

**Ohio Strategic Prevention Framework (SPF): Strategic Plan Map  
YOUng People Matter Coalition**

Strategy: MEDIA

**Overall Theory of Change:**

If YPMc educate underage students on campus through social media engagement about the realistic effects of alcohol, then there will be a 10% increased rate of perception of disapproval of alcohol use among underage (18-20 year olds) students on campus.

If YPMc educate underage students on campus of the immediate and negative consequences of alcohol, then there will be a 20% decreased rate of underage students experiencing the harmful effects of alcohol.

If YPMc host and/or co-sponsor quality sober activities on campus with other student organizations and groups, then there will be a 25% decrease rate of underage students who do not disapprove of someone *their* age using alcohol.

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>There is a low perception of disapproval attitude on “XYZ University.” The majority (67%) of 18-20 year olds (underage) students do not disapprove of someone <i>their</i> age having 1-2 drinks/day of an alcoholic beverage.</p>	<p>1. Risk Factor/negative-based- There is a low perception of disapproval of alcohol use among underage (18-20 year olds) students on campus.</p> <p>2. Risk Factor/negative-based- Underage (18-20 year old) students are experiencing the harmful effects of alcohol use, yet there is still a low perception of disapproval of alcohol use among underage students on campus.</p> <p>3. Protective Factor/asset-based- There is an existing infrastructure on campus that is focused on substance use prevention and intervention utilizing evidence based model called BACCHUS (Boosting Alcohol Consciousness Concerning the Health of University Students).</p>	<p>1. If YPMc educate underage students on campus through social media engagement about the realistic effects of alcohol, then there will be a higher perception of disapproval of alcohol use among underage (18-20 year olds) students on campus.</p> <p>2. If YPMc educate underage students on campus of the immediate and negative consequences of drinking, then underage students will have increased awareness about the link between alcohol use and harmful effects of alcohol.</p> <p>3. If YPMc host and/or co- sponsor quality sober activities on campus with other student organizations and groups, then there will be a lower rate of underage students who do not disapprove of someone <i>their</i> age using alcohol.</p>	<p><b>Budget:</b> <b>Total Budget:</b> \$105,164 <b>Percentage of Total Budget Allocation:</b> 85% <b>In-Kind:</b> copier, printer, ink, furniture <b>Staffing (Paid or Volunteer):</b> <b>Number of staff members:</b> 30 (volunteers) <b>Total FTE’s:</b> zero (0) <b>Vendor(s)/Sub-contractor(s):</b> <b>Name of vendor:</b> <b>AVI</b> <b>Busboard</b> <b>Billboard</b> <b>PPI Graphics</b> <b>Westfield Mall</b> <b>Young Adult Consultant</b> <b>Speakers</b> <b>Trainers</b> <b>Services Provided:</b> <b>Materials:</b> <b>Brief Description (Total Cost)</b> \$8,459.00 Graphics, artwork, handouts, marketing material, giveaways, mobile site work, publications, give-a-ways, educational outreach <b>Travel:</b> <b>Brief Description (total cost)</b> \$1250.00 (routine local) <b>Other:</b> <b>Brief Description (Total Cost)</b> \$3,407 Project activities, food, events, Website maintenance</p>	<p>What are the key things that have to happen to get the strategy complete? What is your timeline?</p> <p>*NOTE-The timeline will incorporate Strategies 1-3.</p> <p><b>DATE:</b> spring2014/January <b>ACTIVITY:</b> Kickoff campaign “<u>Are YOU the One to kNOw regrets?</u>”</p> <p><b>DATE:</b> February, March &amp; April 2014 <b>ACTIVITY:</b> Host and co sponsor sober activities on campus ie. Awareness Table, National Drug Facts Week activities. kNOw the Facts YPMc table; De-Stress Fest and Sober Spring Break incentive give-a-ways</p> <p><b>DATE:</b> June and July 2014 <b>ACTIVITY:</b> AlcoholEdu. electronic informational message sent to incoming Freshmen class</p>	<p>What will your activities result in?</p> <p>1. YPMc will educate underage students on campus through effective social media engagement about the realistic effects of underage alcohol use while YPMc addresses perception of underage alcohol use and build a stronger social media presence, increase our facebook friends, and twitter followers.</p> <p>2. YPMc will educate underage students on campus of the immediate and negative consequences of drinking and harmful effects while encouraging and supporting a healthier, safer, responsible lifestyle and not a destructive one because of under-age alcohol use.</p> <p>3. YPMc will host and co sponsor quality sober activities on campus with other student organ-izations and groups to build capacity; break down silos; and create campus awareness and support of a unified voice against underage alcohol use.</p>	<p>Insert from Theory of Change Worksheet.</p> <ol style="list-style-type: none"> <li><u>There will be 2 times more underage students who will have increased awareness via effective media messaging about realistic effects of alcohol while YPMc addresses perception of underage alcohol use.</u></li> <li><u>Underage students on campus will be 3 times more exposed to facts and education about negative consequences, the link between alcohol use and harmful effects of alcohol.</u></li> <li><u>There will be 3 times more quality sober activities on campus while enagqing with other student organizations and groups.</u></li> </ol>	<p>Insert from Theory of Change Worksheet.</p> <ol style="list-style-type: none"> <li><u>+ as measured by a 10% increased rate of perception of disapproval of alcohol use among underage (18-20 year olds) students on campus.</u></li> <li><u>+ as measured by a 20% decreased rate of underage students experiencing the harmful effects of alcohol.</u></li> <li><u>+ as measured by a 25 % decreased rate of underage students who do not disapprove of someone <i>their</i> age using alcohol.</u></li> </ol>
<p align="center"><b>Substance Use Issue</b></p> <p>The substance issue is underage use of alcohol on a college campus. We found that 61% of current students 18-20 year olds (underage) on “XYZ University” report current use of alcohol (using in past 30 days). Also, 77% of 18-20 year olds (underage) students report often or sometimes <i>their friends</i> encouraged them to get drunk. Further, 48% of 18-20 year olds (underage) respondents report experiencing harmful effects of alcohol. Of those experiencing harmful effects of alcohol, 29% of 18-20 year olds (underage) respondents reported having a hangover within the past 2 months and 18% reported vomiting from drinking within the past 2 months.</p>							

