

**Ohio Strategic Prevention Framework (SPF): Strategic Plan Map
Fairfield County Young Adult Prevention Initiative**

Strategy: Media (Lancaster)

Overall Theory of Change: If the Fairfield County Young Adult Prevention Initiative implements a media campaign, then it is more likely that the community will experience a decrease in the non-medical use of prescription drugs among 18-25 year olds.							
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)
<p>While the majority of Lancaster’s 18-25 year olds have never misused prescription drugs; of those who have, over a third misused prescription drugs for the first time between the ages of 18-25. Nearly half of 18-25 year olds who are currently misusing prescription drugs are chronic misusers.</p> <p>Substance Use Issue</p> <p>Lifetime Misuse of Prescription Drugs.</p> <p>Age of First Misuse of Prescription Drugs.</p> <p>Misuse of Prescription Pain Medication.</p> <p>Misuse of Prescription Sedative/Anxiety Medication.</p> <p>Misuse of Prescription Stimulant Medication</p> <p>Misuse of Prescription Sleeping Medication.</p>	<p>There is a lack of education about risks associated with prescription drug misuse among 18-25 year olds in our community.</p> <p>The “Generation Rx” culture is pervasive in our community and Lancaster 18-25 year olds have grown up immersed in this culture.</p>	<p>Our approach is to do a two-pronged media campaign to address our two intervening variables:</p> <p>If we do a media campaign to disseminate information about the risks associated with prescription drug misuse...</p> <p>If we do a media campaign that combats the Generation Rx Culture and emphasizes healthy lifestyle choices...</p>	<p><u>Budget:</u> Total Budget: \$23,839.00 Percentage of Total Budget Allocation: 19.38%</p> <p>In-Kind: \$4,800 (Prevention Science Consultation)</p> <p><u>Staffing (Paid or Volunteer):</u> Number of staff members: 5 Total FTE’s: 0.20 (paid staff): \$10,906</p> <p><u>Vendor(s)/Sub-contractor(s):</u> Media Consultant (vendor TBD): \$8,325</p> <p>Services Provided: Strategic plan and products for media campaign in City of Lancaster.</p> <p><u>Materials:</u> Supplies: \$1,666 Printing (outsourced): \$1,750 Copier Share: \$300</p> <p><u>Travel:</u> Mileage Reimbursement: \$240</p> <p><u>Other:</u> Rent Share: \$396 Phone/Internet Share: \$156 Training Costs: \$100</p>	<p>August 2013: Form a prevention science committee.</p> <p>September 2013: Contract with a media professional.</p> <p>October 2013: Work with Fairfield Medical Center on possible collaboration efforts.</p> <p>October 2013: Begin working with media professional on media campaign.</p> <p>Spring 2014: Deploy media Campaign.</p>	<p>Form a Prevention Science Committee (PSC) as measured by formation of the PSC.</p> <p>Hire media professional to work closely with prevention science committee in creating media campaign as measured by completion of media campaign.</p> <p>Work with media professional on two-pronged campaign as measured by completion of media campaign.</p> <p>Implement media campaign to promote self-education in regards to the risks of prescription drug use as measured by implementation of the campaign.</p> <p>Implement media campaign to directly promote and encourage 18-25 year olds to engage in services or activities in the community related to wellness and healthy lifestyle choices as measured by implementation of the campaign.</p> <p>Use media campaign to generate interest among agencies, providers, etc. in the community in combating the Generation Rx culture among 18-25 year olds in our community as measured by participation in our Policies & Best Practices Strategy.</p>	<p>Then 18-25 year olds will be more knowledgeable about the risks associated with prescription drug misuse as measured by individual level consumption and perception survey as well as focus group data.</p> <p>Then we will see an increase in disapproval of self-medicating as measured by qualitative evidence in the form of focus group data.</p> <p>Then we will see an increase in the number of 18-25 year olds engaged in services or activities in the community related to wellness and healthy lifestyle choices as measured by count data provided by organizations in our community.</p>	<p>Then the number of 18-25 year olds who have taken a prescription that was not prescribed to them will decrease as measured by the individual level consumption and perception survey.</p> <p>Then the number of people reporting chronic misuse prescription medication will decrease as measured by individual level consumption and perception survey.</p>
<p align="center">Context</p> <ul style="list-style-type: none"> Results from our Community Readiness Assessment show that Lancaster is at a Stage 4- Preplanning and is primed and ready for prevention efforts. <ul style="list-style-type: none"> The 18-25 year old non-college population is hard to reach with messaging. 18- 25 is a transition age and most 18-25 year olds have very limited finances. 							

**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)

Our coalition intends to use a two-pronged media campaign targeted at 18-25 year olds in Lancaster, Ohio. In order to produce a culturally competent, impactful campaign we intend to hire a media professional who will work collaboratively with a committee of local prevention professionals to develop the campaign. The collaborative effort will begin in October 2013 with the goal being beginning implementation by the spring of 2014; implementation will be done in the form of various forms of media which will be determined by the committee during the development process. The first part of the campaign will focus on enhancing the knowledge of 18-25 year olds regarding the risks of prescription drugs by: disseminating information about the risks; promoting the importance of self-education; and encouraging parents and medical providers to take a more hands on proactive role in making sure young adults are informed.

