

# Needs Assessment Report

Ohio's Strategic Prevention Framework – State Incentive Grant (SPF SIG)  
PORTAGE COUNTY

Prepared by:  
Voinovich School of Leadership and Public Affairs at Ohio University  
Building 21, The Ridges  
Athens, OH 45701

University of Cincinnati Evaluation Services Center  
3150 One Edwards Center  
Cincinnati, Ohio 45221-0105

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## Community Profile

Portage County has an estimated population of 161,624. The population is predominantly Caucasian (92.3%), with a small African American population (4.4%). Approximately 1.6% of the population identifies as multiracial. A small percentage (1.4%) of the county's population reports being of Hispanic or Latino origin.

English is the predominant language, with 4.0% of residents reporting that another language is spoken at home.

Among residents above 25 years of age, 90.4% have a high school diploma and 24.9% have a Bachelor's degree or higher. The high school graduation rate is slightly above that of the state rate (87.4%) and the percentage of higher education degrees in the county is similar to that of the state (24.1%).

The median household income (2006-2010) is \$50,447, which is above the state median of \$47,358.

The five year (2006-2010) estimated percentage of the county population below poverty level is 13.5%. This is similar to the estimated state percentage (14.2%).

Portage County is also home to Kent State University and Hiram College.

*Note:* Data sources include the 2011 Census and the 2006-2010 American Community Survey.

## Introduction

### **The community's biggest issue related to substance abuse:**

Portage County's biggest issue related to substance abuse is alcohol consumption and related consequences. As of November 2010, Ohio's State Epidemiological Outcomes Workgroup (SEOW) profile for Portage County shows that alcohol is the most abused drug by percent and is 7.5% higher than the Ohio rate, which is above the national average. Percentages for cocaine, marijuana, heroin/opiates, and other drugs fall below the Ohio rate. Past month alcohol use, binge use, past year alcohol abuse or dependence are all higher than Ohio averages. In addition, Portage County's alcohol-related motor vehicle crashes are consistently higher than the Ohio rate for all years 2001-2010. Of those participating in the county's major non-profit treatment agency, the majority are receiving treatment with alcohol as the primary drug of choice.

### **A description of the population being targeted for SPF SIG project:**

Portage County's target population is students at Kent State University (KSU) as this comprises the largest number of 18-25 year olds in the county. Ohio has identified that the 18-25 year-old age group is high priority, as this group has higher rates of use than other age groups and limited access/use of treatment. As of fall 2011, enrollment at the main Kent campus was 26,938 undergraduate students. Data on drinking practices show that in 2011, high-risk drinking (defined as 4 or more drinks in one sitting in the past 2 weeks for women or 5 or more drinks in one sitting in the past 2 weeks for men), was engaged in by 64% of KSU students overall. The 2008 National College Health Assessment also showed higher rates of past 30-day use and higher rates of binge drinking than national averages.

### **Sub-target/underserved population(s) chosen for SPF SIG project:**

Students at Hiram College

### **Description of sub-target/underserved population(s):**

Hiram College often falls in the shadows of the large Kent State University, but hosts the next significant population of 18-25 year olds - 1,334 students as of the 2011-2012 academic year. This college is located in the more rural northeastern areas of the county. Due to location, size, and being a private college, accessibility to programs and services in the larger cities of Kent and Ravenna is more challenging. The Hiram College Health Center reports a large number of incidents reported and transportation to hospital emergency rooms related to high-risk alcohol use.

## Recent Community Needs Assessments

**Total Number of Needs Assessments:** One

<b>Needs Assessment:</b>	Community Plan
<b>Year Conducted:</b>	2012
<b>Sponsoring Agency</b>	Mental Health and Recovery Board
<b>Findings Relevant to 18-25 Year Olds:</b>	Need or gap for "transitional youth" programming for substance abuse, mental health, and housing among this age group.
<b>Findings Relevant to Community Readiness:</b>	No response

## Community Readiness

### **Community Readiness Assessment Used:**

Tri-Ethnic Center for Prevention

### **Community Readiness Assessment Conducted:**

November 2011 – May 2012

### **A review of the community readiness in the community, with respect to priority substance, found the following:**

For **high-risk alcohol use**, the coalition determined that the community was in the *vague awareness* stage of community readiness.

### **Sharing community readiness findings in the community:**

We communicated the findings of our Community Readiness Assessment with community members and organizations at our coalition meeting. The coalition agreed with and expected the community's awareness level.

### **Use of community readiness findings in strategic planning:**

The data from the community readiness assessments will be used to drive our SPF SIG process in multiple ways. Upon scoring the assessments, the coalition became aware that the community at KSU and Hiram College were at the stage of "vague awareness" with respect to alcohol consumption among 18 to 25 year olds. Having gained this knowledge, we can move forward and effectively make changes by implementing strategies that are timely for our community. The community assessments provided us with two sources of information— AOD gaps (e.g., general unawareness) in the community and ongoing AOD prevention/treatment programs and strategies. We have built relationships with many community members who have ongoing programs, which have contributed to the capacity of our coalition and our prevention efforts. We are currently working with our coalition to improve the level of awareness within our community.

### **Suggested strategies for strategic planning:**

To increase readiness in the KSU and Hiram College community, we have created a resource center. This is a social media center, that was established to communicate health information primarily about alcohol use among 18-25 year olds, but also healthy lifestyles. This resource center is designed to build capacity and is culturally competent to the millennial generation. There is a Twitter, Facebook and a website [www.18to25.org](http://www.18to25.org), both Facebook and Twitter can be accessed through the website. We will also be continually gathering data to provide information and resources to community members, groups and our coalition.

*Strategies suggested include the following:*

- Collaborate with the Maternal and Child Health Consortium of Portage County on primary and secondary data collection.
- Coordinate with the Healthy Kent group on prevention strategies at Kent State University.
- Publish news articles and editorials with general AOD information/implications and PSAP marketing information.
- Conduct local surveys and interviews and share with coalition.

**Plans to evaluate strategic plan strategies:**

To know that our strategies are increasing readiness in the KSU and Hiram community, we will repeat readiness assessments on an ongoing basis. However, we would like to utilize a different assessment tool due to a few issues with the Tri-Ethnic tool. Some issues are listed below:

- Misunderstandings in how to score/difficult to score
- Misunderstandings by the interviewees
- Subjective scoring system

## Individual-Level

**Based on the consumption data (30-day use and age of first use) analyzed, these are the community's major concerns surrounding the problem of consumption of the priority substance:**

Results of KSU alcohol survey of KSU students show 84.8% reporting having used alcohol in the past 30 days. This is a major concern since it is 22.7% higher than the national prevalence rate of 62.1% reported by NSDUH, 2009. This is also 19.2% higher than the Ohio rate of 65.6% reported by the State Epidemiological Outcomes Workgroup (SEOW) 2006-2008 and 12.4% higher than Portage County's Board area of 72.4% reported by (SEOW) from 2006-2008. Age of first use is also a concern since the mean age of first use of alcohol overall is 16.7 years. We also looked at gender differences. However, there were no remarkable differences since the mean age among females was 16.7 years and the mean age among males was 16.8 years. The mean age is 5 years below the legal age of use, and is therefore a big concern for our coalition. One interesting fact from the data was that the age most often reported (mode) as age of first use was 18 – the age nearly all college students start attending college.

**Based on the perceptions of disapproval data (attitudes) analyzed, these are the community's major concerns regarding the attitudes surrounding consumption of the priority substance:**

Among all respondents, 36.5% somewhat disapproved and 25.7% strongly disapproved. Among females, 40.4% somewhat disapproved and 30.0% strongly disapproved; whereas among males 32.3% somewhat disapproved and 20.4% strongly disapproved. There are clear gender differences toward attitudes surrounding alcohol use. Overall, 62.2% somewhat or strongly disapproved of someone their age having one or two drinks of an alcoholic beverage nearly every day. Therefore, the majority of KSU students are disapproving of drinking every day. We examined this measure by school/college of enrollment and found no remarkable differences.

