Prevention Framework – State Incentive Grant (SPF-SIG)  
Hancock County Prescription Drug Abuse Task Force (Task Force)**

**Strategy Proposal Form**

**MEDIA STRATEGY**

**Overview of the Strategy:**

The Task Force will be implementing a Media Strategy to address prescription drug misuse among the general 18-25 year-old population in Hancock County. Utilizing a variety of media resources ( i.e. print, video, social, electronic, etc.) the Task Force intends to reinforce the social norm realized through our Needs Assessment. The social norm to be reinforced with this target population states that a majority (78%) indicate the misuse of prescription drugs is unacceptable (HCPDATF Survey of 18-25 Year Olds in Hancock County, 2012).

The Task Force will create an RFP (Request for Proposal) that will be publicized to local media campaign consultants. Any consultant competing for contract must include in their campaign proposal 1.) a focus group consisting of 18-25 year-olds from Hancock County, representing various socioeconomic, educational, and cultural backgrounds, and 2.) include a significant social media component.

Once the contract is awarded, the Task Force will work with the media consultant to determine the most appropriate conduits to reinforce the identified social norm. It is the intent of the Task Force to implement the campaign where the target population *works, lives, and plays*. Not only will the social norm be reinforced through traditional forms of media, but also through the use of social media tools available to the Task Force (i.e ADAMHS Board website, Facebook page, mobile phone apps, etc.). An existing, local, young professionals networking group will be incorporated to help the Task Force filter media campaign messages into the general workforce. Also, the local university media production resources will be used by the Task Force to reach colligates. Most importantly, the focus group will be used to lead the Task Force in promoting the social norm messaging to those within the target population that are not currently engaged within the community.

**Demonstration of the Community's Readiness for this Strategy:**

The 2011 MIPH Community Readiness Survey implemented by the Task Force revealed that our community is in the *preparation* stage of community readiness. Our community knows there is a problem with prescription drug misuse and supports a solution, but may not be equipped with proper data and tools to solve the problem.

The Task Force believes that by reinforcing the identified social norm, our community will quickly learn that prescription drug misuse *can* be addressed and that it *is* equipped to deal with the problem. As our community learns that a majority of the target population already believes misuse of prescription is unacceptable, they will become empowered to develop additional effective methods to combat the issue.

**Demonstration of Conceptual Fit with the Community's Prevention Priorities:**

Our Logic Model presented one protective factor and one risk factor that are most appropriately addressed through a media campaign. The data is clear to the Task Force which indicates that a majority (78%) of the target population believe prescription drug misuse if unacceptable. Additionally, 93% of the target population believe there is moderate to high risk involved in the misuse of prescription drugs. By reinforcing this social norm, the risk factor identified which states that 14% of the target population indicate *indifference* toward the misuse of prescription drugs will also be addressed (HCPDATF Survey of 18-25 Year Olds in Hancock County, 2012). By continually promoting the protective

factor through a social norm media campaign, it is the hope of the Task Force that the identified risk factor will show a decrease when subsequent surveys are implemented to evaluate the effectiveness of the media campaign.

The awareness of the identified social norm created by this media campaign will also affect our community's current state of readiness to address the issue. Knowledge gained by reinforcing this social norm through a media campaign will empower our community to continue to work toward eliminating this issue from our community.

**Demonstration of a Practical Fit: A Theoretical “if-then” Proposition:**

If the Hancock County Prescription Drug Abuse Task Force implements a Media Strategy, then it is more likely that the community will experience a decrease in the misuse of prescription drugs among 18-25 year-olds in Hancock County.

**Demonstration of a Cultural Fit:**

Our target population is driven to and by media. Whether it is watching television at home or at a local sports bar, reading billboards as they drive to and from work, receiving electronic newsletters through e-mail, or sharing daily experiences with friends on social media sites, all members of the target audience are affected by media. Additionally, one form of media often leads individuals to use another form of media. For instance, a billboard may reference a website for additional information or a social media post may link to an electronic news article. The proliferation of media within our target population makes the selection of this strategy the most appropriate way to reinforce the social norm shared by a majority of their peers. It will be the responsibility of the Task Force to utilize the media campaign consultant and focus group to determine the most appropriate and effective use of each identified media outlet to maximize the reinforcement of the social norm.

**Demonstration of a High Likelihood of Sustainability within the Community:**

Our community has been receptive to previous media campaigns presented by the ADAMHS Board. However, a major difference between this campaign and earlier campaigns will be the use of a focus group and social media to reach the target audience more directly. An advantage of using a focus group is that it will allow those implementing the media campaign to gain first-hand knowledge from the actual recipients of the media strategy. A focus group is an inexpensive and sustainable way to ensure that the Task Force is using appropriate media to reach the target audience.

The Task Force also has the ability to utilize the ADAMHS Board website and Facebook page. This infrastructure, already in place, allows the Task Force to focus on content and to continue working with an inexpensive method of transfer of information. Because the target audience is deeply linked to social media, the Task Force will be able to sustain this strategy for several years. The first challenge, however, will be getting the target audience linked with social media opportunities. A major portion of funding will be used to generate awareness of the social media opportunities as well as reinforcing the social norm at the same time. This funneling of the target audience toward social media opportunities will begin with print media and billboards, radio and television PSAs, and workplace bulletins and notices. The Task Force believes that this initial investment will lead the target audience toward a sustainable media campaign that will exist virtually on-line.

<b>Effectiveness - Community Norms</b>
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**1. The message is a social norm (shared by more than 50% of the target population).**

*The social norm message focuses on the data point that states that 78% of 18-25 year-olds in Hancock County believe that the misuse of prescription drugs is unacceptable. This data is derived from the 2012 HCPDATF Survey of 18-25 Year Olds in Hancock County.*

**2. The message is simple and honest.**

*Our normative message is as follows: In Hancock County, the majority of 18-25 year-olds find the misuse of prescription drugs to be unacceptable.*

*The data is restated simply and in the language of the target audience because the normative message is not burdened by statistics and directs the target audience toward being part of the majority.*

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

*The normative message presented is simply stated as fact. It does not induce fear or incite anger by suggesting that those targeted are at a high risk of misusing prescription drugs or suggesting that they are currently doing so.*

**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?**

*Our strategic plan includes an RFP which will go out to local media campaign consulting companies. Although the Task Force has some indication of the most appropriate means of information delivery (i.e. social media), it believes the most effective development of the media campaign will be through contracting services with a media campaign specialist and utilizing the insight of a focus group composed of the target audience.*