**Context**

Factors in this community that will influence the success of this prevention strategy, e.g., political, cultural, and economic influences; community readiness; cultural competence of the coalition and its partners:

- Successful strategies will contribute to building capacity and increase participation, enhance cultural competency especially with the millennial population.
- Data will shape the coalition’s future collaboration with stakeholders.
- Participant responsiveness may increase and generate capacity via Public Health and students with other majors interested in the coalition.
- Campus collaboration efforts to eliminate silos and duplicative services.
- There are few resources and services available for the millennial population (18-25 year olds) and substance use/abuse.
- Available services are viewed by Millennials as “boring”, “same old” or not much help.
- Service organizations or coalitions were viewed as favorable places to go to get help for an alcohol or drug problem.
- The data from will be used to build capacity and increase Millennial and community participation.
- Data will help identify campus needs to engage new members to join our coalition.

**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:

The intended recipient of this strategy is the undergraduate population (18-20 year olds and underage) at “XYZ University” located in Alliance, OH. It is a private four-year liberal arts institution and has a predominantly undergraduate population with 2, 145 students and 78 graduate students. We have researched effective, evidence based media messages such as Challenging College Alcohol Abuse (CCAA) media campaign addressing perception (<http://nrepp.samhsa.gov/ViewIntervention.aspx?id=60>); “Less than U think” <http://ltut.org/>; evidence-based initiatives researched by [www.thecenturycouncil.org](http://www.thecenturycouncil.org), who work with collective and active stakeholders to fight against underage drinking; and harm reduction-type messaging such as “kNOw regrets.” The Media messages campaign we have selected will be “kNOw regrets” <http://gatewayimpactcoalition.com/About.html>. It is a social marketing campaign with three phases focusing on the consequences and reducing underage drinking. It will be implemented on campus during the spring 2014 year. Further, the effective media messages will be used to highlight information/education dissemination strategies through Media Literacy and Media Advocacy, which can help to reinforce prevention strategies; change community norms; change the low perception of disapproval of alcohol use among underage students on campus; and decrease the number of underage students on campus who are experiencing the harmful effects of alcohol use. Finally, our coalition had a successful media awareness campaign titled “Are YOU the One?” We launched in 2012 using print material, billboards, busboards, mall signage and social media. We will continue with our localized messaging and expand the campaign’s central message to “kNOw your regrets so you have no regrets. *Are YOU the One?*”

**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:

The “XYZ University” community level of readiness is at the confirmation-expansion stage and teetering towards the professionalization stage. There is a demonstrated level of readiness for this particular strategy, because the YOUNg People Matter Coalition (YPMc) can build upon the existing infrastructure on the campus of “XYZ University”. On the campus of “XYZ University”, there is a national, comprehensive, and best-practice peer education model called BACCHUS (Boosting Alcohol Consciousness Concerning the Health of University Students). As an affiliate of the BACCHUS Network, two examples of “XYZ University’s” peer education models are C.H.O.I.C.E.S and GAMMA. These programs are inclusive of and lead by young adults to promote health and safety initiatives. There is also a mandatory Alcohol and Drug session for all freshmen at orientation. As well, in partnership with YPMc, Alcohol.EDU is now required for all first year (18-20 year old) students beginning fall 2013.