**Based on the perceived risk/harm data analyzed, these are the community's major concerns surrounding the perceived risk/harm of consuming the priority substance:**

Among all respondents, 36% reported great risk. Among females, 42.3% reported great risk; whereas among males 28.7% reported great risk. There is a clear difference in reported great risk. From 2006-2008, the SOEW reported a prevalence rate of 28.4% for great risk in Ohio and a rate of 25.5% in Portage County. Our perceived/harm of consuming five or more drinks of an alcoholic beverage once or twice a week is higher than both Ohio and Portage County. We examined this measure by school/college of enrollment and found no remarkable differences.

Priority Substance: Alcohol									
Data Available for Target Population									
30 Day Use									
Specific Measure: Think specifically about the last 30 days, including today. During the past 30 days, on how many days did you drink one or more drinks of an alcoholic beverage? Response Options: number of days									
Does this measure qualify as a NOMs item?					Yes				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
Kent State Alcohol Survey 2012	2012	Graduate and Undergraduate students attending Kent State University Main Campus	27,500	Random from specified population	541	423	Percentage of individuals who reported having one or more drinks of an alcoholic beverage during the past 30 days.	84.9%	Percent
Age of First Use									
Specific Measure: Think about the first time you had an alcoholic beverage. How old were you when you had your first drink of alcohol? Please do not include anytime you had a sip or two from a drink. Where a drink is define as a glass of wine, a can of beer, a wine cooler, a shot of liquor, or a mixed drink. Response Options: age of first use									
Does this measure qualify as a NOMs item?					Yes				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
Kent State Alcohol Survey 2012	2012	Graduate and Undergraduate students attending Kent State University Main Campus	27,500	Random from specified population	541	447	mean age at first alcohol use	16.7	Mean
Disapproval of Use									
Specific Measure: How do you feel about someone your age having one or two drinks of alcohol nearly every day? Response Options: Neither approve nor disapprove, Somewhat disapprove, Strongly disapprove									
Does this measure qualify as a NOMs item?					No				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
Kent State Alcohol Survey 2012	2012	Graduate and Undergraduate students attending Kent State University Main Campus	27,500	Random from specified population	541	464	Percent reporting strongly disapprove or somewhat disapprove	62.2%	Percent
Perceived Risk/Harm of Use									
Specific Measure: How much do people risk harming themselves physically and in other ways when they have five or more drinks of alcoholic beverages once or twice a week? Response Options: No risk, Slight risk, Moderate risk, Great risk									
Does this measure qualify as a NOMs item?					Yes				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
Kent State Alcohol Survey 2012	2012	Graduate and Undergraduate students attending Kent State University Main Campus	27,500	Random from specified population	541	464	Percent reporting moderate risk or great risk	77.0%	Percent

## Interpersonal-Level

### **Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:**

Our community feels that we will always need to continue data collection on the contributing factors to high-risk alcohol use. However, we do believe that we have sufficient data on the following contributing factors:

- Acceptance
- Public substance use
- Availability in homes
- Social hosting

### **Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:**

- 18-25 year-old perceptions
  - Currently we only have anecdotal evidence; however we have recently created a social media site that we can utilize to assess perceptions.
- Rite of passage
  - We intend to collect data on this factor for those that are 21 and older (especially those that are turning 21).
- Failure to recognize own consequences
  - Our coalition focus group determined this as a main cause for high-risk alcohol use in our community; whereas the results of the Interpersonal-Community (IC) Survey for this particular question did not support their claim.

### **Plans to collect that data and/or evidence:**

We will utilize the social media site or other survey tools to gather information on this contributing factor.

### **Based on the data gathered on social norms, these are the concerns around social norms that might contribute to priority substance use in the community:**

Our main concerns around high-risk alcohol use are around the following three contributing factors:

- Social hosting
- Availability
- A general acceptance of alcohol. Acceptance in our community is due to the KSU and Hiram college setting and the “expectation” among peers and family members to drink.

Social hosting is also a common occurrence in our community, which gives rise to multigenerational drinking, underage drinking and an overall acceptance or “social norm” of drinking in the community. Lastly, the millennial generation, on average, in our community do not recognize consequences associated with drinking alcohol or those that arise from the consumption of drinking alcohol. If they do understand consequences exist due to alcohol use, they often say things such as “that will never happen to me.” Our data justifies the above concerns as our main contributing factors to high-risk alcohol use in our community.

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
<b>Acceptance Example</b>	It is generally accepted by people in the university and in the community that college students will drink and will drink a lot. It is considered a part of the college experience. This is considered true even for those students ages 18-20 for whom it is illegal to be served alcohol or to drink.
<b>Supporting Evidence</b>	<ul style="list-style-type: none"> <li>• Only 4% of the students surveyed with the KSU alcohol survey reported they had not had a drink of alcohol in the past year.</li> <li>• Only 5% of the students under 21 reported not drinking in the past year.</li> <li>• Two-thirds of the students surveyed with the KSU alcohol survey reported never feeling guilt or remorse after drinking.</li> <li>• 82% of students surveyed with the KSU alcohol survey have not been thinking about reducing the amount of alcohol consumed.</li> <li>• 43% of students surveyed with the KSU alcohol survey feel it is ok to get drunk when drinking.</li> <li>• Only 26% of students surveyed with the KSU alcohol survey strongly disapprove of a peer having one or two drinks of alcohol nearly every day.</li> </ul>
<b>Rite of Passage Example</b>	We do not believe this is a factor in our community for individuals under 21; however, we intend to collect data on this factor for those that are 21 and older (especially those that are turning 21).
<b>Supporting Evidence</b>	No response
<b>Multigenerational Use</b>	No, We do not believe this is a current contributing factor in our community.
<b>Supporting Evidence</b>	N/A
<b>Public Substance Use</b>	In the city of Kent there are several bars that are very well known as student bars where students go to get drunk. Students under 21 drink in “other” locations more than they drink in bars, dorm rooms or their own houses. These places may be public such as in parks and parking lots
<b>Supporting Evidence</b>	<ul style="list-style-type: none"> <li>• According to the students surveyed with the KSU alcohol survey, 14% of them have had six or more drinks on one occasion. Of this group of heavy drinkers, 41% of them drink most often at bars</li> <li>• Of all students surveyed with the KSU alcohol survey, nearly 30% drink most often in bars</li> <li>• According to the students surveyed with the KSU alcohol survey, of those under 21 years old, 20% drink most often in some “other” location that is not their home, a friend’s home, a dorm room or a bar. Some speculation at where this might be includes cars, parks, public areas, etc., wherever they can drink what they have acquired illegally.</li> </ul>
<b>18-25 Year Old Perception</b>	No, We do not believe this is a current contributing factor in our community.
<b>Supporting Evidence</b>	N/A
<b>Culturally Acceptable</b>	No, We do not believe this is a current contributing factor in our community.
<b>Supporting Evidence</b>	N/A

