



# Hamilton County SPF SIG Advisory Council



## Overall Project Description

Young adults ages 18-25 in Hamilton County report a high incidence of high-risk drinking both in terms of frequency and quantity consumed. The Hamilton County SPF SIG Advisory Council focused on 11 target zip codes in Hamilton County. These zip codes were chosen because they had the highest density of 18-25 year olds while representing diverse rural, suburban and urban areas of the county. The chosen

environmental strategy was to produce media messages that educate young adults on responsible drinking and reducing personal risk. These messages were distributed via two college campuses and a community implementation within zip codes that did not include colleges. The University of Cincinnati and the College of Mount Saint Joseph were the higher education partners.

## Assessment

The results of the Hamilton County SPF SIG needs assessment process determined that high-risk consumption of alcohol among 18-25 year olds is of great concern in our community. Young adults, ages 18-25 in Hamilton County report a high incidence of high-risk drinking in terms of frequency and quantity consumed. As the Hamilton County SPF SIG began the SPF process, the coalition assessed census data for Hamilton County. Eleven zip codes were identified in Hamilton County as having the highest density of 18-25 year olds while representing diverse rural, suburban and urban areas of the county. Within this selected area, there are 23,071 18-25 year olds. Hamilton County includes four universities: the University of Cincinnati, Xavier University, the College of Mount Saint Joseph, and Cincinnati State. However, although Hamilton County includes major universities, it does not represent itself as a “college town.”

## Capacity

Hamilton County is in the Vague Awareness stage of Community Readiness. An effective strategy for Vague Awareness is information dissemination such as a public education media campaign. The Coalition has selected the “Less Than U Think” campaign, which is a social marketing campaign designed by the University of Alabama. The Coalition has established partnerships and built the capacity of higher education institutions to help implement this campaign on two college campuses. Additionally, mass media partners such as Pandora, Time Warner Cable, and Lamar Billboards have been engaged to help implement the campaign in the community.

## Planning

When young adults ages 18-25 in Hamilton County make the choice to drink in a high-risk manner, they disregard the risk/harm associated with their actions. Both the 2012 Hamilton County National Outcomes Measures Survey and an analysis of Hamilton County 12th grade PRIDE Survey data (2012) found that those who engaged in drinking 5 or more drinks on one occasion were significantly less likely to perceive risk/harm. Understanding the data behind these variables helped us design our Theory of Change. If the HC SPF SIG implements a public education media campaign that educates Hamilton County 18-25 year olds on the risks/harms of high-risk drinking, then the rate of 30 day binge drinking will decrease by 5%.

## Implementation

The Hamilton County SPF SIG Advisory Council partnered with the University of Alabama’s “Less Than U Think” campaign to be implemented in Hamilton County on the campuses of the University of Cincinnati and the College of Mount Saint Joseph. Additionally, we worked with the University of Alabama to design messages and a process to get the messages in the community so all of our target zip codes were reached. The campaign uses humorous messages to target 18-25 year olds to understand low-risk drinking. The unique approach of this campaign is that it is peer to peer. An established young adult student group on the campus of the University of Alabama worked with our young adult representatives to implement this throughout Hamilton County. Our coalition staff facilitated the process but the messages and placement were discussed and carried out by young adults. We anticipate that over 750,000 impressions will be collected through this mass media effort.

## Evaluation

If the Hamilton County SPF SIG disseminates media messages that educate 18-25 year olds in Hamilton County on the risk/harm of binge drinking, those who engage in drinking 5 or more drinks on an occasion will be more likely to perceive risk/harm. Additionally, if the Hamilton County SPF SIG disseminates media messages that educate on the risk/harm of binge drinking, young adults from three universities in Hamilton County will report lower percentages of “did something they later regretted” as a result of their drinking. Overall, our long term outcome would be for young adults ages 18-25 in Hamilton County to report a 5% decrease for high-risk drinking in terms of frequency and quantity consumed.

## Sustainability

The work of SPF SIG will transition under the three strategic pathways of the Coalition for a Drug-Free Greater Cincinnati. Our Prevention Research Committee will monitor the data collected and make sure that NOM data is collected yearly. Our Local Coalition Development Committee will work with the College of Mount Saint Joseph, the University of Cincinnati, and Xavier University to establish coalitions on their campuses and begin student peer groups that focus on alcohol and other drug prevention. Our Prevention Action Committee will utilize our Education and Support Workgroup to monitor and sustain the strategies of SPF and make sure that high-risk drinking is a focus for the coalition as well as the expansion of 18-25 year olds as a target population.

## Cultural Competence

Working with and understanding the 18-25 year old population was a learning experience for all coalition members. This target population is a culture in and of itself, and we constantly challenged Coalition members to understand this group and invite them to the table. 18-25 year olds are a group in transition. The leadership had to be intentional about bringing them to the table or it would have been an oversight. We had to make sure their voice was heard but in a way that was representative of our county’s diverse rural, suburban and urban make up as well as those young adults who are not in college. Hamilton County has strong German and Irish Catholic cultural influences, and with this cultural make up, alcohol is often the primary focus of community events such as professional sporting events, church festivals, Oktoberfests, charity/fund raisers, and college events. We needed to understand our community and make sure the diversity was inclusive of those who make up the demographic.

