

**Ohio Strategic Prevention Framework (SPF): Strategic Plan Map
Young Adult Alcohol & Drug Awareness Coalition (YAADA)**

Overall Theory of Change:

If the YAADA coalition develops a comprehensive media campaign, then the permissive attitudes toward alcohol use among 18-25 year olds in Lorain County will be reduced.

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>As a result of strong permissive attitudes in the community regarding alcohol use, Lorain County young adults strongly approve or somewhat approve of alcohol consumption nearly every day, despite the fact that 78 percent believe individuals risk harming themselves when they engage in high risk alcohol use.</p> <p>Substance Use Issue</p> <p>Alcohol</p>	<p>Protective Factor:</p> <p>Strategies to address access to alcohol have been introduced within Lorain County.</p> <ul style="list-style-type: none"> Access and availability for the 18-20 is addressed via STOP task force (Lorain County policy-level needs assessment). Collaborated with law enforcement and Lorain County Port Authority to wrist band at International festival (Lorain County policy-level needs assessment). YAADA Coalition is working with International Festival planning committee to promote a safe and responsible event (Lorain County policy-level needs assessment). <p>Risk Factor:</p> <p>Lorain County young adults ages 18-25 have a permissive attitude towards the high risk use of alcohol in public and private settings (Community Focus Groups, 2012).</p> <ul style="list-style-type: none"> 42% of young adults age 18-25 feel that it is acceptable for 18-20 year olds to drink alcohol (Lorain County Community Assessment, 2012). 55% of Lorain County young adults ages 18-25 report having often witnessed public intoxication (YAADA Survey, 2012). <p>The community believes alcohol is synonymous with entertainment and has an expectation of alcohol at every event (Focus Groups, 2012).</p>	<p>Media</p>	<p><u>Budget:</u> Total Budget: \$113,000</p> <p>Percentage of Total Budget Allocation: 100%</p> <p>In-Kind: \$</p> <p><u>Staffing (Paid or Volunteer):</u> Number of staff members: 1</p> <p>Total FTE's: 1</p> <p><u>Vendor(s)/Sub-contractor(s):</u> LCCC-Public Services Institute (\$5850), Creation and distribution of a Public Service Announcement (\$5000)</p> <p>Services Provided: Annual survey, community events and social media development and hosting.</p>	<p>DATE: March-April 2014 Research current media campaigns and methods of delivery to determine which will be most effective at reaching the target population, 18-25 year olds throughout Lorain County. Identify most effective media outlets to distribute media campaign. Host two World Cafes (focus group conversations) one at Lorain County Community College Wellington Campus (rural) and one at Elyria library to discuss what works and what does not with respect to reaching 18-25 year olds with a media message focused on permissive attitudes toward high risk use of alcohol among 18-25 year olds.</p> <p>Develop a pilot media campaign.</p> <p>DATE: May2014 Convene a panel of Lorain County 18-25 year olds, parents of 18-25 year olds and coalition members to discuss the pilot media campaign</p> <p>DATE: June 2014 Launch media campaign</p> <p>DATE: July-August2014 Continue ensure distribution of media campaign.</p> <p>DATE: September-October 2014 Analyze and determine success or lack there-of media campaign by hosting two World Cafes one at Lorain County Community College Wellington Campus (rural) and one at Elyria library to discuss initial response to the media campaign.</p>	<p>If the YAADA coalition researches best practices from the media and prevention fields, then focus group conversations with 18-25 year olds will be grounded in knowledge and best practices from the prevention and media fields</p> <p>If focus group conversations with Lorain County 18-25 year olds are grounded in the knowledge and best practice from the prevention and media fields, then an effective media message will be created</p> <p>If an effective media message is created, then a comprehensive media campaign can be developed and launched</p>	<p>If a comprehensive media campaign is developed and launched, then young adults ages 18-25 throughout Lorain County will receive information regarding the effects of permissive attitudes on alcohol use.</p>	<p>If young adults ages 18-25 throughout Lorain County receive information regarding the effects of permissive attitudes on high risk alcohol use, then the permissive attitudes towards alcohol use among 18-25 year olds in Lorain County will be reduced as measured by the annual YAADA survey.</p>
Context							
<ul style="list-style-type: none"> The community is ready to receive information focused on the effects of permissive attitudes on alcohol use for the 18-25 year old population in Lorain County. The YAADA coalition has the necessary expertise to develop and implement an effective media campaign in Lorain County. 							

**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 recipients of this strategy are young adults between the ages of 18-25 years old living in Lorain County who engage in high risk Alcohol use.
2. What will be implemented?
A media campaign will be implemented that will address the permissive attitude of the target population towards high risk use of alcohol.
3. Where will it be implemented?
This media campaign will be implemented throughout Lorain County
4. When will it be implemented?
This media campaign will be implemented during the first 6 months of 2014.
5. How will it be implemented?
The exact media campaign is undetermined. It will have components of effective existing prevention and media strategies that will be tailored (based upon coalition investigation) to the Lorain County 18-25 year old population.

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?

