



YOung People Matter Coalition (YPMc) Stark County Coalition



Overall Project Description

The YPMc has a community of stakeholders that believe in the strengths of our Millennial Generation. YPMc's successful partnership with local colleges and universities has been a conduit for the millennial generation to take leadership roles, offer consultative services, and provide a voice as stakeholders helping us better serve our community. YPMc has successfully partnered with "XYZ University", a local Institution of Higher Education (IHE), to address the low perception of disapproval attitude on the "XYZ University" campus. We are also addressing the problem of majority (67%) of 18-20 year old (underage) students who do not disapprove of someone their age having 1-2 drinks/day of an alcoholic beverage. Our target population

attends "XYZ University," which serves a predominantly undergraduate population of 2,145 undergraduate students and 78 graduate students. "XYZ University" is a private four-year liberal arts institution, located in Alliance, Ohio (population 25,000), within a 60-80 mile radius of Cleveland and Pittsburgh. The environmental strategy will include Media Messages and Alternative Drug-Free Alternatives. It is a social marketing campaign with a focus on consequences and reduction of underage drinking. It will be implemented and launch at the Freshman June Preview on campus. Further, the effective media messages will be used to highlight information/education dissemination strategies through Media Literacy and Media Advocacy.

Assessment

The substance issue is underage use of alcohol on a college campus. We found that 61% of current students aged 18-20 year (underage) on "XYZ University" report current use of alcohol (using in past 30 days). Also, 77% of 18-20 year old (underage) students report often or sometimes their friends encouraged them to get drunk. Further, 48% of 18-20 year old (underage) respondents report experiencing harmful effects of alcohol. Of those experiencing harmful effects of alcohol, 29% of 18-20 year old (underage) respondents reported having a hangover within the past 2 months, and 18% reported vomiting from drinking within the past 2 months. On the "XYZ University" campus, there was a national, comprehensive, and best-practice peer education model called BACCHUS (Boosting Alcohol Consciousness Concerning the Health of University Students). As a BACCHUS Network affiliate, YPMc can cohost/sponsor pro-social activities that align with other social group models (i.e. C.H.O.I.C.E.S and GAMMA).

Capacity

The "XYZ University" community level of readiness is at the confirmation-expansion stage and teetering towards the professionalization stage. There is a demonstrated level of readiness for this particular strategy, because the YOung People Matter Coalition (YPMc) can build upon the existing infrastructure on the campus of "XYZ University." On the campus of "XYZ University," there is a national, comprehensive, and best-practice peer education model called BACCHUS (Boosting Alcohol Consciousness Concerning the Health of University Students). As an affiliate of the BACCHUS Network, two examples of "XYZ University"'s peer education models are C.H.O.I.C.E.S and GAMMA. These programs are inclusive of and lead by young adults to promote health and safety initiatives. There is also a mandatory Alcohol and Drug session for all freshmen at orientation. As well, in partnership with YPMc, Alcohol.EDU is now required for all first year (18-20 year old) students beginning fall 2013.

Planning

The YPMc can build upon the existing infrastructure on the campus of "XYZ University". On campus there are pro-social education models, which are inclusive of and led by young adults to promote health and safety initiatives. There is also a mandatory Alcohol and Drug session for all freshmen at orientation. In partnership with YPMc, Alcohol.EDU began in the fall 2013 for all first year (18-20 year old) students. Media Messaging and Alternative Drug-Free Activities environmental strategies are relevant, because although the campus serves predominantly an undergraduate population of 2,145 students (78 graduate students) on campus, we are aware that 21-25 year olds may be more likely to bring alcohol on campus or to set the accepted norm on campus. Therefore, YPMc will educate and cosponsor pro-social activities.

Implementation

The environmental strategy is Media Messages to 18-20 year old/ underage students on "XYZ University" campus through social media engagement about the realistic effects of alcohol; to educate underage students on campus of the immediate/negative consequences of alcohol; and to decrease the rate of underage students experiencing the harmful effects of alcohol. The Alternative Drug Free Activities strategy is co-hosting/sponsoring quality pro-social activities on campus with other social groups to decrease the rate of underage students who do not disapprove of someone their age underage using alcohol. YPMc had a successful media awareness campaign titled "Are YOU the One?" in 2012 using print material, bus/billboards, mall signage and social media. We'll continue with messaging and expand this campaign's central message to 'Know before you regret so you have NO regrets.' The campaign is "Are YOU the One? #kNOw Regrets" The media messages highlight information/education launch at the freshman June Preview.

Evaluation

The shorter-term outcomes (2 years) include: there will be 2 times more underage students who will have increased awareness via effective media messaging about realistic effects of alcohol while YPMc addresses perception of underage alcohol use; underage students on campus will be 3 times more exposed to facts and education about negative consequences, the link between alcohol use and harmful effects of alcohol; there will be 3 times more quality prosocial activities on campus while engaging with other student organizations and groups. The longer-term outcomes (5 years) will be measured by a 10% increased rate of perception of disapproval of alcohol use among underage (18-20 year old) students on campus, measured by a 20% decreased rate of underage students experiencing the harmful effects of alcohol and a 25 % decreased rate of underage students who do not disapprove of someone their age using alcohol.

Most Asked Questions:

- 1. What is the YOung People Matter Coalition?**
The YPM Coalition is a prevention project of the MHRSB. We work in conjunction with the Anti-Drug Coalition, Stark County community and with 18-25 year old college students for the purpose of increasing prevention capacity. Grant funding of this project is provided by ODADAS.
- 2. What are the YPM goals?**
We are working to decrease the number of 18-25 year olds engaged in high risk alcohol use and decrease the number of 18-25 year olds misuse of prescription medications-opiate focus.
- 3. How can I get involved?**
YOU can be the one to make a difference. Visit us at www.arethetheone.org or contact MHRSB at 330-455-6644 for more information about becoming involved with YPM.



Sustainability

YPMc has contracted with millennial consultants to secure best practice information regarding the involvement of young adults. This has yielded very effective results in that young adults are now leading the on campus sub-committee of the YPMc called "UMU YPM." The sub-committee is monitored by the Office of Alcohol, Drug, and Wellness Education (ADWE) on campus. It is a student-led group with members from diverse backgrounds, interests and academic majors that have come together to move the mission of YPMc forward on campus. The contract consultant has gained KSA through working directly on-site with the YPMc Director and learning through assignments; preparing and disseminating findings through reports, website documents, trainings; maintaining and sharing listserves for young adults to promote networking and exchange of information; and ensuring young adult involvement in the planning, program development, implementation, and other physical activities on "XYZ University" campus.

Cultural Competence

Older Americans and the public have not readily been accustomed to proclaiming the distinct and positive attributes of the Millennial Generation. The Millennial Generation has successfully mastered and connected through information technology and they are the most diverse generation in U.S. history. Media Messaging is culturally appropriate and relevant for the underage students at "XYZ University," because as part of their everyday lives this generation uses technology, software, and use social media for their benefit. As well, college students use technology and computers at a higher rate than people who are not in college and students from other generations. Further, the YPMc has partnered with "XYZ University" students who are committed to maintaining an educational environment and workplace free from drugs and alcohol. There is continuous work toward a best practice approach given the university's scope and nature of college prevention activities.