Ohio Strategic Prevention Framework (SPF): Strategic Plan Map
Butler County Young Adult Alcohol Prevention Project (YAAPP)

Strategy: Media Messages - Students

Overall Theory of Change:
If the Butler County YAAPP works with Miami University Hamilton (MUH) students to create and disseminate perception of harm/risk media messages, the rate of binge drinking among 18-25 year olds at MUH will decrease to less than 50%.

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)
Over half of the students, ages 18-25 at Miami University Hamilton report binge drinking. **Substance Use Issue** 30 Day Alcohol Use 67% of MUH students 18-25 reported consumption of alcohol during the past month (Butler Co. Community Outcome Measures Survey, 2013). 30 Day Binge (Alcohol) 51% of MUH 18-25 year olds reported binge drinking during the past month (Butler Co. Community Outcome Measures Survey, 2013).	MUH students have a low perception of risk/harm associated with binge drinking. • MUH students between the ages of 18-25 who engage in binge drinking do not perceive their behavior as risky. • There is a significant negative correlation between the number of days in the past 30 days that MUH 18-25 year olds engaged in binge drinking (drinking 5 or more drinks on an occasion) and the belief that drinking five or more drinks on an occasion puts a person at risk. (Butler Co. Community Outcome Measures Survey, 2013).	Media Messages Produce media messages and saturate the campus with correct alcohol information and risk/harms associated with high risk drinking. Educating students on less-known or less-understood facts related to alcohol and consequences associated with high risk drinking. Tag-line will include: Size Matters. Big Drinks have Big Consequences. (Face)	Budget: **Total Budget**: $123,000 **Percentage of Total Budget Allocation**: 13% **In-Kind**: $10, 000 Staffing (Paid or Volunteer): **Number of staff members**: 8 **Total FTE's:** 1 Vendor(s)/Sub-contractor(s): **Name:** N/A **Services Provided:** N/A Materials: **Four Miami University Hamilton student stipends, Social Marketing Campaign, Printing and Copying ($5,993)** Travel: **Mileage, and travel to conferences ($5,075)** Other: **Conference Registration/Fees, food expenditure, lodging for Conference/training ($5,351)**	**October 2013 – January 2014:** Create dissemination schedule; gain permission to access TV's, Whiteboards, Sidewalks, etc., create and choose media messages. **February 2014 – May 2014:** Disseminate campaign across campus	Campaign created, selected and evaluated 2 feedback sessions Distribution timeline developed Distribution timeline executed	If the Butler County YAAPP works with MUH 18-25 year old students to create and disseminate *media messages that educate MUH 18-25 year old students on the risk/harm of binge drinking*, the significant negative correlation between the number of days in the past 30 days that MUH 18-25 year olds engaged in binge drinking (drinking 5 or more drinks on an occasion) and the belief that drinking five or more drinks on an occasion puts a person at risk will be reversed. (Measured by the data collected on the Butler County Community Outcome Measures Survey)	If media messages cause the reversal of the significant negative correlation between the number of days in the past 30 days that MUH 18-25 year olds engaged in binge drinking (drinking 5 or more drinks on an occasion) and the belief that drinking five or more drinks on an occasion puts a person at risk, THEN overall perception of the risk/harm of binge drinking will measurably increase; as measured by the data collected on the Butler County Community Outcome Measures Survey, 2018. If the perceptions of risk/harm of binge drinking measurably increases THEN the percentage of students reporting engaging in binge drinking will decrease to less than 50%, as measured by the data collected on the Butler County Community Outcome Measures Survey, 2018.

Context

- Because YAAPP is working within a university, most programs are specifically targeted for the Millennials and culturally competent.
- The Counseling Services at Miami Hamilton and Mary Bausano are willing to partner with YAAPP to develop the new Peer Educators Program to distribute message(s)
- The Office of Student Activities and Orientation at Miami Hamilton and Jen O'Brien will work with YAAPP to disseminate message(s)

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

Media Messages – Students

Overview of the Strategy (250 words or less)

The Butler County Young Adult Alcohol Prevention Project Team (BCYAAPP Team) will focus on media message(s)/social marketing campaign that will educate the 18-25 year old students of Miami University Hamilton (MUH) on the risks/harms associated with high risk drinking. Such messages will directly involve use of campus media in changing student perceptions regarding high risk/binge drinking. The team wants students to perceive binge drinking as a risky behavior. Research has shown students who perceive binge drinking as a risky/harmful behavior are less likely to drink. Finally, from a conceptual perspective, campus leaders note that blending alcohol abuse prevention messages with a positive lifestyle and holistic health approach results in the greatest acceptance of the information. The Butler County YAAPP Team will work with the newly created Peer Educators to create, deliver and disseminate media messages that break down myths and educate students on the risks regarding high risk drinking. The BCYAAPP Team and the Peer Educators, during the months of September and October, will create media messages to meet the needs of the MUH 18-25 year old students. The months of November and December will be used to set up a dissemination plan. Second semester starts in February. The media message(s) will run from February to May (the end of the semester). The month of June will be used to evaluate the effectiveness of the message and delivery.

