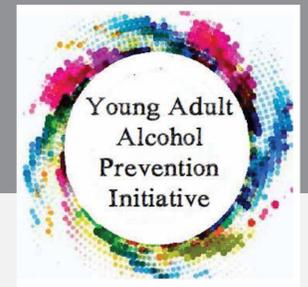




Young Adult Alcohol Prevention Initiative – Columbiana County



Overall Project Description

The Young Adult Alcohol Prevention Initiative is a community coalition that focuses on reducing the harmful effects of alcohol among 18-25 year olds who live in Columbiana County. Approximately one-third of Columbiana County's 18-20 year olds report that they have consumed alcohol in the past 30 days. The majority of young adults who are of legal age to purchase alcohol in Columbiana County did not know the

American Medical Association (AMA) guidelines on moderate alcohol use. The Initiative is striving to reduce underage drinking and binge drinking while increasing the knowledge of the AMA guidelines to responsible alcohol use by way of a two-pronged media message that will address these issues. Campaign materials will be distributed throughout the county at various places to display the media message.

**UNDERAGE DRINKING:
NOT A MINOR PROBLEM
ARE YOU DOING YOUR PART TO
REDUCE UNDERAGE DRINKING?**

**DON'T OVERDO IT:
REPUTATIONS AREN'T DRUNK PROOF**
Young Adult Alcohol Prevention Initiative
Family Recovery Center

Assessment

The target population for our Coalition is all 18-25 year olds who reside in Columbiana County. Approximately one-third of Columbiana County's 18-20 year olds report that they have consumed alcohol in the past 30 days. The majority of young adults who are of legal age to purchase alcohol in Columbiana County did not know the American Medical Association guidelines on moderate alcohol use. Based on data collected, 31% of Columbiana County 18-20 year olds surveyed reported drinking an alcoholic beverage within the past 30 days, 42% of Columbiana County 18-20 year olds surveyed report that they drink alcohol, 78% of young adults surveyed do not know the AMA guidelines for responsible drinking, and 69% of those who reported drinking in the past 30 days were binge drinking

Planning

If the Young Adult Alcohol Prevention Initiative implements media strategies to educate young adults about the harmful use of alcohol and the AMA guidelines for moderate alcohol use, then it is more likely that the community will experience a decrease in any consumption of alcohol among 18-20 year olds, and more 21-25 year olds who consume alcohol will do so within the AMA guidelines, including a reduction in binge drinking.

Evaluation

The Coalition hopes to achieve the following short-term goals: 30% of 18-25 year olds will have seen campaign materials with information about underage alcohol use, AMA guidelines on safe drinking, and harmful effects of binge drinking, to increase perception of harm regarding alcohol use by 18-25 year olds by 10% and to increase the number of 18-25 year olds who have knowledge of the AMA guidelines for responsible drinking by 15%. The Coalition hopes to achieve the following long-term goals: Decrease the number of 18-20 year olds who reported drinking an alcoholic beverage in the past 30 days by 5%; for 21-25 year olds who report drinking alcohol, increase the percentage who report drinking within the AMA guidelines by 10%; and for 21-25 year olds who report drinking alcohol, decrease the percentage who report binge drinking behavior by 10%.

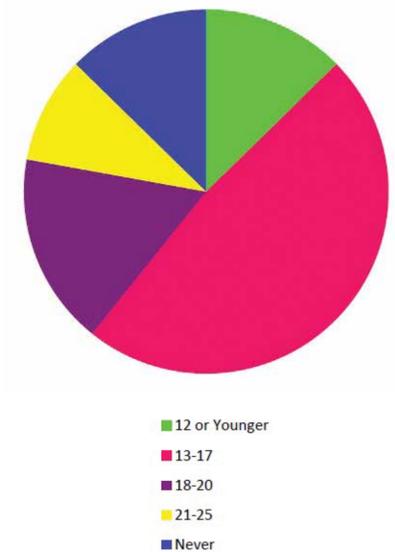
Capacity

After conducting the Tri-Ethnic Survey, the overall community readiness average score was four, which places Columbiana County in the "Pre-planning" stage. This indicates that there are some leaders and community members who are aware of the issue of harmful alcohol use by persons aged 18-25 and that there is some motivation to address the issue. The initiative will use the identified "key informants" to distribute information to the Appalachian culture because this culture is more likely to listen to individuals from their own community and people they trust. County has supported the ADAPT (Alcohol Drug Abuse Prevention Team) Coalition who work with school aged youth to reduce the use and abuse of drugs and alcohol and is widely known in Columbiana County. The Young Adult Alcohol Prevention Initiative will build on the successes of ADAPT and develop a continuum of care related to alcohol prevention from youth through young adulthood.

Implementation

The Initiative will use a two-pronged media campaign that is focused on evidence-based strategies to distribute information about the harmful use of alcohol, including binge drinking and the American Medical Association's guideline to responsible drinking. One component will be focused on the problems with underage use of alcohol and the second component will be focused on the perception of harm and the AMA guidelines for moderate alcohol use. The media message will be implemented by distributing campaign materials to college campuses, business schools, community events, and other places 18-25 year olds frequent. Implementation will occur throughout the entire county with printed materials, website and Facebook literature, and free giveaways.

Age of First Use in Columbiana County



Sustainability

Partnerships with local county entities, especially the ADAPT Coalition. With their collaboration, the Initiative will be able to continue the media campaign. The media message will always be present on the ADAPT website and Facebook page. Free giveaways and campaign materials will be handed out at ADAPT health fairs and pro-social events to all age groups in Columbiana County. Partnerships include Department of Job and Family Services, Mental Health and Recovery Services Board, Family Recovery Center, Head Start, and Kent State University. Key informants will help with the distribution of campaign materials and the sustainability of the Initiative after funding ends. Current data committee will continue to review all data collected and make suggestions based on this data. Money, time and personnel are necessary to sustain the efforts of the Initiative.

Cultural Competence

Throughout the SPF/SIG process, the Coalition has made an effort to include all 18-25 year olds who reside in Columbiana County by targeting places young adults frequent. The Coalition also held two focus groups for young adults in college and one for young adults with no high school diploma. This allowed us to collect data on the diverse population in Columbiana County. The campaign materials with the media message are free to all participants. This allows us to connect with the Appalachian culture of the county and to implement the media strategy successfully. There is also appropriate representation of county sectors on the Young Adult Alcohol Prevention Initiative which allows for a diverse community coalition.