

**Ohio Strategic Prevention Framework (SPF): Strategic Plan Map**  
**Portage Substance Abuse Prevention Coalition**

Strategy: Media

Overall Theory of Change: • If PSAP Coalition implements the use of media, then it is more likely that the community will experience a decrease in the consumption of alcohol among the 18 to 25 year olds.							
Community Logic Model			Theory of Action			Measurable Outcomes	
Problem Statement	Intervening Variable(s)	Media 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><i>Young adults, ages 18-25 at Kent State University report consumption (including binge use) of alcoholic beverage at a high rate.</i></p> <p><b>Substance Use Issue</b></p> <p>Binge alcohol use: 50% of 28-25 year old KSU students reported binge use of alcohol during the past 2 weeks</p> <p>Data source: Kent State University alcohol survey, 2012</p>	<ul style="list-style-type: none"> <li><b>Acceptance of alcohol consumption.</b> 82% of KSU 18-25 year old students who drink alcohol have <b>not</b> been thinking about reducing the amount of alcohol they personally consume. (<i>Data Source: Kent State Alcohol Survey, 2012</i>)</li> <li><b>Acceptance of getting drunk.</b> 52% of KSU 18-25 year old students agree or strongly agree it is OK for them to get drunk. (<i>Data Source: Kent State Alcohol Survey, 2012</i>)</li> <li><b>Low perception of risk.</b> 71% of KSU 18-25 year old students do <b>not</b> perceive great risk of harming themselves physically and in other ways due to binge drinking (<i>Data Source: Kent State Alcohol Survey, 2012</i>).</li> </ul>	<p>The use of media strategy is geared towards KSU students, 18 -25 years old. The use of media is to promote choices for a healthy lifestyle, in the form of an Internet website, Facebook, Twitter, as well as media on the KSU campus. Different modalities will be used to direct students to the social media sites including newsprint, online, posters, brochures and give-a-ways. Healthy lifestyle choices will be promoted at various events, including Resident Assistant Resource Fair, Discover Downtown, and National Alcohol Screening Day. Implementation of our media message will be promoted throughout the academic year (August through December, and again in January through May) year. Healthy Lifestyle choices will be shared via informative materials, online social media messages, and face to face presentations. Examples include: the Step Up &amp; Speak Out campaign materials, First Year Experience Online through the KSU campus, 18to25.org website, Facebook and Twitter. Alternative behaviors to alcohol consumption may include informing this age group via blogs and social media about healthy activities, such as those listed above. The 18to25 website and social media sites will continue to be maintained under the direction of the PSAP Coalition Coordinator. Members of PSAP will continue to recruit blog writers and will review blogs before posting. The domain name and web hosting for 18to25.org has been secured for the next 5 years.</p> <p>If we inform the target population about the benefits of Healthy Lifestyle Choices,</p> <p>If the target population chooses more Healthy Lifestyle activities,</p> <p>If the target population chooses fewer risky lifestyle activities that could lead to personal harm,</p>	<p><b>Budget:</b> Total Budget: \$99,614 FY'14</p> <p><b>Percentage of Total Budget Allocation:</b> 32%</p> <p><b>In-Kind:</b> KSU faculty and students who belong to Healthy Kent as well as potential student Bloggers</p> <p><b>Staffing (Paid or Volunteer):</b> <b>Number of staff members:</b> 4</p> <p><b>Total FTE's:</b> Kari, Joel, 2 Interns</p> <p><b>Vendor(s)/Sub-contractor(s):</b> <b>Name (Total Cost)</b> <b>Host Monster:</b> \$30 per year</p> <p><b>Services Provided:</b> N/A</p> <p><b>Materials:</b> <b>Brief Description (Total Cost)</b> \$7000 for KSU online ads, KSU newspaper ads, Movie theatre ads, posters for residence halls, t-shirts, bracelets, pens, and magnets</p> <p><b>Travel:</b> N/A</p>	<p><b>Fall 2013 Semester:</b></p> <ul style="list-style-type: none"> <li>-Reviewed by PSAP coalition monthly at meetings for feedback</li> <li>- You tube and website videos demonstrating healthy lifestyle activities at KSU and surrounding areas.</li> <li>- Attend “Healthy Kent” meetings for feedback and input</li> <li>- Create posters in residence halls and dining halls to build media awareness.</li> <li>-promotion via social media (Facebook, Twitter, PSAP Website) promoting healthy lifestyles and alternatives to binge drinking</li> <li>- Educating and promoting healthy lifestyles and alternatives to binge drinking via Facebook, Twitter, PSAP Website</li> <li>-Engaging community members and students about healthy lifestyle changes via social media( Facebook, Twitter, PSAP Website)</li> </ul>	<ul style="list-style-type: none"> <li>- KSU students’ increased awareness of alcohol related consequences and alternatives to binge drinking.</li> <li>- Increased support from 18-25 year old students for writing blogs on healthy choices and the dangers of high risk alcohol use</li> <li>- Decrease incidence of crimes related to binge drinking and alcohol use for students 18-25.</li> <li>- Increased number of “likes” and followers via Facebook and Twitter.</li> </ul>	<p>If we educate students about healthy choices via media messaging on Facebook, Twitter, and on the PSAP and 18-25 website, as well as alternatives to alcohol and consequences of high-risk behaviors, then they will be less likely to misuse alcohol and there will be a reduction in binge drinking and 30-day consumption as measured by students reporting fewer incidents of binge drinking 18-25 episodes through the Kent State Alcohol Survey and by statistics provided by both the Kent local Police Department, KSU police, and the Office of Student Conduct.</p> <p>In addition, the use of social media messaging will also result in a reduction of 10% of students who agree or strongly agree that it is OK for them to get drunk as measured by the Kent State Alcohol Survey.</p> <p>then they will be more likely to choose Healthy Lifestyle activities.</p>	<p>If we educate students about healthy choices via media messaging on Facebook, Twitter, and on the PSAP and 18-25 websites, as well as alternatives to alcohol and consequences of high-risk behaviors, then they will be less likely to misuse alcohol and there will be a 10% reduction in binge drinking and 30-day consumption as measured by the Kent State Alcohol survey.</p> <p>then they are less likely to choose risky lifestyle activities that could lead to personal harm.</p> <p>then the rate of binge drinking on campus will decrease.</p>
<p align="center"><b>Context</b></p> <p align="center">Active Healthy Kent organization comprised of KSU faculty/students and the Portage Substance Abuse Prevention Coalition; relating messages with cultural considerations; Active student organizations, Greeks, student council and resident halls participation in communicating through media outlets such as Facebook, Twitter, and on the PSAP and 18-25 websites; joint efforts involving community organizations, particularly Townhall II and the Mental Health &amp; Recovery Board of Portage County</p>							