<b>Available in Home</b>	The most popular place chosen as where they drink most often is “a friend’s house” when a person is under 21.
<b>Supporting Evidence</b>	<ul style="list-style-type: none"> <li>• According to the students surveyed with the KSU alcohol survey, 62% of those under 21 chose “a friend’s house” as the place they drink most often. By contrast, only 11% chose their own house and 5% chose their dorm room. Underage females chose “a friend’s house” more often than underage males, 65% to 58%.</li> <li>• This changes somewhat for those who are 21 and over. 37% of this group chose “my house or apartment” as the place they drink most often and only 16% chose “a friend’s house.”</li> </ul>
<b>Other (Social Hosting)</b>	In the spring of each year there are “fests” or house parties with large numbers of students drinking to get drunk.
<b>Supporting Evidence</b>	<p>A video posted to You Tube (<a href="http://www.youtube.com/watch?v=ruybAjBrpd0">http://www.youtube.com/watch?v=ruybAjBrpd0</a>) shows a Kent student neighborhood in April 2012 with thousands of students partying. There is trash everywhere, bottles flying through the air crashing on the street, public urination, and even a couple taking their clothes off in a front yard. At the end is the police entering with riot equipment and using what looks like tear gas – all to students cheering and shouting. Other videos which document this same weekend are:</p> <p><a href="http://www.youtube.com/watch?NR=1&amp;v=LHSU7S2fQ5g&amp;feature=endscreen">http://www.youtube.com/watch?NR=1&amp;v=LHSU7S2fQ5g&amp;feature=endscreen</a> , <a href="http://www.youtube.com/watch?v=BDkHxaUGFJo">http://www.youtube.com/watch?v=BDkHxaUGFJo</a> , <a href="http://www.youtube.com/watch?v=DcFhcob6PtI">http://www.youtube.com/watch?v=DcFhcob6PtI</a></p>

<b>Factors Related to Social Norms That Contribute to Consumption in Your Community</b>
<b>Factor 1: Social Hosting</b>
<b>Whom does this affect/occur with?</b>
Underage youth, adults, families, friends, fraternities, organizations, clubs
<b>Who allows this?</b>
Parents, families, adults, people of age, family owned establishments, social events
<b>When does this occur?</b>
During celebrations, parties, gatherings, sporting events or just on the weekend
<b>Where does this occur?</b>
Homes, tailgates, restaurants
<b>How does this occur?</b>
High-risk alcohol situations arise due to a supply of alcohol at social settings among 18-25 year olds.
<b>Under what conditions is this allowed to happen?</b>
In our community social hosting ties into acceptance, multigenerational use, peer use, and availability of alcohol in homes. All these factors tie into an environment that permits high risk alcohol use in a social setting among 18-25 year olds.
<b>Factor 2: Culturally Acceptable</b>
<b>Whom does this affect/occur with?</b>
18-25 year olds (i.e., millennial generation) and college students, but also accepted/expected among those of older generations
<b>Who allows this?</b>
Not necessarily allowed but expected. Parents/people above 21 do not enforce rules because drinking is expected among college-aged children and their friends.
<b>When does this occur?</b>
High-risk alcohol use is expected among college students and the academic calendar, but is accepted during the holidays and weekends.
<b>Where does this occur?</b>
Around KSU ( i.e., college town), sporting events, holiday parties, student events
<b>How does this occur?</b>
Exposure to alcohol use causes acceptance, especially if it is already acceptable among one’s friends and family.
<b>Under what conditions is this allowed to happen?</b>
The college culture and this age group is generally acceptable to high-risk alcohol use.
<b>Factor 3: Failure to Recognize Consequences and/or Believe Consequences Can Happen to Them</b>
<b>Whom does this affect/occur with?</b>
18-25 year olds (i.e., millennial generation) , college students
<b>Who allows this?</b>
N/A
<b>When does this occur?</b>
As part of growing up/normal development the millennial generation begins to believe that short/long term consequences due to alcohol will not affect them.
<b>Where does this occur?</b>
More of a mental/developmental state
<b>How does this occur?</b>
Exposure to other millennials (herding mentality)/college students with the same mindset, lack of knowledge
<b>Under what conditions is this allowed to happen?</b>
Acerbated by consumption and through exposure to other 18-25 year olds.

## Community-Level

### Retail Factors

**Retail Availability: Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:**

- Bar availability
- Density

**Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:**

ID use/Employees: Clerks have underage friends and sell to them

**Plans to collect that data and/or evidence:**

We plan to collect further information/data through environmental scans and surveys and 18-25 year-old focus groups.

**Based on the data gathered on retail availability, these are the concerns around retail availability that might contribute to priority substance use in the community:**

Our greatest concern is that a high density of alcohol selling establishments (alcohol outlet density) gives rise to an opportunistic environment for high-risk alcohol use in our community. The one mile block of growing establishments in downtown Kent is readily accessible by all students and community members. Also, this one mile stretch is within a ¼ mile of several fraternity houses.

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
<b>ID Issues</b>	Yes, this is a contributing factor in our community. Please see the evidence portion for examples.
<b>Supporting Evidence</b>	Anecdotal Evidence: Students report that there are a few bars and one pizza shop in Kent that do not properly ID consumers. Also, underage students in Kent use overage students ID's in Kent (e.g., siblings) to pass as overage. According to the IC Survey, time of the day contributes to how easy it is to be carded in Kent. The Interpersonal-Community Survey (IC) was distributed in June 2012 to KSU students and Portage County community members. 50% of respondents agree or strongly agree that it is "easy to go around alcohol restrictions e.g., use fake ids," and 35% of respondents were unsure.
<b>Density</b>	Yes, this is a contributing factor in our community. Please see the evidence portion for examples.
<b>Supporting Evidence</b>	Within a one mile block in Kent, there are 21 alcohol selling establishments and growing (e.g., bars, convenient stores, drug stores, restaurants). These are also less than a ¼ mile from fraternity houses at KSU (opportunistic environment).
<b>Characteristics</b>	Yes, this is a contributing factor in our community. Please see the evidence portion for examples.
<b>Supporting Evidence</b>	Data collected using the Bar Assessment tool: Of the 10 bars surveyed in Kent, all but 1 (the one located at the KSU student center) sell high strength liquor. All 10 sell beer and wine.
<b>Employees</b>	Yes, this is a contributing factor in our community. Please see the evidence portion for examples.
<b>Supporting Evidence</b>	Anecdotal Evidence: Bars 21+ in Kent are known to permit underage youth based on who you know.
<b>Product Placement</b>	No response
<b>Supporting Evidence</b>	No response
<b>Potential Sources for Alcohol</b>	No response
<b>Supporting Evidence</b>	No response
<b>Retailers</b>	No response
<b>Supporting Evidence</b>	No response
<b>Other (Bar Availability)</b>	No response
<b>Supporting Evidence</b>	Data collected using the Bar Assessment tool: Of the 10 bars surveyed, all 9 are open 6 days a week (except the KSU student center bar) and are all open until at least 2 a.m.

<b>Factors Related to Retail Availability that Contribute the Most to Availability</b>
<b>Factor 1: Alcohol Outlet Density</b>
<b>Whom does this affect/occur with?</b>
KSU student/faculty/staff, Kent community, fraternity houses, Portage county residents, and employees in Kent and Portage County
<b>Who allows this?</b>
State and local jurisdiction: This regulation may be part of a community development plan or due to specific issues or concerns raised by community leaders and members. However, local control can be limited by state laws, in which state governments limit the ability of local authorities/leaders to control outlet expansion. Also, regulations regarding zoning practices and the desire by local community organizations and business leaders expanding the economy in Kent allows this.
<b>When does this occur?</b>
Currently, there are 21 establishments with an alcohol license in a one mile range in downtown Kent. Over the next year a convention center plus new restaurants, stores, and hotels will be finished. This will potentially give rise to an opportunistic environment for high-risk alcohol use.
<b>Where does this occur?</b>
Downtown Kent, Ohio
<b>How does this occur?</b>
Growing businesses, local and state legislative decision-making
<b>Under what conditions is this allowed to happen?</b>
The need to expand the city in order to be more economically viable and bring consumers to the Kent area

## Social Availability Factors

**Social Availability: Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:**

N/A

**Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:**

- 18-25 year olds getting alcohol from...
- 18-25 year olds attend gatherings with large amount of alcohol...
- 18-25 year-old expectations

**Plans to collect that data and/or evidence:**

We plan to hold focus groups among 18-25 year olds to collect more data on the above contributing factors.

