

**Ohio Strategic Prevention Framework (SPF): Strategic Plan Map
Wood County Prevention Coalition**

Strategy: Media (Traditional and Social)

Overall Theory of Change:							
If we correct misperceptions about alcohol use within this community and reinforce positive existing norms through a social norms campaign, then students will realize that high-risk drinking and its negative consequences are less common on campus than they now believe.” If students realize that high-risk drinking and its negative consequences are less common on campus than they believe, they will likely drink fewer drinks, drink less often, and will be less likely to have negative consequences related to their alcohol use. If students drink fewer drinks, drink less often, and have fewer negative consequences related to alcohol use, other students will be more empowered to follow their peers, thus lowering the overall high-risk drinking rates and negative consequences.							
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)
Insert from Community Logic Model. The majority of surveyed BGSU students reported using alcohol in the past 30 days (NCHA, 2012) and one quarter of surveyed BGSU students reported binge drinking in the past two weeks (BGSU Wellness Connection SPF Needs Assessment Survey 2012). Additionally, close to two-thirds of BGSU students report experiencing negative consequences related to alcohol consumption (NCHA, 2012). Additionally, 75% of BGSU students perceive having 5 or more drinks once or twice a week is a moderate or great risk (NCHA, 2012). Substance Use Issue •70.4% of BGSU students reported use of alcohol in the past 30 days (NCHA, 2012). •24% of BGSU students reported consuming five more drinks in a sitting with the last two weeks (BGSU Wellness Connection SPF Needs Assessment Survey, 2012). •64% of BGSU students, between the ages of 18-25, report experiencing negative consequences related to alcohol consumption compared to the national average of 51% (NCHA, 2012). Additionally, 75% of BGSU students perceive having 5 or more drinks once or twice a week is a moderate or great risk (NCHA, 2012).	Insert from Community Logic Model. <u>Protective Factor:</u> The majority of BGSU students perceive that binge drinking is risky and actual alcohol consumption is lower than what students believe. <u>Risk Factor:</u> The alcohol prevention needs of BGSU students are not currently being effectively addressed. <u>Risk Factor:</u> The majority of BGSU students report experiencing negative consequences related to alcohol use. Students need to be empowered with strategies and tactics for reducing risks. <u>Community Readiness:</u> This community is in stage 6: Initiation of the nine Stages of Community Readiness. *Data featured in Community Logic Model Sheet	Insert from Theory of Change Worksheet. Media (Traditional and Social)	<u>Budget:</u> Total Budget: \$123,000 Percentage of Total Budget Allocation: 52% In-Kind: \$ <u>Staffing (Paid or Volunteer):</u> Number of staff members: 9 \$45,190.50 Total FTE’s: 1.945 <u>Vendor(s)/Sub-contractor(s):</u> Name (Total Cost) Services Provided: <u>Materials:</u> Brief Description (Total Cost)\$8,000 Incentives Program Supplies <u>Travel:</u> Brief Description (Total Cost)\$5976 State Meetings/Conferences National Conferences <u>Other:</u> Brief Description (Total Cost)\$4667 Marketing Materials	What are the key things that have to happen to get the strategy complete? What is your timeline? DATE: Activity: Social Norms campaign “Falcons Flock Together”. See Strategy Proposal Form for specifics. January 2014-June 2014	What will your activities result in? Achieving 3 social norms messages on page 1 of Strategy Proposal Form. - At least 7000 BG News readers - At least 500 Facebook Likes - At least 500 Twitter Followers	Insert from Theory of Change Worksheet. + as measured by _____. Increase awareness by 5% Decrease negative behaviors by 5% with ACHA data.	Insert from Theory of Change Worksheet. + as measured by _____. Decrease drinking rate by 5% and increase knowledge and educate community members about risks and neg. outcomes assoc. with alcohol and engage them in alcohol reduction strategies.
Context							
Geographic factors, turnover of students, changes in diversity of population, higher score of community communication, CLI data, directly connected to populations, partnership with coalitions, community not tolerable of underage drinking, demonstrated history of being a leader in alcohol reduction programs and a model program, creating awareness among community that alcohol is a problem in the community							

**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?
2. What will be implemented?
3. Where will it be implemented?
4. When will it be implemented?
5. How will it be implemented?

BGSU students will be the primary recipients of a social norms campaign designed to correct misperceptions about drinking on this campus, and ultimately to reduce the high-risk drinking rate and harmful behaviors associated with binge drinking. Social norms strategies will be implemented across campus. The campaign, designed to take place throughout AY 2013-2104, will focus primarily on three key social norms messages:

- The majority of BGSU students think binge drinking puts students at moderate or great risk for harm
- The majority of BGSU students do not participate in binge drinking
- BGSU students overestimate the percentage of their peers who drank in the last 30 days

The campaign also will include educational pieces designed to lower the percentage of negative consequences related to alcohol consumption. This is in response to the needs assessment survey in which 75% of students on this campus perceive that having 5 or more drinks once or twice a week is a moderate or great risk.

Community members will be the secondary recipients of a social norms campaign designed to correct misperceptions and also to reinforce existing positive community norms regarding alcohol use.