**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) MEDIA STRATEGY**

Please provide a concise description of your strategy including the following elements:

1. Who is the intended recipient of this strategy?
2. What will be implemented?
3. Where will it be implemented?
4. When will it be implemented?
5. How will it be implemented?

The use of media strategy is geared towards KSU students, 18 -25 years old. The use of media is to promote choices for a healthy lifestyle, such as kayaking, local parks and recreations services, healthy eating, promotion of healthy campus organizations and sharing of healthy mind and body information—in the form of an Internet website, Facebook, Twitter, as well as media on the KSU campus. One example may be posters in residence halls, especially to direct students to the social media sites. They will be implemented in different modalities including: newsprint, online, posters, brochures and give-a-ways. Healthy lifestyle choices will be promoted at various events, including Resident Assistant Resource Fair, Discover Downtown, and National Alcohol Screening Day. Implementation of our media message will be promoted throughout the academic year (August through December, and again in January through May) year. Healthy Lifestyle choices will be shared via informative materials, online social media messages, and face to face presentations. Examples include: the Step Up & Speak Out campaign materials, First Year Experience Online through the KSU campus, 18to25.org website, Facebook and Twitter. Alternative behaviors to alcohol consumption may include informing this age group via blogs and social media about healthy activities, such as those listed above.

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

Please describe your community's level of readiness for this strategy including the following elements:

Our community's level of readiness is vague awareness. The community assessments provided information of AOD gaps in the community and ongoing AOD prevention/treatment programs and strategies. Vague awareness, meaning the community understands there is a problem, but they are not at a point where they can begin discussing solutions. One gap may be the lack of targeted interventions within the Millennial Generation. One gap we are trying to fill is the connection between PSAP and "Healthy Kent" on the KSU campus and raising awareness among this population with the problem of high-risk alcohol use. Healthy Kent and PSAP are working together and collaborating regarding positive interventions for the high-risk alcohol use for 18-25 year-olds.

