

**Ohio Strategic Prevention Framework (SPF): Strategic Plan Map
Sandusky County Prevention Partnership**

Strategy: Media Campaign

Overall Theory of Change: If the Prevention Partnership implements an effective prevention media campaign, then it is more likely that the community will experience a decrease in the consumption of 5 or more drinks of alcohol among 18-25 year olds in Sandusky County.							
Community Logic Model			Theory of Action			Measurable Outcomes	
Problem Statement	Intervening Variable(s)	Strategy	Demonstrating Capacity Inputs: Human / Material Resources	Time Line Specific Activities for each Strategy	Outputs Results of Activities	Shorter-Term Outcomes (2 years)	Longer –Term Outcomes (5 years)
<p>Of the Sandusky County 18-25 year olds who consumed alcohol in the past 30 days, almost half reported having 5 or more drinks per occasion during the same time period (Echo 2012).</p> <p>Substance Use Issue</p> <ul style="list-style-type: none"> 39% of 18-25 year olds in Sandusky County reported drinking an alcoholic beverage within the past 30 days (ECHO Survey 2012). Of Sandusky County 18-25 year-olds who consumed alcohol in the past 30-days, 47% report having had 5 or more drinks per occasion during the same time period (ECHO Survey 2012). 	<p>There is no information regarding American Medical Association responsible drinking guidelines currently being disseminated in Sandusky County.</p> <ul style="list-style-type: none"> Alcohol-related education in Sandusky County focuses on abstinence (Sandusky County Prevention Partnership, Organizational Assessment). Alcohol-related education in Sandusky County focuses on individuals under the age of 18 (Sandusky County Prevention Partnership, Organizational Assessment). 	<p>To address this intervening variable, Sandusky County Prevention Partnership will implement a strategy related to Media because a media campaign can raise awareness around responsible drinking options that extend the community’s knowledge beyond abstinence only options and a media campaign can reach individuals with the 18-25 year old community not previously included in educational efforts.</p>	<p><u>Budget:</u> Total Budget: \$10,000 Percentage of Total Budget Allocation: 8% In-Kind: \$ 2,000</p> <p><u>Staffing (Paid or Volunteer):</u> Number of staff members: 1 Total FTE’s: 60% <u>Vendor(s)/Sub-contractor(s):</u> Name (Total Cost) News Messenger- \$296.00 per ad space Lamar Advertising- \$465.00 per billboard BAS Broadcasting- 32 commercials-\$400.00 (\$200 In-Kind) Services Provided: Media messaging ads, billboards, radio PSA’s <u>Materials:</u> Brief Description (Total Cost) Collateral materials for Terra Community College, Health Fairs and Community Events: \$3000.00 <u>Travel:</u> Brief Description-Travel for meetings at Terra Community College and to media related meetings (Total Cost)-\$.55 per mile-\$200.00 <u>Other:</u> Brief Description (Total Cost)</p>	<p>What are the key things that have to happen to get the strategy complete? What is your timeline?</p> <p>DATE: November/December 2013- Put together a group of Sandusky County residents ages 18-25 and consult with local media representatives i.e. radio, newspapers, Lamar Billboard.</p> <p>DATE: December 2013/January 2014-Collaborate with selected group of 18-25 year old Sandusky County residents to create media message.</p> <p>DATE: January/February 2014- Consult with local media to bring message to life through radio, newspapers and billboards.</p> <p>DATE: February/March 2014- Pilot media message at Terra Community College.</p> <p>DATE: April-June 2014- Expand media messaging throughout Sandusky County.</p>	<ol style="list-style-type: none"> If the coalition engages 18-25 year olds and media professionals in developing a prevention-based media message, then an effective prevention-based media message will be developed. If an effective prevention-based media message is developed, then it can be piloted at Terra Community College. If an effective prevention-based media message is successfully piloted at Terra Community College, then it will be ready to be implemented throughout Sandusky County. 	<ol style="list-style-type: none"> If an effective prevention-based media message is successfully implemented throughout Sandusky County, then awareness of legal and responsible drinking will increase. If awareness of legal and responsible drinking increases, then perception of risk and harm will increase. 	<ol style="list-style-type: none"> If the perceptions of risk of harm increases, in the consumption of 5 or more drinks of alcohol within 18-25 year olds in Sandusky County, then binge drinking decreases.
<p align="center">Context</p> <ul style="list-style-type: none"> The community is ready to receive information geared to the Legal and Responsible alcohol use for the 18-25 year old population in Sandusky County. The Community coalition has the necessary stakeholders in place to develop and implement an effective media campaign in Sandusky 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? 18-25 year olds in Sandusky County.
2. What will be implemented? An effective prevention media campaign focused on the legal and responsible use of alcohol by 18-25 year olds in Sandusky County. The specific mode of implementation of the media campaign has yet to be determined. That being understood, the media campaign will capitalize on the current social media presence of the coalition, the insight provided by focus group conversations with Sandusky County 18-25 year olds, and the Coalition's available resources in terms of both money and individual expertise. The intent of the coalition is to develop a comprehensive media strategy that that effectively reaches all Sandusky County 18-25 year olds. This media strategy will most likely include developing print collateral and "take-aways," expanding the Facebook presence of the Coalition, creating an interactive element on the Coalition website, and producing a PSA.
3. Where will it be implemented? Throughout Sandusky County
4. When will it be implemented? An effective prevention media campaign focused on the legal and responsible use of alcohol by 18-25 year olds will be implemented from January 2014-June 2014.