**Based on the data gathered on social availability, these are the concerns around social availability that might contribute to priority substance use in the community:**

Ease and access at which 18-25 year olds are obtaining alcohol in our community by social means and the lack of knowledge/awareness among friends/families associated with permitting high-risk alcohol use among 18-25 year olds. Also, the demand of high-risk alcohol use among our target population due to the 18-25 year-old expectations, which contributes to social availability. In other words, alcohol is readily available and expected to be available by friends (i.e., social circles) and family.

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
<b>18-25 Year olds getting priority substance from...</b>	Yes, please see the evidence section.
<b>Supporting Evidence</b>	According to the IC Survey, 87% of respondents agree or strongly agree that it is easy to get alcohol from friends and family.
<b>18-25 year olds attending gatherings with large amounts of the priority substance...</b>	Yes, please see the evidence section.
<b>Supporting Evidence</b>	Anecdotal Evidence: Fraternity parties, neighborhood parties, have large amounts of alcohol/Dix Stadium.
<b>Other (Expectations)</b>	Yes, please see the evidence section.
<b>Supporting Evidence</b>	Anecdotal Evidence: Demand of high-risk drinking among 18-25 year olds

<b>Factors Related to Social Availability that Contribute the Most to Availability</b>
<b>Factor 1: Accessibility of alcohol from friends and family</b>
<b>Whom does this affect/occur with?</b>
Target population (i.e., 18-25 year olds), college students, underage youth, community members, organizations/clubs, families, and friends
<b>Who allows this?</b>
Parents, families, friends, adults, people of age, family owned establishments
<b>When does this occur?</b>
During celebrations, parties, gatherings, sporting events, weekends, or really any day
<b>Where does this occur?</b>
Homes, tailgates, and restaurants
<b>How does this occur?</b>
Accessibility is due to having friends and family of age with alcohol access. In our community, accessibility ties into multigenerational use, peer use, and availability in homes and stores. It also occurs due to lack of knowledge and/or the consequences of high-risk alcohol use of those parties involved (i.e., those distributing the alcohol and those receiving).
<b>Under what conditions is this allowed to happen?</b>
Events where it is perceived as socially acceptable to provide alcohol to 18-25 year olds (parties, social events, etc.)
<b>Factor 2: Expectations</b>
<b>Whom does this affect/occur with?</b>
Target population (i.e., 18-25 year olds), college students, underage youth, community members, organizations/clubs, families, and friends
<b>Who allows this?</b>
Not necessarily allowed but expected. Parents/people above 21 do not enforce rules because drinking is expected among college aged youth and their friends.
<b>When does this occur?</b>
High-risk alcohol use is expected among college students especially during the academic calendar, holidays and weekends.
<b>Where does this occur?</b>
Around KSU (i.e., college town), sporting events, holiday parties, student events
<b>How does this occur?</b>
Belonging to a peer group or a family that encourages drinking will contribute to high-risk alcohol use. Exposure to drinking will contribute to the expectations of drinking among 18-25 year olds.
<b>Under what conditions is this allowed to happen?</b>
Not necessary allowed but arises with normal development

## Promotional Factors

**Promotion: Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:**

- Local promotion
- National promotion
- Social promotion
- Holiday promotion
- Food promotion

**Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:**

N/A

**Plans to collect that data and/or evidence:**

We plan to have an ongoing surveillance of alcohol promotion in Kent (especially with the growing downtown area).

**Based on the data gathered on promotion, these are the concerns around promotion that might contribute to priority substance use in the community:**

Due to the expansion of downtown Kent, current establishments and new establishments will potentially promote more alcohol giving rise to high-risk alcohol use among 18-25 year olds and Portage County community members. In addition, there are several establishments that currently offer frequent product promotion in the form of “specials.”

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
<b>Local Promotion</b>	Yes, please see evidence section for list of examples.
<b>Supporting Evidence</b>	Bars in Kent extensively promote specials (e.g., happy hour, pint discounts) on their premises (via windows/banners). Data collected using the North Carolina Bar Assessment tool: Bars advertise with "Free Pizza Tuesdays" and "College ID Night" for those 18+; 3 Bars advertise with promos such as ladies nights. Other events are Thirsty Thursdays, "manicure and martinis," and Karaoke Thursdays. One bar in Kent is always 18+ ; one has college ID night 18+. Miller Lite "official beer of KSU"
<b>National Promotion</b>	Yes, please see evidence section for list of examples.
<b>Supporting Evidence</b>	Movies, trucks, and magazines promote alcohol products. Movies promote drinking in high school (i.e., 21 Jump Street, Superbad).
<b>Other (Social Promotion)</b>	Yes, please see evidence section for list of examples.
<b>Supporting Evidence</b>	Anecdotal evidence: Certain colleges at KSU promote graduate students going to bars/events with alcohol and staff. Friends/families promote alcohol to one another.
<b>Other (Holiday Promotion)</b>	Yes, please see evidence section for list of examples.
<b>Supporting Evidence</b>	Data collected using the Bar Assessment tool: Holiday promotions and Christmas in July promotions at one wine/bar in Kent
<b>Other (Food Promotion)</b>	Yes, please see evidence section for list of examples.
<b>Supporting Evidence</b>	Snack food promotions in grocery stores that go hand and hand with alcoholic purchases; bars with food deals and alcoholic purchases

<b>Factors Related to Promotion that Contribute the Most to Availability</b>
<b>Factor 1: Local Promotion</b>
<b>Whom does this affect/occur with?</b>
College students, faculty and staff, Portage County community members and residents
<b>Who allows this?</b>
Local/State Legislation
<b>When does this occur?</b>
During business hours and outside businesses with posters/banners
<b>Where does this occur?</b>
Portage County bars, restaurants, convenient stores and recreation centers
<b>How does this occur?</b>
Bars/restaurants compete in Kent with drink specials, happy hours, events and discounts.
<b>Under what conditions is this allowed to happen?</b>
N/A
<b>Factor 2: National Promotion</b>
<b>Whom does this affect/occur with?</b>
Portage County community members, Kent State and Hiram college students, faculty and staff, underage youth, and our target population (i.e., 18-25 year olds)
<b>Who allows this?</b>
State legislation (e.g., Alcohol Beverage Control state agency)
<b>When does this occur?</b>
Throughout the year, especially during holidays and sporting events
<b>Where does this occur?</b>
Magazines, television, cinemas, sporting events (e.g., Super Bowl), commercials, tailgates
<b>How does this occur?</b>
National products such as Budweiser promote and advertise their products in bars, on the television, at sporting events, in magazines, at the cinemas (in the form of commercials and within the film content itself), etc.
<b>Under what conditions is this allowed to happen?</b>
N/A
<b>Factor 3: Social Promotion</b>
<b>Whom does this affect/occur with?</b>
Friends, families, co-workers, and roommates
<b>Who allows this?</b>
Friends, families, co-workers, and roommates
<b>When does this occur?</b>
During social events, gatherings, holidays, outings or just any day of the week in our community
<b>Where does this occur?</b>
Bars, restaurants, tailgates, homes
<b>How does this occur?</b>
Peer groups, families, co-workers, and friends promote one another to drink particular alcoholic beverages and/or more than they normally would which gives rise to high-risk alcohol use.
<b>Under what conditions is this allowed to happen?</b>
N/A

## Pricing

**Pricing: Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:**

- Drink pricing

**Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:**

N/A

**Plans to collect that data and/or evidence:**

We will continually update our bar assessment tool, especially as downtown Kent grows and with focus groups to determine how drink pricing effects their 18-25 year olds spending on alcohol.

**Based on the data gathered on pricing, these are the concerns around pricing that might contribute to priority substance use in the community:**

Due to the alcohol outlet density in downtown Kent, bars and restaurants compete by lowering prices on alcoholic beverages and have drink specials.

