

**Ohio Strategic Prevention Framework (SPF): Strategic Plan Map
Coalition for a Drug-Free Mahoning County**

Strategy: Community Norms Campaign

Overall Theory of Change:							
<ul style="list-style-type: none"> If the IHE implements a community norms campaign regarding the NMUPD, then students who are currently not engaging in NMUPD will be empowered in their decision to refrain from NMUPD. If students' are empowered to refrain from NMUPD, then the number of students reporting NMUPD will stay the same or 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)
<p>The vast majority of 18 – 25 year olds attending the IHE report they have not engaged in NMUPD in the past 30 days; those who engage in NMUPD report prescription stimulants are their drug of choice.</p> <p align="center">Substance Use Issue</p> <p>30-day Prescription Drug Misuse</p> <ul style="list-style-type: none"> 7.9% of 18-25 year olds attending the IHE reported past 30—day NMUPD (Mahoning IHE Survey, 2013). 5.4% of 18-25 year olds attending the IHE engaged in NMUP stimulants (Mahoning IHE Survey, 2013). 3.4% of 18-25 year olds attending the IHE engaged in NMUP pain relievers (Mahoning IHE Survey, 2013). 2.0% of 18-25 year olds attending the IHE engaged in NMUP sedatives (Mahoning IHE Survey, 2013). 	<p>RISK FACTOR: 18 – 25 year olds attending the IHE perceive a greater incidence of NMUPD than is actual.</p> <ul style="list-style-type: none"> Although rates of misuse are low (2% to 5.4%), 19% perceive that there is a problem with NMUPD on campus (Mahoning County IHE Survey, 2013). <p>RISK FACTOR: Casual attitude toward NMUPD.</p> <ul style="list-style-type: none"> Many students report a mind-set that “everyone is doing [NMUPD]” (2013 IHE focus groups). 	<p>Community Norms Campaign</p> <p>Norming message about NMUPD of stimulants, placed via posters in campus buildings. Distribution of free t-shirts and coffee-cup sleeves imprinted with norming message about NMUPD of stimulants, during a 1 ½ to 2 week period before and during finals and midterm testing.</p>	<p>Budget: Total Budget: \$223,185 16 month (7/1/13-10/30/14)</p> <p>Percentage of Total Budget Allocation: 20.0%</p> <p>In-Kind: Parking: \$150 Volunteers: \$2,700 Posters: \$1,200 Graphic Design: \$300 T-shirts: \$1,000 Coffee/water: \$600 Personnel (3/1 – 10/31/14): \$32,760</p> <p>Staffing (Paid or Volunteer): Number of staff members: 2</p> <p>Total FTE's 3/1/14-10/30/14: 1</p> <p>Services Provided: Materials: T-shirts: \$4,000 Coffee/water, coffee cup sleeves/ bottle wraps: \$1,600</p> <p>Travel: Mileage to campus: \$218</p>	<p>What are the key things that have to happen to get the strategy complete? What is your timeline?</p> <p>April 20 - May 3, 2014 (two weeks before finals): poster placement and t-shirt distribution</p> <p>Week of May 4, 2014 (finals): distribute t-shirts and beverages</p> <p>June 16-27, 2014 (Summer I finals): poster placement, distribute t-shirts and beverages</p> <p>July 28 - August 8, 2014 (Summer II finals): poster placement, distribute t-shirts and beverages</p> <p>October 6-17, 2014 (fall mid-terms): poster placement, distribute t-shirts and beverages</p>	<p>What will your activities result in?</p> <ul style="list-style-type: none"> Messages will be seen by students. Students will be empowered to abstain from NMUPD. 	<p>18 – 25 year old IHE attendees reporting NMUPD in the past 30 days will decrease by ≤1.0%.</p> <p><i>+ as measured by Mahoning County IHE Survey, 2014</i></p>	<p>18 – 25 year old IHE attendees reporting the perception of NMUPD by peers will decrease by 2-3%.</p> <p><i>+ as measured by Mahoning County IHE Survey, 2014</i></p>
<p align="center">Context</p> <ul style="list-style-type: none"> IHE students are primarily (90%) commuter students who reside off campus and report limited exposure to prevention messages. Mahoning County Readiness Assessment results indicate an understanding of the issue, a belief that prevention is the community's responsibility, and a desire to participate in prevention activities. Though the IHE is risk averse, especially during the search for a new president, there is also a concern about possible NMUPD on campus and the perception of campus problems, therefore positive messaging is a requirement of the IHE. The IHE currently has a graduation rate of 38% and efforts are sought to contribute to the front-end loading of students with potential to graduate and efforts that support an increase in graduation rates. Coalition members are supportive of continued collaboration with the IHE, and IHE staff and students are members of the coalition. <p>Long-Term: this strategy will be impacted by the influx of new students, who may come from a culture of NMUPD and/or limited exposure to prevention messages.</p>							