The second part of the campaign will be focused on healthy lifestyles by: working to generate interest among agencies and providers in the community in combating the Generation Rx culture among 18-25 year olds; directly promoting and encouraging 18-25 year olds to engage in services or activities in the community related to wellness and healthy lifestyle choices.

Demonstrate the Community's Readiness for this Strategy (250 words or less)

Our community is at a Stage 4 , Preplanning on the readiness scale based on results from the Tri-Ethnic Model for community readiness implemented in the Lancaster community in 2012. In fact our score was 4.99, and that was almost a year ago. Our Community is PRIMED AND READY for Prevention Efforts!!

Our media strategy is culturally competent for Lancaster 18-25 year olds and the community as a whole as our research identified that local 18-25 year olds want facts in order to make their own decisions. Our research also identified that according to local 18-25 year olds their parents still have a large amount of influence, through advice and guidance, over their decisions.

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

The first part of the campaign fits with qualitative focus group data regarding risk perception. This data provided us with the information that local 18-25 year olds in our community see a difference between misusing as a way to get high which is what they consider to be a great risk, and misusing to self-medicate which we learned from our focus groups was seen as acceptable. Additionally we learned that many 18-25 year olds and community professionals feel that there is a lack of education surrounding prescription drug risks and some confusion as to whose job it is to provide that education.

The second part of the campaign will address the fact that our target age group has grown up immersed in the generation Rx culture, evidenced by qualitative data which showed that 18-25 year olds are self-medicating as a way to address issues that could otherwise be addressed through healthy lifestyles or alternative therapies. A focus group conducted with local medical professionals identified a lack of non-pharmaceutical treatment options as a contributing factor to the local generation Rx culture.

Demonstrate a Practical Fit: Theoretical “if-then” Proposition

Campaign Prong One

If we do a media campaign to disseminate information about the risks associated with prescription drug misuse...**then** 18-25 year olds will be more knowledgeable about the risks associated with prescription drug misuse.

If 18-25 year olds are more knowledgeable about the risks associated with prescription drug misuse...**then** we will see an increase in disapproval of self-medicating among 18-25 year olds.

If we see an increase in disapproval of self-medicating among 18-25 year olds ...**then** the number of 18-25 year olds who have taken a prescription that was not prescribed to them will decrease.

Campaign Prong Two (this if-then is linked to our Policy/Best Practices Strategy)

If we do a media campaign that combats the Generation Rx Culture and emphasize healthy lifestyle choices...**then** we will see an increase in the number of 18-25 year olds engaged in services or activities in the community related to wellness and healthy lifestyle choices as measured by count data kept by the agencies, providers, etc.

If 18-25 year olds are engaged in services or activities in the community related to wellness and healthy lifestyle choices ...**then** the number of 18-25 year olds reporting chronic misuse prescription medication will decrease.

Demonstrate a Cultural Fit (250 words or less)

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

Though our needs assessment, we found that 18-25 year olds in the City of Lancaster were “plugged” in to multiple media sources. We perceive that media is a very effective way to reach our target population. We also plan to have 18-25 year olds involved in the design of the media campaign.

Demonstrate a High Likelihood of Sustainability within the Community (250 words or less)

Once implemented, the media messages will continue to resonate within the community and create change that will have a lasting effect for years to come by planting the seeds for prescription drug risk self-education and the impact and importance of healthy lifestyle choices. Additionally by empowering and encouraging parents and doctors to take a more hands on role in educating young adults, their continued efforts will impact future generations.

Effectiveness - Media

1. The media message is simple and honest.

This the media message that we are currently envisioning: The first part of the campaign will focus on enhancing the knowledge of 18-25 year olds regarding the risks of prescription drugs by: disseminating information about the risks; promoting the importance of self-education; and encouraging parents and medical providers to take a more hands on proactive role in making sure young adults are informed.

The second part of the campaign will be focused on healthy lifestyles by: working to generate interest among agencies and providers in the community in combating the Generation Rx culture among 18-25 year olds; directly promoting and encouraging 18-25 year olds to engage in services or activities in the community related to wellness and healthy lifestyle choices.

We will ensure the message is conveyed in the language of the target audience by using a media professional that is trained to do so and by involving 18-25 year olds in the development process.

2. The message is supported by evidence.

We will be using local prevention professionals in the development stages to ensure the messages are evidence based.

3. The message is a not a scare tactic.

The messaging has not yet been developed but, be will be using local prevention professionals in the development stages to ensure the messages are not scare tactics.

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?

This will be determined through the media campaign development process.

<p>You will not need to address the following points (5-8) in your proposal. However, the EBP <u>requires</u> 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.</p>
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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.