The YAADA coalition determined the community is in the *preplanning* stage of community readiness to address permissive attitudes toward the use of alcohol. *Preplanning* indicates that Lorain County clearly recognizes there is a problem with permissive attitudes toward the use of alcohol, as indicated by the fact that the majority of respondents to the MIPH survey see alcohol as a moderate or serious problem in their community, and 74% felt it was a moderate to serious problem specifically with Lorain County young adult residents ages 18-25. There is general information about the effects of alcohol use throughout the county and local discussion is occurring around prevalence of permissive attitudes.

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

This proposed media strategy builds upon and extends the community's stated desire, as repeatedly heard in focus groups throughout the needs assessment process, to address the permissive attitude toward alcohol use by 18-25 year olds that exists in Lorain County. Various sectors of the community (including local law enforcement and Lorain Community College, most importantly) are now actively engaged in the YAADA coalition and will be involved in the development and support of the media campaign.

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?

Both survey and focus group data suggest that Lorain County 18-25 year old Lorain County residents are prepared to receive information with respect to alcohol use. Focus groups conversations revealed that Lorain County 18-25 year olds connect alcohol use with *all* social gatherings, both public and private. They do not have information around the options for alcohol use, options for responsible drinking, for example. They are frequent consumers of information via both traditional and social media outlets. According to the findings of the YAADA Survey (2012) Lorain County young adults ages 18-25, the preferred methods of communication mentioned by the respondents were texting (72%), Facebook (63%), and cell phone (58%). This same survey showed the respondents get news and information through news channels (58%), newspaper (49%), radio (41%), and mobile applications (33%). Given the prevalence of permissive attitudes toward alcohol use and the information regarding the way in which Lorain County 18-25 year olds access information, the YAADA coalition has chosen to develop a comprehensive media strategy.

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

Please create an "if-then" proposition for this strategy.

- ✓ If the YAADA coalition researches best practices from the media and prevention fields, then focus group conversations with 18-25 year olds will be grounded in the knowledge and best practices from media and prevention fields.
- ✓ If focus group conversations with Lorain County 18-25 year olds are grounded in the knowledge and best practice from the media and prevention fields, then an effective media message will be created.
- ✓ If an effective media message is created, then a comprehensive media campaign can be developed and launched.
- ✓ If a comprehensive media campaign is developed and launched, then young adults ages 18-25 throughout Lorain County will receive information regarding the effects of permissive attitudes on alcohol use.
- ✓ If young adults ages 18-25 throughout Lorain County receive information regarding the effects of permissive attitudes on alcohol use, then the permissive attitude towards alcohol use among 18-25 year olds in Lorain County will be reduced.

Demonstrate a Cultural Fit (250 words or less)

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

Lorain County has chosen to focus on a media strategy because 18-25 year olds in Lorain County are significantly engaged in accessing information via media. Data supports that they text, post on Facebook, and use their cell phones to receive information via mobile applications. The YAADA coalition has started to develop a social media presence via Facebook and a comprehensive media strategy would allow that presence to become part of a platform for a positive prevention message. In addition, developing and implementing the media strategy would strengthen the cultural ties that exist with Lorain Community College and local law enforcement.

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 YAADA coalition will take sustainability into account as the comprehensive media strategy is developed and implemented. YAADA will engage all community partners in the discussion of how to carry the message forward after the SPF has concluded, and will try to garner continued support for the message from partners along the way. Community partners, such as Lorain Community College and Lorain County law enforcement agencies, will be encouraged to offer long term support. Elements of strategic implementation will be chosen based upon community resources. Specifically, considering the limited resources a media campaign will be designed to be self-sustaining beyond the designated timeframe through social media outlets and public services announcements. Social media accounts are of no charge and once the campaign has established a foundation, information sharing and discussion will continue beyond the campaign. Public service announcements once created are of no charge to be aired on both radio and television; this ensures a constant message beyond the timeframe of the media campaign. Action steps the YAADA coalition has taken to insure sustainability of the media campaign include: YAADA coalition members are involved in the Lorain Communities that Care Coalition data and marketing groups, the YAADA Director is involved in the leadership efforts of both Communities That Care Coalition and Drug Free Communities. These partnerships between YAADA, CTC, and DFC will build upon previous efforts of all groups insure the media message reaches the 18-25 year old community (not previously reached by these groups) beyond the SPF SIG funding.

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 is the media message that we are currently envisioning: Our comprehensive media campaign will focus on the effects of permissive attitudes on alcohol use.

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

- The coalition will utilize its current 18-25 year old members to ensure the message is conveyed in the language of the target audience.

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 coalition will consult prevention and media sources in the initial research for the campaign. The coalition will then talk to Lorain County 18-25 year olds to develop the message and determine how the information is best shared. In addition, the coalition will utilize the findings of the 2012 needs assessment which showed a permissive attitude towards high risk alcohol use, and described the modes by which Lorain County 18-25 year olds receive their information.

3. The message is a not a scare tactic.

Please describe how your message is not a scare tactic.

- The coalition's comprehensive media campaign will be created to inform and educate the 18-25 year olds in Lorain about the effects of permissive attitudes on alcohol use. The campaign may highlight the effect of continual exposure to alcohol at events and festivals, for example. The campaign will not use images of death, violence, or jail to scare the 18-25 year old population.

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?

- The specifics of the comprehensive media campaign have yet to be determined. That being understood, You Tube, Facebook, Twitter, and Instagram may be utilized.

Please answer the prompt here.

<p>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.</p>

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.