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

The Media strategy is relevant to the data from our needs assessment, because although the campus of “XYZ University” serves predominantly an undergraduate population of 2,145 students and 78 graduate students on campus, we are aware that 21-25 year olds may be more likely to bring alcohol on campus or have set the accepted norm on campus. However, we are also aware that they comprise of a very small number enrolled at “XYZ University” and majority resides off campus. Moreover, we found majority (61%) of current students 18-20 year olds (underage) on campus report current use of alcohol (using in past 30 days). Although we are aware there are issues of use and attitudes among 21-25 year olds, YPMc has chosen to focus on underage (18-20 year old) students attending “XYZ University.” They represent the majority of the campus population and the YPMc believe we can be most effective with the dollars we have. Further,

we found that 67% of 18-20 year olds (underage) students do not disapprove of someone *their age* having 1-2 drinks/day of an alcoholic beverage; 77% of 18-20 year olds (underage) students report often or sometimes *their friends* encouraged them to get drunk; and 48% of 18-20 year olds (underage) respondents report experiencing harmful effects of alcohol. Of those experiencing harmful effects of alcohol, 29% of 18-20 year olds (underage) respondents reported having a hangover within the past 2 months and 18% reported vomiting from drinking within the past 2 months. (“XYZ University” campus survey, 2012).

### **Demonstrate a Practical Fit: Theoretical “if-then” Proposition**

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

1. If YPMc educate underage students on campus through social media engagement about the realistic effects of alcohol, then there will be a 10% increased rate of perception of disapproval of alcohol use among underage (18-20 year olds) students on campus.
2. If YPMc educate underage students on campus of the immediate and negative consequences of alcohol, then there will be a 20% decreased rate of underage students experiencing the harmful effects of alcohol.
3. If YPMc host and/or co-sponsor quality sober activities on campus with other student organizations and groups, then there will be a 25% decrease rate of underage students who do not disapprove of someone *their age* using alcohol.

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?

Older Americans and the public have not readily been accustomed to proclaiming the distinct and positive attributes of the Millennial Generation. The Millennial Generation have successfully mastered and connected through information technology and they are the most diverse generation in U.S. history. The Media strategy is culturally appropriate and relevant for the underage students at “XYZ University”, because as part of their everyday lives, this generation uses technology, software, and use social media for their benefit. As well, college students use technology and computers at a higher rate than people who are not in college and students from other generations. As well, in partnership with YPMc, Alcohol.EDU is now required for all first year (18-20 year old) students beginning fall 2013. This online alcohol prevention program impacts population level and individual level as well as decreasing the institutional risk and impact on the campus culture. Further, the YPMc has partnered with “XYZ University” who are committed to maintaining an educational environment and workplace free from drugs and alcohol. There is continuous work toward a best practice approach given that the university’s scope and nature of college prevention activities includes the “3-in-1 framework,” as it is now known, describes structuring policies, programs and practices that are focused on three levels of intervention; including; 1) the individual students (and student groups), 2) the campus as a whole, and the campus and surrounding community. It is seen also a mandatory Alcohol and Drug session for all freshmen at orientation.

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

How will the coalition sustain this strategy in the community? (Please consider the following resources: time, money, human resources, political support, etc.).

We have contracted with millennial generation consultants to secure best practice information regarding the involvement of young people. This has yielded very effective results in that the young adult is now leading the on campus sub-committee of the YPMc called "UMU YPM". The sub-committee is monitored by the Office of Alcohol, Drug, and Wellness Education (ADWE) on campus. It is a student lead group from diverse backgrounds, interests and academic majors that have come together to move the mission of YPMc forward on campus. The contract consultant has gained KSA through working directly on site with the YPMc Director and learning through assignments; prepare and disseminate findings through reports, website documents, trainings; maintain and share list serves for young adults to promote networking and exchange of information; ensuring young adult involvement in the planning, program development, implementation, and other physical activities on the campus of the YPMc college partnerships; preparation and dissemination of technical assistance materials, related prevention services; co-present at trainings; local and national sites related to involvement; assist in the management of the website and other social media sites to ensure user-friendly operation and appropriate postings. There has been discussion of UMU YPM costs could be absorbed into the office of ADWE and led by student interns, which has been the norm on campus, another option is UMU YPM could establish itself as a student organization, which would be funded by student senate.

### **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.

<b>Effectiveness - Media</b>
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#### **1. The media message is simple and honest.**

The media message that we are currently envisioning: "kNOw regrets. Are YOU the One?"

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

We have ensured that the message conveyed is purpose and consumer driven; we have considered the techniques used to attract attention, how different people may interpret the message differently and the facts of the effective media message. Our previous campaign titled "Are YOU the One?" was highly engaging to young adults and we have young adult consultants and young adult coalition members who provide feedback, and drive our messaging.

#### **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?

We will use facts and social norms to apply social marketing techniques. We will be modeling evidence based programming. We have been successful with a social media awareness campaign called "Are YOU the One?" and plan to build upon this marketing success.

#### **3. The message is a not a scare tactic.**

The message is not a scare tactic in that we are not seeking to use fear to improve a condition, nor are we seeking a rationale to cause a behavior change. We also know that scare tactics don't work.

**4. What types of media (i.e., radio, television, social media, print, etc.) and collateral (i.e., "give-a-ways") do you envision using to support your social norms campaign? Why have you chosen those mediums?**

The types of media used will be social media, print and give-a-ways that are college age appropriate, catchy, and attractive to young adults.

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.

**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.**