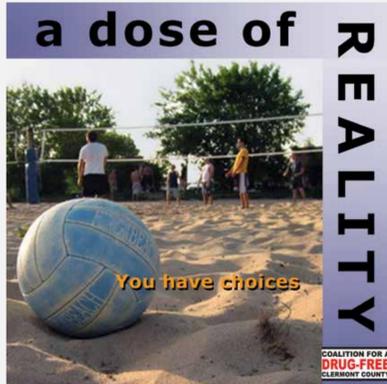




Coalition for a Drug-Free Clermont County



Overall Project Description

The overall purpose of the Clermont County SPF SIG project was to implement the SPF planning process by focusing on building a sustainable, culturally, and linguistically competent prevention infrastructure in Clermont County to decrease the number of 18-25 year olds misusing prescription medications. This age group represents about 10% of the county's population. A community readiness assessment found that Clermont County was in a preparation stage. Nearly 82% of respondents believed that "prescription drug misuse is a problem in my community." In addition, the OARRS reports revealed that the

per capita dosage of prescriptions was higher in Clermont County than the state of Ohio. Through a survey distributed to 18-25 year old Clermont County residents, we found that 14.5% of young adults surveyed had used a prescription drug not prescribed to them within the past 30 days. We also learned that 82% of the young adults surveyed disapproved of prescription medication misuse. The Coalition for a Drug-Free Clermont County decided to implement a social norms campaign directed to the 18-25 year old population focused on the protective factor that the majority of young adults in Clermont County disapprove of misusing prescription drugs.

COALITION FOR A DRUG-FREE CLERMONT COUNTY

Think. Educate. Act.

Assessment

The substance use issue Clermont County addressed in the SPF project was prescription drug misuse among 18-25 year old county residents. Of those surveyed, 14.5% of young adults between the ages of 18-25 years old had used a prescription drug not prescribed to them within the past 30 days.

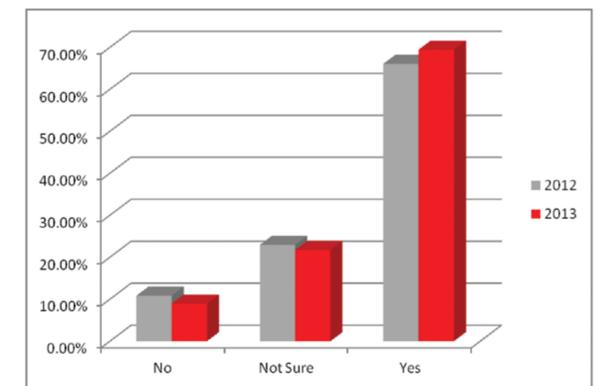
Planning

Members of the Coalition met to review the data. During these meetings, discussion took place regarding the information that seemed to "jump out" from the data. The most significant protective factor was the high level rate of disapproval for prescription drug misuse among the 18-25 year old population, which was also high among other community members who took the community assessment survey. The members arrived at the Theory of Change based on the assumption that the target audience could be reached and engaged through social media. By creating awareness of the overall disapproval rate and by providing educational information, the misuse of prescription drugs should be reduced. The final Overall Theory of Change for Clermont County is: "If the Coalition for a Drug-Free Clermont County utilizes existing social media tools to disseminate positive community norms messages, then the community will experience a decrease in the non-medical use of prescription drugs among 18-25 year olds."

Evaluation

The Coalition engaged in Facebook and Twitter in 2013. One short-term goal of this project was to increase the use of social media as a way to promote prevention. The 18-25 year olds rely heavily on social media for news and information. The Coalition needs to keep up with technology changes in order to continue to reach residents the most effective way. A community norms campaign was created to attract more young adults to the Coalition social media sites. Once connected, the 18-25 year olds will receive information about drug-free activities and events available in the area. Messaging, to build awareness that disapproval of prescription drug misuse is the norm among their peers, will be mixed into this information. The long-term goal is to provide education, information, and alternative activities to this age group so that the community will experience a decrease in the non-medical use of prescription drugs among 18-25 year olds.

Do you think prescription drug use is a problem in Clermont County?



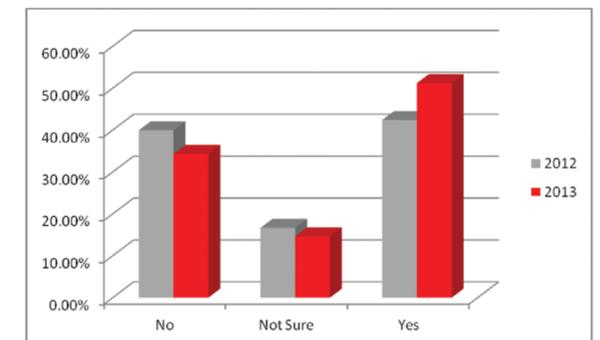
Capacity

Clermont County has a long history of supporting alcohol and drug related prevention efforts. The Coalition for a Drug Free Clermont County has been in existence for over 20 years. Based on the information gathered during the community assessment, it was determined that Clermont County was at a "prepared" stage of readiness. Although the community was aware of the local problems, there wasn't any formally collected data prior to the SPF SIG. The SPF SIG process helped strengthen the structure and goals of the Coalition. The Coalition partnered with many local organizations. A collaboration of the Coalition with the University of Cincinnati - Clermont College, the Clermont County Mental Health and Recovery Board, law enforcement, and others resulted in a successful Opiate Summit in April 2013. The strategic plan developed during the SPF SIG process, will be maintained and expanded to include other issues present in our County.

Implementation

The data collected during the SPF SIG suggested that a community norms campaign would be the best environmental strategy to implement to promote the high rate of disapproval 18-25 year olds have regarding prescription drug misuse. The campaign utilized social media (the website, Facebook, Twitter, Instagram) since this is the best way to reach this audience. Posters were created and distributed throughout the community and on the University of Cincinnati - Clermont College campus to drive young adults to social media. Using information from other Facebook accounts, the Coalition posted area activities and events on the website to provide young adults healthy and safe alternative ideas for ways to spend their leisure time. Prevention messaging was mixed in with the activities information to educate the audience about substance abuse.

Do you know people your age who abuse prescription drugs in Clermont County?



Sustainability

Over the last three years, heroin use has increased to epidemic proportions in Clermont County. The number of heroin overdoses in our county has increased by over 2000% in the last 10 years (Cincinnati Enquirer). According to ODH and OMHAS data, Clermont County continues to be in the top three in the state for heroin overdoses. During the Coalition's needs assessment, County residents began identifying heroin as a bigger concern than prescription drugs. At the beginning of the SPF SIG grant, young adults between 18-25 were abusing opiates and overdosing. Now, the mean age of those overdosing is 42 years old, and over half of the deaths are related to heroin. As such, the Coalition will expand its focus to address this epidemic. Knowing that prescription drug misuse often leads to heroin abuse, the Coalition will continue its social media campaign related to prescription drug abuse. The SPF SIG process has provided us with the ability to strategically address the heroin epidemic.

Cultural Competence

Clermont County had an individual on our team with expertise in cultural competency to guide us. Reaching Millennials was the most difficult cultural gap to overcome, since most don't read newspapers or watch network television. For a generation accustomed to on-line, on-demand information and entertainment, the use of social media for the message delivery was obvious. To craft a message that would resonate with young adults, the Coalition held several focus groups which provided feedback for language that makes sense to 18-25 year olds and to provide information about alternate activities that were appropriate for this age group. For instance, we learned that using the word "pill" instead of "prescription drug" would be clearer to the audience. These subtle changes will help the campaign reach the targeted audience effectively.