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

Based on the perceived risk/harm data analyzed, these are the community's major concerns surrounding the perceived risk/harm of consuming the priority substance: The media campaign will raise awareness of the risk of harm, including consequences for high risk alcohol use, including academic probation, legal intervention, and physical harm. Among all respondents, 36% reported great risk. Among females, 42.3% reported great risk; whereas among males 28.7% reported great risk. There is a clear difference in reported great risk. From 2006-2008, the SOEW reported a prevalence rate of 28.4% for great risk in Ohio and a rate of 25.5% in Portage County. Our perceived/harm of consuming five or more drinks of an alcoholic beverage once or twice a week is higher than both Ohio and Portage County. We

examined this measure by school/college of enrollment and found no remarkable differences. The social media messages for the 18-25 Project will highlight the risk associated with drinking (including affect on personal and mental health, academics, and legal ramifications). 18to25 will educate Millennials on the dangers of high risk alcohol use, as well as the statistics related to use. 18to25 will highlight opportunities for local healthy lifestyle activities rather than engaging in high-risk drinking behaviors. According to Pew Internet and American Life Project of the Pew Research Center ([www.pewinternet.org](http://www.pewinternet.org)), Millennials are the most likely of any demographic cohort to use social networking sites (83%). This highlights the importance of reaching these persons in this manner. Additionally, the Centers for Disease Control and Prevention have an entire media campaign dedicated to using social media as a way to disseminate health information (<http://www.cdc.gov/socialmedia/>). CDC research indicates the trends for use among Millennials to use social media has exponentially increased over time, making it an important and necessary strategy to make a difference in the drinking behaviors of this age group. (<http://www.cdc.gov/healthcommunication/research/databriefs/socialnetworksdatabrief.pdf>).

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

Please create an “if-then” proposition for this strategy.

*If* we educate students about healthy choices via media messaging on Facebook, Twitter, and on the PSAP and 18-25 websites, as well as alternatives to alcohol and consequences of high-risk behaviors, *then* they will be less likely to misuse alcohol and there will be a reduction in binge drinking and 30-day consumption.

- ✓ **If** we inform the target population about the benefits of Healthy Lifestyle Choices, **then** they may be more likely to choose Healthy Lifestyle activities.
- ✓ **If** the target population chooses more Healthy Lifestyle activities **then** they may be less likely to choose risky lifestyle activities that could lead to personal harm.
- ✓ **If** the target population chooses fewer risky lifestyle activities that could lead to personal harm **then** the rate of binge drinking on campus may decrease by 10% as measured by the KSU 2014 survey.

### Demonstrate a Cultural Fit (250 words or less)

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

Many college students may use social media as a means of communication. This may be similar to the way Kent community members use social media. The culture of the college population makes drinking an expected and acceptable activity. With the number of bars on campus and the social expectation that “everyone is drinking,” Millennials believe they must drink and that it is “normal”.

Facebook and Twitter are the most common forms of media communication

(<http://socialmediatoday.com/node/195917>). Using these methods (Facebook and Twitter), to raise awareness and offer alternative healthier choices seems to be appropriate for the population. More and more, this age group communicates through the use of social media. As documented by the Pew Internet and American Life Project of the Pew Research Center ([pewinternet.org](http://www.pewinternet.org)) , Millennials are the most likely of any demographic cohort to use social networking sites (83%). The use of social media and other methods of mass media are increasingly used as a way to get messages across (<http://www.thecommunityguide.org/news/2012/HealthCommunicationCampaigns.html>). Millennial’s gain knowledge of news, entertainment, and activities of their peers. It is a way to get the message of high-risk alcohol use across quickly.

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

How will the coalition sustain this strategy in the community? Please consider the following resources: time, money, human resources, political support, etc..

KSU uses media as a means of communication to their students through similar social media websites to 18to25. They also share information through Facebook and Twitter accounts. PSAP along with other partnering community groups will continue to use various methods of media to promote healthy lifestyle choices. It is in everybody's best interest to reduce the number of incidents due to high-risk alcohol use. The KSU Office of Student Conduct is using the 18to25 website as a way to educate students who have gotten into trouble with alcohol. The website and information contained within will constantly be changing over time to ensure the message stays relevant through the use of students' surveys to assess changing media needs within the population it serves. The KSU campus is actively involved in enforcing programming to reduce high-risk alcohol use among students, which can therefore be reiterated via social media messaging on the 18to25 website, Twitter and Facebook. The 18to25 website and social media sites will continue to be maintained under the direction of the PSAP Coalition Coordinator. Members of PSAP will continue to recruit blog writers and will review blogs before posting. The domain name and web hosting for 18to25.org has been secured for the next 5 years.