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

Overview of the Strategy (250 words or less)

The Mahoning County SPFSIG project focuses attention on 18 – 25 year olds enrolled at a local Institute of Higher Education (IHE). The project will feature a Community Norming campaign that delivers messages reflecting abstinence from NonMedical Use of Prescription Drugs (NMUPD) as the norm among IHE students. This campaign will be implemented on the main campus in one of the following locations: the student center, main outdoor thoroughfare, or public area near the dorms. During regular semester exams, the activities will take place the week before and the week of final exams. During the truncated summer semesters, activities will be limited to exam week. Our proposed activities include the placement of posters and t-shirt giveaways. Additionally, a free beverage station or coupon station will provide coffee or water for students during exam week. Coffee cups will have a pre-printed sleeve and water bottles will feature a special bottle wrap, both with the NMUPD abstinence message.

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

Mahoning County residents completed anonymous surveys in January, 2012, to determine the level of Readiness; the local community was determined to be at the pre-planning stage of readiness (Mahoning County MIPH Community Readiness Survey, 2012). Through this tool, residents demonstrated readiness through reported understanding of the problem and commitment to addressing the issues. 59% of survey respondents believe prescription drug abuse is a moderate or serious problem among young adults; Residents believe that prevention programs work to reduce ATOD problems (70%) and are the community's responsibility to set up (66%), and 20% indicate a willingness to participate in prevention activities (20%). Furthermore, 32% of respondents disagree or strongly disagree that the Community is not interested in changing, no matter what the issue is, and 40% of respondents disagree or strongly disagree that there is no sense of commitment in the community (Mahoning County MIPH Community Readiness Survey, 2012).

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

We used data from the Mahoning County IHE Survey, 2013 to determine that NMUPD is not the community norm (Mahoning County IHE Survey, 2013). Abstinence from NMUPD was more common among 18 – 25 year old students attending the IHE (92%). Focus group and individual interview research supported this as well. All three components, survey data, focus group data, and individual interview data, were used in developing the Community Needs Assessment. Discussions with IHE administration indicate a strong desire to maintain or even increase the non-use of NMUPD by IHE students. Additionally, Mahoning County's Community Plan, developed by the Mahoning County Alcohol and Drug Addiction Services Board, includes the following priority for prevention, "It will result in a community which has less young people who become addicted to alcohol and other drugs, which translates into tax savings and a more productive workforce paying taxes" (Mahoning County SFY 2013 Community Plan).

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

- **If** the IHE implements a community norms campaign regarding the NMUPD, **then** students who are currently not engaging in NMUPD will be empowered in their decision to refrain from NMUPD.
- **If** students' are empowered to refrain from NMUPD, **then** the number of students reporting NMUPD will stay the same or decrease.

Demonstrate a Cultural Fit (250 words or less)

Given the data collected throughout the individual survey and focus groups/interviews, and the IHE's significance to the community, it has been deemed most effective to conduct a positive community norming campaign. The IHE has a broad diversity in which a positive message will have the greatest impact. Further, we have conducted a focus group with students to determine message delivery preference and effectiveness, and have concluded that students respond to positive messages.

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

The Coalition and the IHE will cooperatively sustain this project. The IHE's willingness to sustain this project will increase as evaluation proves the effectiveness of this campaign. The Coalition will continue to work with community sponsors to provide sponsorship for media and collateral items. Both the Coalition and IHE will continue to provide time and human resources to the project.

Demonstrate Effectiveness

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

Our message is supported by data revealing 92%+ of students at the IHE report not participating in NMUPD in the past 30 days (Mahoning County IHE Survey, 2013).

2. The message is simple and honest.

This is our normative message: *Penquins study au naturel (95% of Penquins do not use prescription study aids.)*

The above message also aligns with IHE Pillars of Wellness, and wellness icon/s will be added to connect the message to the current wellness programming. Posters and coffee cup sleeves will include the following line after the above message: (Mahoning County IHE Survey, 2013). The IHE survey shows that 5.4% of IHE 18 – 25 year old students have misused prescription study aids in the past 30 days.

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

Our message empowers students to become and to continue to be NMUPD-free. While the survey shows that only 5.4% of students engage in NMUPD stimulants, the data also shows 19% of respondents perceive there to be a problem with NMUPD on campus. IHE focus groups conducted in 2013 also report a mind-set of "everyone is doing [NMUPD]." Our positive normative message supports the fact that only a small percentage of students are misusing prescription stimulants.

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?

Media used will be posters, printed coffee-cup sleeves, and t-shirts. We have chosen these mediums based on a focus group with students to determine the media and collateral they would find most appealing.