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

The community readiness level, at Miami University Hamilton, could be described as vague awareness of the problem. MUH is currently not meeting the prevention needs of students. The YAAPP Team will lay the groundwork for a successful, culturally competent, knowledgeable alcohol prevention infrastructure, through the media campaign. There is very little infrastructure in place to support population-specific prevention efforts to effectively address the problem. That being said, the team has built a strong relationship with five members of the MUH community that have pledged their time and resources to building a strong infrastructure. The five members of the community have the "political standing" to make quality change happen. The five members of the community are: **Dr. *Suzanne Klatt*** Clinical Faculty, Family Studies and Social Work; ***Dr. Michelle Abraham***, Assistant Professor, Psychology, ***Genesis Ross***, Academic Advisor; ***Mary Bausano***, Assistant Dean of Students, Student-Services- Hamilton Campus; ***Jen O'Brien***, Director of Student Activities, College of Professional Studies and Applied Science. A partnership with Mary Bausano has resulted in the creation of MUH's Peer Educator's group. It is the hope of the team that the media messages/social marketing campaign will create dialogue among students, staff and faculty. The dialogue will lead to an increase in community readiness and then hopefully the beginning steps of a knowledgeable alcohol prevention infrastructure.

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

Our data states MUH students between the ages of 18-25 who engage in binge drinking do not perceive their behavior as risky. There is a significant negative correlation between the number of days in the past 30 days that MUH 18-25 year olds engage in binge drinking and the belief that drinking five or more drinks on an occasion puts a person at risk (Butler County Community Outcomes Measures Survey, 2013). The team will use social marketing to communicate public health information to students to correct misperceptions, increase knowledge, and change attitudes about alcohol use

behaviors and perception. The BCYAAPP Team and the Peer Educators will create media messages using data/feedback collected through the Butler County Community Outcome Measures Survey (2013), the discussion groups facilitated on campus in The Commons, and the discussion groups facilitated during Student Orientation and Academic Registration (SOAR). The Peer Educators (18-25 year old MUH students) will create messages using the information, that they judge to be relevant and important to them, the project's target audience (which assures cultural fit); the BCYAAPP Team will assist the Peer Educators in making sure the messages are appropriate from a prevention viewpoint. The BCYAAPP Team and the Peer Educators will meet weekly through the months of October-May to create the messages, disseminate the messages and evaluate the messages.

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

If the Butler County Young Adult Alcohol Prevention Project Team works with Miami University Hamilton (MUH) Peer Educators to create and disseminate perception of harm/risk media messages, the rate of binge drinking among 18-25 year olds at MUH will decrease to less than 50%.

Demonstrate a Cultural Fit (250 words or less)

The BCYAAPP Team will work with the MUH Peer Educators to make sure all media messages are a cultural fit. The MUH Peer Educators are 18-25 year old Miami University Hamilton Students that will speak to what works both from a MUH student perspective and from a MUH campus perspective. The team is considering using the tag-line, BIG DRINKS HAVE BIG CONSEQUENCES (FACE materials) paired with the media messages with correct alcohol information. The BCYAAPP Team includes three Prevention Specialists (Lori Higgins, Jennifer Benson and Christi Valentini). The Prevention Specialists will make sure the selected media messages are a good fit from a prevention standpoint. Lastly, the campus is set up to deliver media messages in several media forms that are appropriate for the MUH student audience. Each building has several large flat screened TV's that can deliver media messages (both in print and with audio); in addition to the TV's each building has numerous bulletin boards where poster versions of the messages can hang. The campus also has whiteboards in each classroom. The Peer Educators can write/draw versions of the message on the chalkboards as well as the sidewalks on campus. The Peer Educators also may work on in-class presentations of the media message which will include brief discussion on the message. The BCYAAPP Team and the Peer Educators also would like to develop and disseminate a Social Media version of the media message.

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

The Butler County YAAPP Team will partner with The Counseling Services at Miami Hamilton (and Mary Bausano), The Office of Student Activities and Orientation at Miami Hamilton (and Jen O'Brien), and The Department of Academic Advising, as well as Professor Suzanne Klatt and Dr. Abraham to create and disseminate media messages. The MUH Peer Educators (18-25 year old MUH students) will create the bulk of the media messages. The messages will be created in the months of September and October. The actual delivery of the messages will occur, with the help of the above mentioned faculty/staff, in the months of February, March, April and May (Second Semester). The BCYAAPP has worked closely with Miami University Hamilton over the past two years to foster a partnership. Out of this partnership, MUH is actively working on a plan to continue working with the Peer Educators to create, disseminate and evaluate media messages (specific to perception of harm/risk associated with binge drinking) annually. MUH is also, with the help of the BCYAAPP Team, looking to share the media messages created this year with Miami University Middletown (MUM) next

year. It is the hope of the BCYAAPP Team that the messages will resonate with MUM students as well as MUH students and that both campuses will continue to disseminate perception of risk/harm media messages each year.