The campaign will be implemented using social marketing and public relations tactics that will include traditional and heavy use of social media.

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?
2. How does your community demonstrate readiness for this particular strategy?

According to the MIPH Community Readiness Survey, this community views alcohol use by teens and young adults as the most serious problem, ranking above tobacco, other drug abuse, and problem gambling. Almost 60% of the students attending BGSU live off campus in this rural community of 125,488, making them a key target audience in prevention efforts. The majority of the respondents (73%) say that it is possible to reduce alcohol and other drug (ATOD) use through prevention, but 74% of say it is the schools who need to be more active in dealing with these problems.

The readiness profile for Wood County indicates that this community shows about the same level of readiness as found in the other MIPH communities who participated in the survey. The level of support for prevention in this community, however, is lower than the other MIPH communities. Compared to other communities, Wood

county residents expressed a higher score on community commitment. In addition, a large percentage of respondents are unsure if the community is interested in changing (44%) or if there is a sense of commitment in the community (38%).

Determining where the community lies in its readiness to address alcohol misuse, we also utilized the Stages of Change Model (Prochaska & Di Clemente, 1983) to determine our community's readiness to embrace this problem. This community demonstrates readiness by connecting a community prevention coalition, a county alcohol and drug addiction mental health services, and the health services of a Midwestern university of approximately 17,500 students.

Using the nine Stages of Community Readiness model, we have determined that students and community members are at level 6: Initiation. This means we have collected enough information to justify and start a program on this campus.

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

How is the strategy relevant to the data from your needs assessment?

This community perceives alcohol to be the leading problem among teens and young adults; however some of the perceptions related to alcohol use are incorrect. This provides an opportunity to educate and correct misperceptions through a social norms campaign. For example, students estimated that 95% of their peers drank alcohol in the past 30 days whereas the actual reported use was 70%.

Within both the campus and community, it will be important to reinforce positive social norms that do exist. For example, an overwhelming percentage of community members do not believe that "kids who experiment with alcohol or other drugs almost always grow out of it." Nor do they believe it is acceptable for teens or 18-20 year olds to drink, to drink at parties if they do not get drunk, or to drink as long as they do not drive. The majority of parents in this community do not think it is ok for adults to offer teens alcohol in their home. The perception of public drunkenness among teens and adults is low, dispelling perceptions that the majority of college students get drunk. Again, it is important to reinforce existing positive social norms.

There is a perception in this community that teens have little difficulty in buying alcohol at stores themselves or have difficulty in ordering drinks at a bar. While this campaign will not address the enforcement strategy, social norms can be used to correct these perceptions.

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

Please create an "if-then" proposition for this strategy.

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.

If we correct misperceptions about alcohol use within this community and reinforce positive existing norms through a social norms campaign, then students will realize that high-risk drinking and its negative consequences are less common on campus than they now believe.

If students realize that high-risk drinking and its negative consequences are less common on campus than they believe, they will likely drink fewer drinks, drink less often, and will be less likely to have negative consequences related to their alcohol use.

If students drink fewer drinks, drink less often, and have fewer negative consequences related to alcohol use, other students will be more empowered to follow their peers, thus lowering the overall high-risk drinking rates and negative consequences.

Demonstrate a Cultural Fit (250 words or less)

How is the strategy culturally appropriate / relevant for your population?

This project will target 18-25 year old Bowling Green State University students. Bowling Green State University is The University enrolled 17,046 students during the Fall 2010 semester on the main campus. Fourteen-thousand-two-hundred-ten of these students fell between the ages of 18 and 25. The table below describes the demographic breakdown of undergraduate students during the Fall 2010 semester. (The latest our IR has on the website).

Ethnicity	
Black	10.6%
American Indian	0.6%
Asian	1.0%
Hispanic	3.3%
White	78.4%
Other/Unknown	6.1%
Gender	
Women	53.8%
Men	46.2%

Living Arrangement	
Off Campus	58.0%
On Campus	42.0%
Ohio Residency	
Ohio Resident	87.6%
Non-Resident	10.7%
International	1.7%

As noted earlier, alcohol is seen as the major problem among teens and young adults in this community, however, those indicating that they “don’t know” if alcohol is a problem among these groups exceeds the percentage who see it as a problem. Knowing that the majority are unsure if this is a problem provides a starting point for creating awareness, educating the community, correcting alcohol misperceptions, and implementing a social norms campaign.

Survey results indicate that this community is not tolerant of underage drinking. Social norms messages should reinforce these norms. Traditional and social media will be used to target college students. More emphasis will be placed on social media as studies have found that 45% of college students spend 6-8 hours per day using social media; 23% spend more than 8 hours; 20% spend 2-4 hours and only 12% spend less than two hours (Wang, Wei & Yu, 2011).

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..

Community-based campaigns are conceptualized as community driven and supported programs that use researchers, practitioners, community agencies and members to change attitudes, beliefs, and practices pertaining to a community issue. The coalition will be able to sustain this strategy through continued collaboration between existing campus and community entities. The current coalition is strong and inclusive, utilizing the expertise of researchers, health agencies, government and university officials, and community members. On-going research and evaluation are essential to sustainability of the program in order to assess the impact of this social norms campaign and to continually address their needs, beliefs, and perceptions.