**Demonstrate Effectiveness**

- Each environmental strategy "family" (i.e., CAMP) will have a specific form. Please choose the appropriate form and include it with your submission.
- The forms can be found in this document.

<b>Effectiveness - Media</b>
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### 1. The media message is simple and honest.

This the media message that we are currently envisioning: Healthy lifestyle choices/alternatives

*Briefly describe how you have ensured that your message is conveyed in the language of the target audience.*

Our goal is to have healthy lifestyle blogs written by 18 to 25 year olds so the messages will be in the language of their peers. We hope that the messages sent by peer bloggers will be more relatable coming from their own peer group. PSAP members regularly attend on campus events, fairs, and other community events to talk to students about the message, give away items that promote the message, including t-shirts, pens, bracelets, and magnets. These items represent a link to other forms of 18to25 social media, i.e, the website, Facebook and Twitter. The hope is that the message spreads to other peers. PSAP may also use print ads through the Kent State University paper and advertising at local movie theatres. This is a strategy we have used in the past.

### 2. The message is supported by evidence.

Please describe the evidence you used to create your media message. That is, how is the media message credible?

Messages are accumulated through credible health websites, such as the CDC, kent.edu Health Services website, online health magazines such as *Womens' Health*, as well as other public health websites like Harvard University. Sources will be chosen based on Internet searches and literature reviews from graduate student interns. Again, trends support the need to engage Millennial's in social media health messaging to promote health and wellness. It has found that social media can capture the public mood, can be an inexpensive way to promote a message, and can engage in a dialogue surrounding a particular issue, in this case alcohol use

(<http://www.peelregion.ca/health/resources/pdf/socialmedia.pdf>). Additional evidence is as follows:

- (A) The Health Communicator's Social Media Toolkit (2011) was developed by the Electronic Media Branch, Division of News and Electronic Media, Office of the Associate Director of Communication at the Centers for Disease Control and Prevention (CDC). It was designed to provide guidance and to the shared lessons learned in more than three years of integrating social media into CDC health communication campaigns, activities and emergency response efforts. The Toolkit strongly recommends the use of social media, stating that "the use of Facebook, YouTube, Twitter and other social media tools to disseminate health messages has grown significantly, and continues to trend upward. Using social media tools has become an effective way to expand reach, foster engagement and increase access to credible, science-based health messages." In addition, a new publication, "CDC's Guide to Writing for Social Media," will be used to provide guidelines of writing effective messages.
- (B) The Community Anti-Drug Coalitions of America (CADCA) has developed "Telling the Coalition Story: Comprehensive Communication Strategies" (2010) that provides a guidebook for how Coalitions can use multiple communication strategies and especially social media for teens and younger adults to provide information and education about health problems (e.g., alcohol abuse) and healthy solutions. Also, the CADCA has published a "Social Media Digital Primer" that will be used by our Coalition.