Demonstrate Effectiveness

Effectiveness - Media

1. The media message is simple and honest.

The media message that we are currently envisioning:

The media messages the BCYAAPP Team and Peer Educators are currently envisioning link negative consequences with high risk/binge drinking. The messages will address perception of harm/risk. Research states that if students perceive high risk/binge drinking as a risky behavior, they are less likely to engage in the behavior (high risk/binge drinking). The media messages created will include student generated negative consequences or risks/harm. These negative consequences (risks/harm) will be based on data/information collected in discussion groups and surveys, such as:

- Lower academic performance (missed classes, or classwork)
- Missed work (smaller paycheck)
- Issues with relationships

From The Domino Strategy (**Face**):
<u>Size Matters. Big drinks have Big Consequences.</u>
The BCYAAPP team is considering using Size Matters. Big drinks have Big Consequences as a tag-line to be used with factual information about alcohol and related topics such as health and wellness, sexual assault, and sexually transmitted diseases) in addition to the student generated consequences to change student perception of risk/harm.

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

In addition to using The Domino Strategy, the BCYAAPP Team will use information gathered from discussion groups to ensure that our message is conveyed in the language of the target audience. Also the message will be created by Peer Educators; the Peer Educators are 18-25 year old MUH students, they are the target audience.

2. The message is supported by evidence.

The Butler County Community Outcome Measures Survey, 2013 found that 51% of MUH 18-25 year olds reported binge drinking during the previous month and those MUH students who engage in binge drinking did not perceive their behavior as risky. The YAAPP Team will create media messages that link negative consequences with binge drinking as well as deliver factual information about alcohol and related topics. The team hopes to use the tag-line from Face, Big Drinks have Big Consequences, with factual information about alcohol risks/harm. The ultimate goal of the media messages will be to ensure students perceive binge drinking as a risky behavior.

The Domino Strategy on How to Drink Responsibly by FACE – The Prevention Resource Group will be used as the basis for developing MUH's media campaign. *The Domino Strategy* is a social marketing campaign that encourages the public to pay attention to the size, content and amount of alcohol they consume each time they drink. Furthermore, the Strategy

recommends that individuals follow responsible drinking guidelines define by the US Department of Health and Human Services.

3. The message is a not a scare tactic.

Both the BCYAAPP Team and the Peer Educators will make sure the media messages give a clear message that "risk is associated with using any form or amount of alcohol", but will make sure scare tactics are not used in any way. The messages will encourage students to ask themselves the following:

- What are possible negative outcomes from binge drinking and are those negative outcomes worth the behavior?
- What is the risk/harm of binge drinking? Am I exposing myself to harm/risk when I binge drink?

Hopefully the messages will not only encourage students to ask the above questions, but to also link negative outcomes to binge drinking.

The Domino Strategy is not a scare tactic; the strategy provides specific information that enables people to compare their individual drinking pattern against a clear set of low-risk guidelines. It provides the same type of clarity as guidelines to reduce the risk of high blood pressure, heart disease and poor dental health. Simply put, *The Domino Strategy* is designed to help people who drink alcohol, reduce their risk of harming themselves or others.

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 Butler County YAAPP Team and the Peer Educators envision using several types of media.

- The team will create a video message that will run on all University TV's. The TV's are located in all campus buildings including the cafeteria, where students spend the majority of their time on campus (when not in class).
- In the cafeteria, known as The Commons, table tents will be placed on each table and counter space.
- The team will create posters that will hang on all MUH bulletin boards. All boards are located outside of offices/classrooms that see the highest volume of student traffic.
- Posters will also be placed in bathroom stalls.
- The team will also use the whiteboards located in each classroom.
- The Peer Educators will also create "life-sized" cardboard cut outs that will be placed on campus; both inside buildings and outside on the sidewalks. The "life-sized" cardboard cut outs will standout on campus and grab the attention of students walking to and from class.
- The Peer Educators will deliver the message peer to peer, both in a classroom setting and during student activities meetings.
- The team will work with Perry Richardson, MUH Public Relations, to send the media messages out through MUH emails and text messages.
- The team, with the help of the Peer Educators, is looking into using a form of Social Media (Twitter, Instragram, Vine) to deliver the media message.
- The team is also looking to purchase local advertising time on Time Warner Cable. The local advertising time will run during times when students most likely watch TV.

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.