To avoid being a fully top-down approach to assessing community needs and putting those needs and (mis)perceptions in conversations with the MIPH data, it will be important to create materials and implement campaigns that are participatory and require the input of community members. For example, in the MIPA survey 74% of respondents say it is the schools who need to be more active in dealing with this problem. This may provide an opportunity for more collaboration with the K-12 schools in the county. Community involvement is essential in effectively empowering people, influencing health behaviors, and enhancing sustainability.

The University has received state and federal funding related to alcohol for over 20 years and will be applying for a grant this fall sponsored by the U.S. Department of Health and Human Services, NIH, and NIAAA titled “Implications of New Digital Media Use for Underage Drinking, Drinking-Related Behaviors, and Prevention Research.”

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.

The media message that we are currently envisioning: __

Falcons Flock Together: We will also be able to use variations of this theme such as “Join the Falcon Flock” to announce events/activities.

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

Rather than using national data, the messages are derived from data collected on this campus, so it speaks directly to students about their attitudes and behaviors. Simple statistics are used.

Examples of normative messages:

Falcons Flock Together: 76% of BGSU students do not participate in high-risk drinking (having 5 or more drinks in a sitting)

Falcons Flock Together: 99% of BGSU students do not drink daily

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 results from two widely used and credible survey tools that have high reliability scores. Using data collected within a community is seen by target audiences as more credible and relevant than national data.

- BGSU Wellness Connection SPF Needs Assessment Survey, 2012
- NCHA, BGSU, 2012

Messages will focus on both protective factors and negative consequences. Sample messages obtained by the two data sources listed above include, but not limited to the following messages:

Protective Factors

75% of BGSU students perceive that having 5 or more drinks once or twice a week is a moderate or great risk (BGSU Wellness Connection SPF Needs Assessment Survey, 2012)

76% of BGSU students did not participate in high-risk drinking (having 5 or more drinks in a sitting) within the last two weeks (BGSU Wellness Connection SPF Needs Assessment Survey, 2012)

Negative Consequences

*64% of BGSU students report experiencing negative consequences related to alcohol consumption, higher than the national average of 51% (NCHA, 2012). For this social norms campaign, it is important that we focus on those areas where students are **not** putting themselves at risk (protective factors). Educational efforts will be used to address the risky negative consequences that are the norm.*

The majority of BGSU students (70%) do not drive after having 5 or more drinks (NCHA, 2012)

62% of BGSU always or most of the time use a designated driver (NCHA, 2012)

The majority of BGSU students (64%) have never forgotten where they were or what they did as a result of drinking

The majority of BGSU students (64%) rarely or never play drinking games (NCHA, 2012)

98% of BGSU students have not had sex with someone without consent as a consequence of drinking (NCHA, 2012)

93% of BGSU students have never been in trouble with the police as a consequence of drinking (NCHA, 2012)

84% of BGSU students have never physically injured themselves and 96% have never injured another person as a consequence of drinking

99% of BGSU students do not drink daily

3. The message is a not a scare tactic.

Please describe how your message is not a scare tactic.

The falcon is the BGSU mascot and the slogan will be used with the social norms messages above to show how the majority of BGSU students participate in protective factors related to alcohol. The word “flock” is added to the slogan because a flock is defined a gathering, usually of a large group. The goal is to help students to understand that they are part of the flock, the majority of students on campus who practice healthy and protective behaviors. The positive slogan encourages students to flock together and support each other in healthy choices regarding alcohol use.

Because Bowling Green is considered a university community, community members also will be able to identify with the slogan. The goal is that the majority will feel empowered and also empower others to be part of the majority. The slogan also suggests a sense of community, more specifically, a caring community. Each statistic used is a positive, healthy protective behavior practiced within this target population.

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.

We will place heavy emphasis using social media since we know this is how the majority of students communicate. This includes Facebook, Twitter, texts, webs site and “Falcons Flock Together” app. We will use social media to interact with students as opposed to a one-way communication of delivering messages. We know from other surveys that students generally delete emails from administrators and the daily BGSU campus update. We will utilize the BG News, read by students, faculty, staff, and online by alumni and community members. We plan to pitch news stories to the BG News and to place ads for special events. We will run PSAs on the two campus radio stations and pitch stories for BG-24 news, the campus TV station. We will launch a formal “Falcons Flock Together” campaign that will include the slogan and social norms messages on posters, fliers, and other print pieces. We will utilize “Stall Talks”, the weekly health publication placed in resident hall bathrooms and creative tactics such as sidewalk chalking. Give-a-ways may include stress balls, magnets, pens and bracelets with the slogan and either the web site address or QR. The goal is to drive traffic to the web site and app for more social norms messages and educational information.

We have specifically selected a mix of traditional and social media to achieve maximum reach of our message. While the traditional media will primarily increase awareness and knowledge, social media tools will be interactive, more likely to impact attitude and behavioral changes.

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.