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? Sandusky County is at the *preparation* stage of community readiness. The *Preparation* stage indicates that Sandusky County has begun planning for implementation of a media campaign (as evidenced by the creation of a website and Facebook page) and can now begin to develop details around the specific media message and implementation strategy.
2. How does your community demonstrate readiness for this particular strategy? The Community coalition has the necessary stakeholders from Terra State Community College, The Prevention Partnership Coalition, the Fremont Police Department, Sandusky County Agencies and local businesses, for example, in place to develop and implement an effective media campaign in Sandusky County.

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

Binge drinking is a problem for 18-25 year-olds in Sandusky County, as evidenced by the fact that 47% of 18-25 year-olds in Sandusky County that report drinking the last 30 days, report drinking 5 or more drinks per occasion during the same time period (Echo Survey, 2012). This tendency to binge drink can be effectively addressed through a media campaign focused on legal and responsible use of alcohol. The Coalition has the structures in place to expand and craft a message for legal and responsible alcohol use for the 18-25 year old population in Sandusky County. This is demonstrated by our past success with media campaigns such as those focused on Red Ribbon Week, Parents Who Host Lose the Most, Alcohol Seller/Server Trainings offered and Medication Take-Back collection boxes.

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

Please create an “if-then” proposition for this strategy.

1. If the coalition engages 18-25 year olds and media professionals in developing a prevention-based media message, then an effective prevention-based media message will be developed.
2. If an effective prevention-based media message is developed, then it can be piloted at Terra Community College.
3. If an effective prevention-based media message is successfully piloted at Terra Community College, then it will be ready to be implemented throughout Sandusky County.
4. If an effective prevention-based media message is successfully implemented throughout Sandusky County, then awareness of legal and responsible drinking will increase.
5. If awareness of legal and responsible drinking increases, then perception of risk and harm will increase.

Sample “if-then” Propositions:

- ✓ **If** we educate parents about the laws, **then** they will be less likely to provide alcohol to underage children.
- ✓ **If** parents are providing less alcohol to their children, **then** minors in our community will have reduced social access to alcohol.
- ✓ **If** minors have reduced social access to alcohol, **then** their rates of drinking will decrease.

Demonstrate a Cultural Fit (250 words or less)

How is the strategy culturally appropriate / relevant for your population? Sandusky County has chosen to focus on a media strategy highlighting the legal and responsible use of alcohol as a result of its established commitment to dissemination of prevention information. Currently, Sandusky County is involved in information dissemination in K-12 schools and through local law enforcement awareness efforts. The proposed media strategy builds on and extends that foundation within the 18-25 year old population in Sandusky County. The proposed media strategy takes a county-wide approach in which representatives from Terra State Community College, The Prevention Partnership Coalition, The Fremont Police Department, Sandusky County Agencies and local businesses play a role in development of a prevention message, thereby encouraging a media product that is a cultural fit with the county.

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

Sandusky County will rely upon the established strength of the Coalition to insure both the success and the sustainability of the media strategy beyond the SPF. Terra State Community College, The Fremont Police Department and The Prevention Partnership Coalition are integrally involved in all facets of media strategy development. With respect to a specific sustainability plan, once the specific media strategy has been determined (and questions like exactly what the message will be and how the message will be disseminated have been answered) a sustainability plan will be developed in which various stakeholder’s roles will be outlined. For example, if the strategy involves a focus on Terra Community College students playing a leadership role in a blog devoted to legal and responsible drinking strategies, Terra will be central to sustainability. The program will continue to be funded through a variety of funding sources through the Prevention Partnership Coalition including community and business donations.

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 the media message that we are currently envisioning: Legal and Responsible Alcohol Use of 18-25 year olds in Sandusky County.

Briefly describe how you have ensured that your message is conveyed *in the language of the target audience*.
The Community's 18-25 year old population will create the media message.

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 message will be credible by consulting with media professionals, using coalition resources, integrating the 18-25 year old population with the media message development.

3. The message is a not a scare tactic.

Please describe how your message is not a scare tactic. By creating a team of media professionals and 18-25 year olds we will create a more meaningful and effective message.

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?

Please answer the prompt here.

As a rural community, visible mediums have proven successful in the past. Billboards, the coalition website and Facebook have been used for messaging purposes. We have also used "give-a-ways" at county fairs, health fair events, and Terra Community College including flash-drives, cups, t-shirts and bottled water. Contingent on development and resources within the coalition we envision using radio, social media and collateral materials to support our media campaign.

<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.**