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
<b>Drink Pricing</b>	No response
<b>Supporting Evidence</b>	Data collected using the North Carolina Bar Assessment tool: Bars in Kent compete by “monthly alcohol specials” and one has “daily specials” opposed to daily Happy Hours. High density of bars within mile of KSU leads to competition and low drink pricing (e.g., Rays Place has rum & coke for \$2.95 and one door over The Loft Bar has rum & coke for \$2.50). Nearby restaurants with bars compete with bars with specials such as “Pint night.”
<b>Container Pricing</b>	No response
<b>Supporting Evidence</b>	No response

<b>Factors Related to Pricing that Contribute the Most to Availability</b>
<b>Factor 1: Drink Pricing</b>
<b>Whom does this affect/occur with?</b>
College students, faculty/staff and Portage County residents of age; however, underage youth are known to use fake IDs in Kent.
<b>Who allows this?</b>
Employees at the establishments and owners
<b>When does this occur?</b>
Usually during "happy hour" but also during all hours of the day the establishment is open
<b>Where does this occur?</b>
At bars, convenient stores, recreation centers and restaurants in Kent
<b>How does this occur?</b>
Bars/restaurants compete for customers and lower prices on alcoholic beverages and have discounted drinks during certain times/days.
<b>Under what conditions is this allowed to happen?</b>
N/A

## Organizational-Level

### Capacities

#### **Organizations currently implementing prevention strategies for priority substance:**

- KSU-Resident Services
- KSU-University Health Services-Office of Health Promotion
- Portage County Safe Communities
- Townhall II
- TASC Force
- KSU Office of Student Involvement
- Family and Community Services

Hiram College does offer prevention programs that have not been listed (e.g., Wellness Wednesdays); however, there is limited contact to administration/staff during the summer. We plan to update the Organizational-Level Assessment tool with Hiram programs/practices at the start of fall semester.

#### **Opportunities for SPF SIG coalition to work with these organizations:**

Our SPF SIG coalition has created relationships with Resident Services and University Health Services at KSU. Outside KSU, firm relationships have been established with Townhall II, Family and Community Services, and Portage Safe Communities. Portage Safe Community Services and Townhall II share data and both have been a prominent face in our community and at coalition meetings. We have had the opportunity to work with Resident Services and University Health Services through Healthy Kent and in small workgroups.

#### **Types of prevention strategies currently being implemented for the priority substance in the community:**

- Primary or secondary prevention: Alternative programming/projects
- Educational program around drinking and driving; BuzzKill Campaign to reduce serving to those under 21
- Alcohol education for pre adolescents; National Alcohol Screening Day
- Tertiary and or/diversion programs: Educational diversion classes, court ordered alcohol awareness courses, eCHECKUP TO GO

#### **Opportunities for the SPF SIG coalition to capitalize on current prevention programming to help support or buttress SPF SIG efforts:**

Through collaborating with other prevention programs, our SPF SIG coalition can capitalize on prevention programming and gain useful insights to ongoing and past prevention strategies in the community, data, and coalition capacity.

## Gaps

### **Gaps in prevention programming for the priority substance:**

There are alternative programs and diversion workshops (e.g., eCHECKUP TO GO) at the university level. However, there is a limited number of programs addressing or bringing awareness to high-risk alcohol use and related consequences in the KSU and Hiram College communities. More organizations need to create prevention strategies (e.g., AlcoholEdu) targeting those community and those at risk for high-risk alcohol use in our community.

### **Ways the SPF SIG coalition can fill these gaps:**

The goal of the SPF SIG coalition is to reduce high-risk alcohol use among the millennial generation at KSU and Hiram College. Bringing awareness to the issue of high-risk alcohol use in our communities has been our number one priority. To address the current gaps in prevention programs, we have a social media center that was established to raise awareness about alcohol use among 18-25 year olds, but also encourage healthy lifestyles. The media center consists of a Twitter, Facebook and a website 18to25.org, with a weekly blog. Also, our coalition seeks to strengthen current relationships and build new relationships in order to help organizations create prevention programs and strategies that bring awareness to high-risk alcohol use.

## Policy-Level

**Policy issues, based on gathered data that may contribute to consumption of the priority substance within the community:**

We have determined via community source data (see chart) that there is limited information available to assess policy issues at this time. There is confusion in the community about how data is collected and reported, making it a challenge to infer anything specific regarding alcohol policies in the community for our target age group, however our coalition would like to address these concerns.

Policy		Number of Infractions (arrests, etc.)		
Policy Level: State, local or IHE	Description	2007	2008	2009
Local	City of Kent-Open Container	33	41	14
Local	City of Kent-Open Container in a Motor Vehicle	1	0	0
Local	City of Kent-Prohibitions (Adults)	358	446	370
Local	City of Kent-Prohibitions (Juvenile)	36	51	65
Local	City of Kent -Open Container in a Moving Vehicle	1	0	0
IHE	KSU Alcohol Policy Violations per Resident Services	482	411	289

<b>Factors Related to Policy Issues That Contribute to Consumption in Your Community</b>
<b>Factor 1: Inconsistency in student violation reporting between Kent City Police Department and Kent State University Department of Student Conduct and vice versa.</b>
<b>Whom does this affect/occur with?</b>
The inconsistency in reporting occurs between City of Kent and personnel at Kent State, although, Kent personnel acknowledges this and would like to see change in the reporting of student violations.
<b>Who allows this?</b>
Officials involved in collecting and reporting the data, supervisors responsible for making changes
<b>When does this occur?</b>
When data is collected and reported, as well as when there are repeat offenders who are engaged in these infractions within the city of Kent, as well as students enrolled in the university.
<b>Where does this occur?</b>
Within the city of Kent and at KSU
<b>How does this occur?</b>
By lack of communication and collaboration, limited time and resources to make collaboration successful and increase the ability to manage these persons more effectively.
<b>Under what conditions is this allowed to happen?</b>
Conditions in which there are high-risk alcohol situations (parties, events, etc.) and where the same people continue to engage in high-risk drinking resulting in legal issues and/or academic sanctions
<b>Factor 2: Concerns regarding the lack of policies regarding high-risk alcohol use at social events, such as Saint Patrick's Day, Halloween weekend (a well known weekend for binge and high risk drinking) and "College Fest" at Kent State. It is unknown how these events are managed by law enforcement and Kent State officials in order to make a safer and less violent environment for students when they are engaged in high risk drinking.</b>
<b>Whom does this affect/occur with?</b>
Police, university administrators, students and mainly residents in the city of Kent and Portage County
<b>Who allows this?</b>
Police, those responsible for making policies regarding student conduct at Kent State, possibly the court system for enforcing policies related to high-risk drinking, particularly during these events.
<b>When does this occur?</b>
At high-risk drinking events and during adjudication for such infractions
<b>Where does this occur?</b>
The city of Kent and at Kent State University
<b>How does this occur?</b>
Awareness of the seriousness of infractions at these social events and the lack of knowledge about how to make policies more efficient so that less frequent infractions occur.
<b>Under what conditions is this allowed to happen?</b>
Limited information regarding specific policies is a challenge in determining where there are gaps in policy implementation and enforcement during high-risk drinking events. There have been recent improvements in making residents and students aware of the events and to take precautions to make safe decisions. It is unknown how these improvements have impacted the frequency and intensity of alcohol-related events in the community.

## Cultural Competence

### Millennials (Generation Next)

#### Prevention Programming:

- **These prevention programs are offered to Millennials by the following group(s):**

##### Community Family and Community Services:

- Think About Your Future: diversion program designed to meet the needs of individuals charged with underage alcohol consumption.
- BIC-60: Brief (60 days) intervention for individuals of any age charged with cannabis use.
- Dec 8: Education as an alternative to conviction for those under 21 who have a BAC under a .08.
- Portage County Safe Communities: Drive Sober or Get Pulled Over campaign
- TownHall II: Pregnancy/Parenting: Provides females with education and support while ensuring the mother and baby are healthy and receiving appropriate care.
- Planned Parenthood: Offer an array of sexual and reproductive health care services.

