

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

Strategy: Media (OU – L/P)

Overall Theory of Change: If the Fairfield County Young Adult Prevention Initiative implements a media campaign rooted in information dissemination, 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>Ohio University L/P: The Ohio University Lancaster/ Pickerington (OU – L/P) campus community does not recognize that prescription drug misuse is occurring within the 18-25 year old student population. Nearly 1/3 of 18-25 year old students currently misusing prescription drugs are chronic misusers. Self-medicating is perceived as acceptable, and ¼ of 18-25 year old students are either indifferent or approve of misuse among their peers.</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>The Ohio University Lancaster Campus and Pickerington Center campus community is in the denial stage of community readiness.</p> <p>There is a lack of education about risks associated with prescription drug misuse among 18-25 year olds in the Ohio University Lancaster Campus and Pickerington Center campus community.</p>	<p>If we do a media campaign to enhance awareness that prescription drug misuse is a problem within the Ohio University Lancaster Campus and Pickerington Center campus community...</p> <p>If we do a media campaign to disseminate information about the risks associated with prescription drug misuse...</p>	<p><u>Budget:</u> :</p> <p>Total Budget: \$28,075.00 Percentage of Total Budget Allocation: 22.83%</p> <p>In-Kind: \$4,800.00 (Prevention Science Consultation)</p> <p><u>Staffing (Paid or Volunteer):</u> Number of staff members: 5 Total FTE's: 0.20 (paid staff) Total paid staff: \$15,143</p> <p><u>Vendor(s)/Sub-contractor(s):</u> Media Consultant (vendor TBD): \$8,324</p> <p>Services Provided: Strategic plan and products for media campaign for OUL/P.</p> <p><u>Materials:</u> Supplies: \$1666 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>Beginning in June and refreshing monthly: Using data to design new capacity building media messages to display at OU-L/P monthly.</p> <p>Sept 2013: Working with OU-L/P Facebook administrator to get messages on Facebook page.</p> <p>August 2013: Form a prevention science committee.</p> <p>August 2013: Contract with a media professional.</p>	<p>Form a prevention science committee as measured by formation of said committee. 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; enhancing awareness of the problem, and (in conjunction with target population media campaign) prescription drug risks. As measured by completion of media campaign.</p> <p>Use media campaign to promote self-education in regards to the risks of prescription drug use.</p>	<p>Then the Ohio University's Lancaster Campus and Pickerington Center campus community will become more aware of the local impact of prescription medications and move to a higher level of community readiness.</p> <p>Then we will see an increase in community prevention efforts as measured by creation of prevention policies/programs on campus.</p> <p>Then 18-25 year old students will be more knowledgeable about the risks associated with prescription drug misuse as measured by individual level consumption and perception data 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 the number of 18-25 year old students who have taken a prescription that was not prescribed to them will decrease as measured by the individual level consumption and perception data.</p>
<p align="center">Context</p> <ul style="list-style-type: none"> Results from our Community Readiness Assessment show that Ohio University's Lancaster Campus/Pickerington Center is at a Stage 2- Denial/Resistance. <ul style="list-style-type: none"> Ohio University's Lancaster Campus and Pickerington Center are closely tied administratively to the main campus of Ohio University in Athens. <ul style="list-style-type: none"> There are currently no prescription drug prevention programs that exist on campus. Received grants from the Ohio Department of Health and The Cardinal Health Foundation and began implementing capacity building strategies with those grants in June 2013. 							

**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 old students attending Ohio University Lancaster Campus and Pickerington Center campus. 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 awareness that prescription drug misuse is a problem within the Ohio University Lancaster Campus and Pickerington Center campus community.

The second part of the campaign, in conjunction with the target population media strategy, 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.

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

Our community is at a Stage 2, Denial/Resistance on the readiness scale based on results from the Tri-Ethnic Model for community readiness implemented in the Lancaster community in 2012. While the community does believe that prescription drug misuse is a problem, it is seen as an outside problem that doesn't affect the campus community itself.

Our media strategy is culturally competent for these 18-25 year olds as our research identified that 18-25 year old students want facts in order to make their own decisions. Our research also identified that according to 18-25 year old students 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 our qualitative Tri-Ethnic community readiness survey data. Ohio University Lancaster Campus and Pickerington Center campus' are at a denial/resistance stage of readiness. In order to move forward with the second prong of our media campaign as well as any future environmental prevention strategies we will first need to use the media campaign to raise the level of readiness for prevention in the community. Outside research has shown that in order for prevention to be successful a community must be ready for it.

The second part of the campaign fits with qualitative focus group data regarding risk perception. This data provided us with the information that 18-25 year olds, both locally and those attending the branch campus, 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.

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

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

If we do a media campaign that enhances awareness that prescription drug misuse is a problem within the Ohio University Lancaster Campus and Pickerington Center campus community...**then** those communities will become more aware of the local impact of prescription medication and move to a higher level of community readiness.

If the Ohio University Lancaster Campus and Pickerington Center campus communities become more aware of the local impact of prescription medication and move to a higher level of community readiness...**then** we will see an increase in community prevention efforts as measured by creation of prevention policies/programs on campus.

Campaign Prong Two

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

If 18-25 year old students 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 old students.

If we see an increase in disapproval of self-medicating among 18-25 year old students ...**then** the number of 18-25 year old students who have taken a prescription that was not prescribed to them 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 Ohio University Lancaster Campus and Pickerington Center campus communities 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 laying the groundwork that encourages ongoing prevention efforts on campus and planting the seeds for prescription drug risk self-education. 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.

The media message that we are currently envisioning: The first part of the campaign will focus on enhancing the community's awareness that prescription drug misuse is a local problem. The initial part of this process began in June of 2013. The YAPI coalition received a grant through Cardinal Health that was used to purchase TV's to spread media messages on campus. The messages to date have been in the form of a "Get the Facts" campaign which was a media based way of sharing some of the results of our 2012 Individual consumption and perception survey data.

The second part of the campaign will focus on enhancing the knowledge of 18-25 year old students 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.

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, 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 requires 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>

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.