- (C) A 2002 study by the Task Force of the National Advisory Council on Alcohol Abuse and Alcoholism, National Institutes of Health, U.S. Department of Health and Human Services entitled, "How to Reduce High Risk College Drinking: Use Proven Strategies, Fill Research Gaps," indicates the following:
- Use social norms interventions to correct misperceptions and change drinking practices. When discussing college drinking problems, do not inadvertently reinforce the notion that hazardous drinking is the norm. Help students understand that they have the right **not** to drink and to have negative feelings about the consequences they experience due to other students' excessive drinking.
  - Use educational interventions that provide **new** information such as describing alcohol-related programs and policies, informing students about drinking-and-driving laws, and explaining how to care for peers who show signs of alcohol poisoning. Use alcohol education in concert with other approaches, such as skills training or social norms.
  - Avoid using educational efforts focused primarily on facts about alcohol and associated harm as a sole programmatic response to student drinking. They have proven to be ineffective.
  - Adopt and integrate complementary approaches, rather than focusing only on one. For example, when combined, social norms and policy enforcement efforts can enhance each other.
  - Use social marketing approaches to create and market programs to students.
  - When using social media, develop a staged approach that recognizes the need to build toward behavior, norm, or policy change. For example, to promote personal behavior change, an audience may need to be led through a series of steps that include awareness, knowledge and beliefs, behavioral skills, self-efficacy (i.e., the conviction that individuals can master or maintain a behavior), and supports for sustaining change.
- (D) A 1996 publication of the Higher Education Center for Alcohol and Other Drug Prevention funded by the U.S. Department of Education and written by Michael P. Haines of Northern Illinois University: "A Social Norms Approach to Preventing Binge Drinking at Colleges and Universities" . Results of the study are as follows: NIU implemented a campus-based mass media campaign to change student perceptions of drinking norms. During the course of the campaign, NIU students have reported reduced binge drinking for each of the last six years, with an overall 35 percent reduction. They have also reported 31 percent fewer alcohol-related injuries to self and 54 percent fewer alcohol-related injuries to others. The program relies heavily on mass media, especially the campus newspaper. Although this study focused on the use of print media, their research suggested that using mass media is the most cost effective method of reaching students on large campuses.
- (E) The Partnership at [Drugfree.org](http://Drugfree.org) and their "Above the Influence" campaign for teen drug and alcohol prevention finds that negative messages don't work. Their research recommends the use of social media to promote self-esteem, valuing of self, and self-determination rather than the use of negative messages. (July 2013)
- (F) The SAMSHA Center for the Application of Prevention Technologies site has a publication, "Developing a Social Media Plan to Support Substance Abuse Prevention Efforts" (2011). This guide will be used for our social communications planning. In this document, SAMSHA states static websites no longer make the grade and that with the advent of social media, such as *Facebook* and *YouTube*, people increasingly expect opportunities to comment, share, discuss, and collaborate during their visits to cyberspace. "Social media is the dominant form and growing nature of online interaction providing innumerable ways to promote, enhance, and extend your prevention efforts."
- (G) **A Winner in 2009 SAMSHA prevention programs, the DeKalb County Partnership for a Safe, Active and Family Environment: Social Norms Marketing Project, was cited as a model program.** The DeKalb County Partnership for a Safe, Active & Family Environment is a community coalition promoting community based prevention, wellness and healthy lifestyles for youth, adults and the community as a whole. The *Social Norms Marketing Project* is based on a model of identifying and reinforcing existing protective norms concerning alcohol, tobacco and other drugs (ATOD) issues and correcting misinterpretations about the extent of ATOD use and levels of existing protective behaviors. The main method of this approach is social marketing, primarily through media and other appropriate methods. The major components of the project target youth, family, and community

members. Most of the expected outcomes have focused on increasing pro-social, health positive behaviors, along with increasing more accurate perceptions of ATOD use. The program has effectively demonstrated positive project outcomes during their 10 years of implementation and intervention. Since baseline data taken in 1999, outcomes have been measured annually with some of the following highlights: 21.1% reduction in alcohol use by high school students; 43% increase in the number of students who believe most students do not drink; 33.3% increase in the number of students who believe most students do not smoke; 51.3% increase in the number of teachers who believe most students do not drink; 17.5% increase in the number of students who believe their peers feel it is wrong to drink; and 6.5% increase in the number of students who get accurate alcohol information from parents.

(H) A February 2011 Prevention Update from the U.S. Department of Education’s Higher Education Center for Alcohol, Drug Abuse, and Violence Prevention discussed the use of social media for alcohol, drug abuse and violence prevention. They cite research from the Pew Foundation that 75% of Millennials have created a profile on a social networking site, such as Facebook. The report points out that social media is “interactive” that means that one of the most important ways to use social media is as a listening engagement tool. The summary indicates that social media “seeds” public thought and that when we seed conversations across various social media groups, our seeds have as much influence as every other comment – being in the conversation changes the conversation. They indicate that “no research has been conducted on the use of social media as a tool for alcohol, drug abuse, and violence prevention” but that a study at Michigan State University at their Department of Telecommunication, Information Studies and Media showed that Facebook usage was found to interact with measure of psychological well-being, suggesting that it might provide greater benefits for users experiencing low self-esteem and low life satisfaction.

### **3. The message is a not a scare tactic.**

The mission of PSAP is to provide a source of positive and motivational messaging to the target population. The message is to raise health awareness of the project, as opposed to pressuring Millennial’s into behaving a certain way.

### **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?**

We will use a variety of methods to convey our healthy lifestyle message including: newsprint, online advertising, social media, brochures, cards, as well as give-a-ways that include pens, magnets, bracelets and t-shirts. We have chosen these methods as an avenue to reach a wide range of people with different learning and life styles, but focusing on the needs of those 18-25 years of age.

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.

### **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.**