##### Kent State University:

- Student Involvement Center: Late Night/Weekend Programming for KSU students
- Resident Services: BuzzKill Campaign; eCHECKUP TO GO survey tool
- University Health Services-Office of Health Promotion: Self Assessment-National Alcohol Screening Day (April), Comprehensive Alcohol Awareness Workshop

##### Hiram College

- TASC Force (Terriers Actions for Smart Choices established by NCAA Choices Grant)-Late Night/weekend programming that are alternatives to drinking
- AOD educational programs and campaigns

- **These programs do not specifically target Millennials, but could potentially reach them or be modified:**

- Townhall II: Project Alert: Evidence based program designed to motivate pre-adolescents (6<sup>th</sup> graders) against drug use and provide them with the skill and strategies needed to resist pro-drug pressures and establish non-drug-using norms.
- Youth Led Projects: High-school youths can receive mini-grants and plan/implement projects in a drug-free healthy environment.
- Portage Safe Communities: None 4 Under 21 and Choices Beyond Event: Educational Program at Hiram College that looks at the consequences of impaired driving especially around prom and graduation.

- **Sources for program information:**

- Responses from Community Readiness Survey
- Information from meetings with Resident Hall Services, University Health Services and student conduct representatives at KSU
- Focus groups with coalition meetings
- Information from meetings with the Portage County Maternal & Child Health Consortium

**Expertise:**

Individuals with Expertise Working with Millennials		
Name	Agency	Contact Information
Lindsay DiPietro	KSU-Resident Services Coordinator, Academic Partnerships & Initiative	ldipiet1@kent.edu
Brian Hellwig	KSU-Resident Services Coordinator, Safety & Security	bhellwig@kent.edu
Lynette Blasiman	Director of Portage County Safe Communities, Family & Community Services-Portage County Safe Communities	blasiman@FCSohio.org
Todd Kamenash	KSU-Student Conduct Director	tkamenas@kent.edu
Timeka Rashid	Assistant Dean of Students and Director of the Center for Student Involvement, KSU-Student Involvement	trashid@kent.edu
Kevin P. Feisthamel	Hiram Director of Counseling, Health & Disability Services	FeisthamelKP@hiram.edu
Liz Okuma	Associate Dean of Students	okumaEM@hiram.edu
Asha Goodner	Director of Student Health Services	goodneral@hiram.edu
Pamela Farer-Singleton	KSU - University Health Services, Chief University Psychologist	
Angela J. DeJulius	Chief University Physician	
Scott Dotterer	University Health Services- Office of Health Promotion Coordinator, Office of Health Promotion, University Health Services	sdottere@kent.edu
Dean Tondiglia	KSU- Public Safety Associate Director of Public Safety	dtondigl@kent.edu

- **Ways local expertise can be tapped into for the SPF SIG process:**

Providing knowledge and sharing data/information, working through departments of KSU which make up Healthy Kent (a group whose efforts contribute to AOD prevention and treatment at KSU.) Working with and through Kevin P. Feisthamel and his connections to Hiram resources and facilities to improve collaboration with PSAP and Hiram College.

- **Sources for expertise information:**

Meetings held at Healthy Kent and smaller workgroups with Healthy Kent representatives and coalition members. Results of the Tri-Ethnic Readiness Survey.

## Gaps:

- **Perceived gaps in prevention programming for Millennials:**

Among the millennial generation, our main gap (and concern) is the lack of programs and resources that bring awareness to high-risk alcohol use.
- **Ways these gaps were identified:**

Results of the KSU alcohol survey and the Interpersonal Community Survey. The millennial generation do not see high-risk alcohol as a concern, and it is generally accepted, however expertise saw it as a concern (especially binge drinking).
- **Ways to close these gaps:**
  - To close gaps among the millennial generation we have created a resource center. This is a social media center that was established to communicate health information primarily about alcohol use among 18-25 year olds, but also healthy lifestyles. The media center is welcoming to diverse ethnicity, gender, culture, sexual orientation, and disability. The media center consists of a Twitter, Facebook and a website 18to25.org, with a weekly blog. The millennial generation is able to relate to social media, and we are trying to bring awareness to high-risk alcohol use with this tool. Healthy lifestyle blogs will be relatable to the techno-savvy millennial generation.
  - We also purchased a commercial spot at the University Plaza Theatres in Kent, Ohio. This theater is close to the University, and our spot will air nightly, promoting the website to the millennial generation.
  - Our logo #18to25 is culturally competent to the millennial generation. The # (i.e., hash tag) is from Twitter. Millennials recognize this symbol and relate to it as it is part of their own culture.
  - We have purchased fun pens for PSAP, to help build capacity within our homogenous community. Also, we have bought magnets, and neon colored pens and bracelets for #18to25 program. Their bright, fun colors are appealing to the millennial generation, and we will offer these at community events and health fairs as we attract millennials from diverse backgrounds.
  - The PSAP and its program #18to25 will be at community fairs/events and health fairs with booths spreading the word about high-risk alcohol use to the community and encouraging healthy lifestyles among all ages, especially the millennial generation.
  - We also plan to close gaps by working with Hiram College and KSU together. Our contact at Hiram, Kevin P. Feisthamel, has been very active in our coalition meetings and with Healthy Kent. We intend to involve all aspects of our sub-target (i.e., Hiram) as a part of our target population (i.e., Kent State University) to effectively bring awareness to high-risk alcohol use.

## Sub-Target/Underserved Population

Our sub-target/underserved population is students at Hiram College. Hiram College often falls in the shadow of the larger Kent State University, but hosts the next significant population of 18-25 year olds with 1,334 students as of the 2011-2012 academic year. This college is located in the more rural northeastern areas of the county. Due to location, size, and being a private college, accessibility to programs and services in the larger cities of Kent and Ravenna is more challenging. The Hiram College Health Center reports a large number of incidents reported and transportation to hospital emergency rooms related to high-risk alcohol use.

### **Prevention Programming:**

- **These prevention programs are offered to the sub-target/underserved population by the following group(s):**

Specifically offered to Hiram Students:

- TASC Force (Terriers Actions for Smart Choices established by NCAA Choices Grant)- Late Night/weekend programming that are alternatives to drinking
- AOD educational programs and campaigns

However, these programs are also accessible to Hiram College students: Family and Community Services:

- Think About Your Future: diversion program designed to meet the needs of individuals charged with underage alcohol consumption.
- BIC-60: Brief (60 days) intervention for individuals of any age charged with cannabis use.
- Dec 8: Education as an alternative to conviction for those under 21 who have a BAC under a .08.
- Portage County Safe Communities: Drive Sober or Get Pulled Over campaign
- Townhall II: Pregnancy/Parenting: Provides females with education and support while ensuring the mother and baby are healthy and receiving appropriate care.
- Townhall II: Project Alert: Evidence based program designed to motivate pre-adolescents (6th graders) against drug use and provide them with the skill and strategies needed to resist pro-drug pressures and establish non-drug-using norms.
- Youth Led Projects: High school youths can receive mini-grants and plan/implement projects in a drug-free healthy environment.
- Family Safe Communities: None 4 Under 21 and Choices Beyond Event: Educational Program at Hiram College that looks at the consequences of impaired driving especially around prom and graduation.

- **These programs do not specifically target the sub-target/underserved population, but could potentially reach them or be modified:**

- Townhall II: Project Alert: Evidence based program designed to motivate pre-adolescents (6<sup>th</sup> graders) against drug use and provide them with the skill and strategies needed to resist pro-drug pressures and establish non-drug-using norms.
- Youth Led Projects: High-school youths can receive mini-grants and plan/implement projects in a drug-free healthy environment.

- Family Safe Communities: None 4 Under 21 and Choices Beyond Event: Educational Program at Hiram College that looks at the consequences of impaired driving especially around prom and graduation.
- **Sources for program information:**
  - Responses from Community Readiness Survey
  - Focus groups with coalition meetings
  - Information from meetings with the Portage County Maternal & Child Health Consortium

**Expertise:**

Individuals with Expertise Working with Sub-Target/Underserved Population		
Name	Agency	Contact Information
Lynette Blasiman	Family & Community Services- Portage County Safe Communities, Director of Portage County Safe Communities	blasiman@FCSohio.org
Kevin P. Feisthamel	Director of Counseling, Health & Disability Services	FeisthamelKP@hiram.edu
Liz Okuma	Associate Dean of Students	okumaEM@hiram.edu
Asha Goodner	Director of Student Health Services	goodneral@hiram.edu

- **Ways local expertise can be tapped into for the SPF SIG process:**  
Providing knowledge and sharing data/information, working with and through Kevin P. Feisthamel and his connections to Hiram resources and facilities to improve collaboration with PSAP and Hiram College.
- **Sources for expertise information:**
  - Coalition members
  - Results of the Tri-Ethnic Readiness Survey

**Gaps:**

- **Perceived gaps in prevention programming for the sub-target/underserved population:**  
Among the millennial generation, our main gap (and concern) is the lack of programs and resources that bring awareness to high-risk alcohol use.
- **Ways these gaps were identified:**
  - The Interpersonal Community Survey
  - The millennial generation do not see high-risk alcohol as a concern, and it is generally accepted, however expertise saw it as a concern (especially binge drinking).

- **Ways to close these gaps:**
  - To close gaps among the millennial generation, we have created a resource center. This is a social media center that was established to communicate health information primarily about alcohol use among 18-25 year olds, but also healthy lifestyles. The media center is welcoming to diverse ethnicity, gender, culture, sexual orientation, and disability. The media center consists of a Twitter, Facebook and a website (18to25.org), with a weekly blog. The millennial generation is able to relate to social media, and we are trying to bring awareness to high-risk alcohol use with this tool. Healthy lifestyle blogs will be relatable to the techno-savvy millennial generation. Our logo #18to25 is culturally competent to the millennial generation. The # (i.e., hash tag) is from Twitter. Millennials recognize this symbol and relate to it as it is part of their own culture.
  - We have purchased fun pens for PSAP to help build capacity within our homogenous community. Also, we have bought magnets and neon colored pens and bracelets for #18to25 program. Their bright, fun colors are appealing to the millennial generation and we will offer these at community events and health fairs to attract millennials from diverse backgrounds.
  - The PSAP and its program #18to25 will be at community fairs/events and health fairs with booths spreading the word about high-risk alcohol use to the community and encouraging healthy lifestyles among all ages, especially the millennial generation.
  - We also plan to close gaps by working with Hiram College and KSU together. Our contact at Hiram, Kevin P. Feisthamel, has been very active in our coalition meetings and with Healthy Kent. We intend to involve all aspects of our sub-target (i.e., Hiram) as a part of our target population (i.e., Kent State University) to effectively bring awareness to high-risk alcohol use.

## Appendix: Organizational-Level Assessment Tools

<b>Agency Name:</b>	KSU- Resident Services		<b>Contact:</b>	Lindsay DiPietro; Coordinator, Academic Partnerships & Initiatives
<b>Address:</b>	No response			
<b>Phone:</b>	(330) 672-3000	<b>Email:</b>	ldipiet1@kent.edu	
<b>Resource Type:</b>	Program			
<b>Resource Name:</b>	eCHECKUP TO GO			
<b>Resource Description:</b>	An on-line alcohol intervention and social norming educational program			
<b>Target Population:</b>	Students found responsible for their first alcohol policy violation			
<b>Causal Factors Targeted:</b>				
Social Availability	<input checked="" type="checkbox"/>	Community Norms		
Retail Availability		Individual Factors	<input checked="" type="checkbox"/>	
Promotion		Provider Lack of Knowledge		
Criminal Justice/Enforcement		Other		
<b>Risk/Protective Factors Targeted:</b>				
Family	Education on Family history			
Community				
School	Academics			
Individual/Peer	Risks related to individual and peer drinking habits			
<b>Implimenting Agency:</b>	KSU Resident Services			
<b>Number Reached Annually:</b>	Just purchased, 163 students completed in Spring of 2012			
<b>Duration:</b>	Basic program is 20-30 minutes, and the follow up program is 6 to 7 minutes.			
<b>Frequency:</b>	Administered for each student after first time alcohol violation			
<b>Preventaion Strategies Utilized:</b>				
Education	<input checked="" type="checkbox"/>	Problem Identification and Referral		
Environmental Strategies		Information Dissemination		
Alternative Activities		Other		
Community-Based Process				
<b>Type of Implementation Data Collected:</b>				
Attendance		Other (Students receive feedback about their alcohol use and money spent. The university can view the demographics, consumption patterns, and social norms of these students.)	<input checked="" type="checkbox"/>	
Satisfaction				
<b>Evidence-Based:</b>	Yes			
<b>Agency List Containing the Program:</b>				
NIDA		DOE		
CDC		Drug Strategies		
CSAP		OJJDP		
<b>Has Implementaing Agency Evaluted Outcomes:</b>	Yes	<b>If 'yes', describe below:</b>		
Fourteen outcome studies—9 published in peer-reviewed journals and 5 presented at professional conferences— conducted across various campus communities consistently demonstrate that the eCHECKUP TO GO (e-CHUG) significantly reduces students' drinking and risk-taking behaviors.				
<b>Geographical Area Served:</b>	Kent State Residential living			
<b>Culturally Competent:</b>	Yes	<b>If 'yes', describe below:</b>		
Yes, programs are non-judgmental & unbiased and are personalized & individualized to each participant and his/her community. The millennial generation has to reflect upon their alcohol expenses, perceptions and actions in a college environment.				

<b>Agency Name:</b>	KSU-University Health Services- Office of Health Promotion		<b>Contact:</b>	Scott Dotterer, coordinator, Office of Health Promotion, University Health Services
<b>Address:</b>	No response			
<b>Phone:</b>	(330) 672-8266	<b>Email:</b>	sdottere@kent.edu	
<b>Resource Type:</b>	Program			
<b>Resource Name:</b>	National Alcohol Screening Day (NASD)			
<b>Resource Description:</b>	A free public health event that provides anonymous screening for alcohol-use disorders and offers educational materials about alcohol and health-related issues. NASD is an outreach promotional effort to reduce and prevent at-risk drinking.			
<b>Target Population:</b>	Kent State University students and community members.			
<b>Causal Factors Targeted:</b>				
Social Availability		Community Norms		
Retail Availability		Individual Factors		<b>X</b>
Promotion		Provider Lack of Knowledge		
Criminal Justice/Enforcement		Other		
<b>Risk/Protective Factors Targeted:</b>				
Family				
Community				
School				
Individual/Peer	Drinking habits/behaviors/knowledge			
<b>Implementing Agency:</b>	Co-sponsored/delivered by University Health Services, Counseling and Human Development Services, Active Minds @ Kent State University, Public Health Student Alliance and Eta Sigma Gamma			
<b>Number Reached Annually:</b>	50			
<b>Duration:</b>	Screening process takes approximately 10-20 minutes for each participant.			
<b>Frequency:</b>	Annually			
<b>Prevention Strategies Utilized:</b>				
Education	<b>X</b>	Problem Identification and Referral		<b>X</b>
Environmental Strategies		Information Dissemination		
Alternative Activities		Other		
Community-Based Process				
<b>Type of Implementation Data Collected:</b>				
Attendance	<b>X</b>	Other		
Satisfaction				
<b>Evidence-Based:</b>	No			
<b>Agency List Containing the Program:</b>				
NIDA		DOE		
CDC		Drug Strategies		
CSAP		OJJDP		
<b>Has Implementing Agency Evaluated Outcomes:</b>	No	<b>If 'yes', describe below:</b>		
<b>Geographical Area Served:</b>	Kent State and surrounding area			
<b>Culturally Competent:</b>	Yes	<b>If 'yes', describe below:</b>		
Screening is provided and targeted to KSU students and community members. Due to curiosity and good advertising, the students at KSU have a general inclination for a program like this.				

<b>Agency Name:</b>	Townhall II	<b>Contact:</b>	Linda Lann
<b>Address:</b>	155 North Water Street Kent, OH 44240		
<b>Phone:</b>	(330) 678-3006	<b>Email:</b>	lindal@townhall2.com
<b>Resource Type:</b>	Program		
<b>Resource Name:</b>	Project Alert		
<b>Resource Description:</b>	Motivate pre-adolescents against drug use and provide them with the skill and strategies needed to resist pro-drug pressures and establish non-drug-using norms.		
<b>Target Population:</b>	6th graders		
<b>Causal Factors Targeted:</b>			
Social Availability	<b>X</b>	Community Norms	<b>X</b>
Retail Availability		Individual Factors	<b>X</b>
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement		Other	
<b>Risk/Protective Factors Targeted:</b>			
Family			
Community	Community partners/relationships		
School			
Individual/Peer	Drinking habits/behaviors		
<b>Implimenting Agency:</b>	Townhall II		
<b>Number Reached Annually:</b>	This program has served approximately 200 students so far.		
<b>Duration:</b>	Academic year		
<b>Frequency:</b>	11 sessions		
<b>Preventaion Strategies Utilized:</b>			
Education	<b>X</b>	Problem Identification and Referral	
Environmental Strategies		Information Dissemination	
Alternative Activities	<b>X</b>	Other	
Community-Based Process			
<b>Type of Implementation Data Collected:</b>			
Attendance	<b>X</b>	Other	
Satisfaction			
<b>Evidence-Based:</b>	Yes		
<b>Agency List Containing the Program:</b>			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
<b>Has Implementaing Agency Evaluted Outcomes:</b>	No	<b>If 'yes', describe below:</b>	
<b>Geographical Area Served:</b>	Offered to any Portage County School		
<b>Culturally Competent:</b>	Yes	<b>If 'yes', describe below:</b>	
Project ALERT is designed to be adaptive to the background and experiences of students in each classroom and to the changes in the broader social and cultural climate that surrounds them. Because the curriculum is highly participatory (students are asked questions and are involved in group activities and skits), it can vary from one classroom to another.			

<b>Agency Name:</b>	Portage County Safe Communities	<b>Contact:</b>	Lynette Blasiman
<b>Address:</b>	705 Oakwood Street, Suite 115-B Ravenna, OH 44266		
<b>Phone:</b>	(330) 297-7027 Ext. 354	<b>Email:</b>	lblasiman@fcsohio.org
<b>Resource Type:</b>	Program		
<b>Resource Name:</b>	None 4 Under 21 and Choices Beyond Event		
<b>Resource Description:</b>	Educational Program that looks at the consequences of impaired driving especially around prom and graduation.		
<b>Target Population:</b>	High school students		
<b>Causal Factors Targeted:</b>			
Social Availability	<input checked="" type="checkbox"/>	Community Norms	<input checked="" type="checkbox"/>
Retail Availability		Individual Factors	<input checked="" type="checkbox"/>
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement	<input checked="" type="checkbox"/>	Other	
<b>Risk/Protective Factors Targeted:</b>			
Family	Family relationships/trust		
Community	Effects of drinking on one's community		
School	School setting (risks of drinking around school events)		
Individual/Peer	Drinking habits/behaviors/drunken driving		
<b>Implimenting Agency:</b>	Portage County Safe Communities		
<b>Number Reached Annually:</b>	At Hiram High School, this program reached 1,600 students.		
<b>Duration:</b>	Approximately 2 hours		
<b>Frequency:</b>	During special events (e.g., graduation/prom)		
<b>Preventaion Strategies Utilized:</b>			
Education	<input checked="" type="checkbox"/>	Problem Identification and Referral	
Environmental Strategies		Information Dissemination	
Alternative Activities	<input checked="" type="checkbox"/>	Other	
Community-Based Process			
<b>Type of Implementation Data Collected:</b>			
Attendance	<input checked="" type="checkbox"/>	Other	
Satisfaction			
<b>Evidence-Based:</b>	No		
<b>Agency List Containing the Program:</b>			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
<b>Has Implementaing Agency Evaluted Outcomes:</b>	No	<b>If 'yes', describe below:</b>	
<b>Geographical Area Served:</b>	Portage County		
<b>Culturally Competent:</b>	Yes	<b>If 'yes', describe below:</b>	
This program targets the youth in Portage County by incorporating events (e.g., graduation, prom) that are timely and appealing in their lives.			

<b>Agency Name:</b>	Kent State University, University Health Services, Office of Health Promotion		<b>Contact:</b>	Scott Dotterer, coordinator, Office of Health Promotion, University Health Services
<b>Address:</b>	No response			
<b>Phone:</b>	(330) 672-8266	<b>Email:</b>	sdottere@kent.edu	
<b>Resource Type:</b>	Campaign			
<b>Resource Name:</b>	BUZZKILL			
<b>Resource Description:</b>	Serve Under 21 and the Party's Over. Resource to reduce consumption of alcohol by those under the age of 21. Whether it is a party in the dorm or just friends getting together off campus, BUZZKILL brings awareness to students who are of legal age; if you serve someone under the age of 21, you are breaking the law.			
<b>Target Population:</b>	College students and faculty at KSU			
<b>Causal Factors Targeted:</b>				
Social Availability	<input checked="" type="checkbox"/>	Community Norms	<input checked="" type="checkbox"/>	
Retail Availability		Individual Factors	<input checked="" type="checkbox"/>	
Promotion		Provider Lack of Knowledge	<input checked="" type="checkbox"/>	
Criminal Justice/Enforcement	<input checked="" type="checkbox"/>	Other		
<b>Risk/Protective Factors Targeted:</b>				
Family	Multigenerational use, family history			
Community				
School	Academic problems			
Individual/Peer	Peer pressure, violence, sex, relationships, stress, mental health			
<b>Implimenting Agency:</b>	Drug Free Action Alliance			
<b>Number Reached Annually:</b>	Unknown-Campus wide campaign			
<b>Duration:</b>	Unknown			
<b>Frequency:</b>	N/A			
<b>Preventaion Strategies Utilized:</b>				
Education	<input checked="" type="checkbox"/>	Problem Identification and Referral		
Environmental Strategies		Information Dissemination	<input checked="" type="checkbox"/>	
Alternative Activities		Other		
Community-Based Process				
<b>Type of Implementation Data Collected:</b>				
Attendance		Other		
Satisfaction				
<b>Evidence-Based:</b>	Yes			
<b>Agency List Containing the Program:</b>				
NIDA		DOE		
CDC		Drug Strategies		
CSAP		OJJDP		
<b>Has Implementaing Agency Evaluted Outcomes:</b>	No	<b>If 'yes', describe below:</b>		
<b>Geographical Area Served:</b>	Kent State University buildings			
<b>Culturally Competent:</b>	Yes	<b>If 'yes', describe below:</b>		
This campaign encourages collaboration of all KSU students through social media outlets, student organizations, resident life and Greek organizations.				