

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

Strategy: Media

Overall Theory of Change:							
If the Young Adult Alcohol Prevention Initiative implements media strategies to educate young adults about the harmful use of alcohol and the AMA guidelines for moderate alcohol use, then it is more likely that the community will experience a decrease in any consumption of alcohol among 18-20 year olds, and more 21-25 year olds who consume alcohol reporting that they do so within the AMA guidelines, including a reduction in binge drinking.							
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><i>Approximately one-third of Columbiana County’s 18-20 year olds report that they have consumed alcohol in the past 30 days. The majority of young adults who are of legal age to purchase alcohol in Columbiana County did not know the American Medical Association guidelines on moderate alcohol use.</i></p> <p>Substance Use Issue</p> <p>31% of Columbiana County 18-20 year olds surveyed reported drinking an alcoholic beverage within the past 30 days.</p> <p>42% of Columbiana County 18-20 year olds surveyed report that they drink alcohol.</p> <p>78% of young adults surveyed do not know the AMA guidelines for responsible drinking</p> <p>69% of those who reported drinking in the past 30 days were binge drinking</p> <p><i>(Data Source: Columbiana County Individual Level Survey 2011-12)</i></p>	<p>There are strong social norms present in Columbiana County that negatively influence perceptions of underage alcohol use</p> <p>There is a low perceived risk of harm associated with the use of alcohol among young adults in Columbiana County, coupled with a lack of education about responsible use of alcohol.</p>	<p>Media (Information Dissemination)</p> <p><u>Brief Description of Strategy:</u> The Initiative will use a two-pronged media campaign that is focused on evidence based strategies to distribute information about the harmful use of alcohol, including binge drinking and the American Medical Association’s guideline to responsible drinking. One component will be focused on the problems with underage use of alcohol and the second component will be focused on the perception of harm and the AMA guidelines for moderate alcohol use.</p>	<p><u>Budget:</u> Total Budget: \$75,000</p> <p>Percentage of Total Budget Allocation: 66%</p> <p>In-Kind: \$47,000</p> <p><u>Staffing (Paid or Volunteer):</u> Number of staff members: 12 Total FTE’s: 1.2 (paid staff)</p> <p><u>Vendor(s)/Sub-contractor(s):</u> Kent State University Media Professor & Media Class \$3,000 Services Provided: Professor stipend, and media materials</p> <p><u>Materials:</u> Collateral for media campaign (\$20,000)</p> <p><u>Travel:</u> Distribute campaign materials throughout the county, travel to meetings to support campaign (\$2,000)</p> <p><u>Other:</u> Media Buys for Air Time (\$3,000)</p>	<p>Fall 2013: Media materials will be finalized with media consultant.</p> <p>Fall 2013: Focus group with 18-25 year olds will be used for suggestions on distribution ideas.</p> <p>Fall 2013: Coordinator will meet with possible distribution sites to identify where materials can be dispersed.</p> <p>December- February 2013-2014: Campaign materials will be distributed throughout the county on the harmful use of alcohol and the AMA guidelines.</p> <p>March-June 2014: Campaign materials will be distributed throughout the county on the dangers and consequences of underage drinking.</p>	<p>The Young Adult Prevention Initiative members will engage with media experts to develop and deploy media campaign that is grounded in research and is culturally competent.</p>	<ul style="list-style-type: none"> 30% of 18-25 year olds will have seen campaign materials with information about underage alcohol use, the AMA guidelines to safe drinking, and the harmful effects of binge drinking. <p>This will be measured by media saturation statistics when available and an individual level with 18-25 year olds who reside in Columbiana County in 2015.</p> <ul style="list-style-type: none"> Increase perception of harm regarding alcohol use by 18- 25 year olds by 10% Increase the number of 18-25 year olds who have knowledge of the AMA guidelines for responsible drinking by 15% <p>This will be measured by an individual level survey in 2015. 18-25 year olds who reside in Columbiana County will participate.</p>	<ul style="list-style-type: none"> Decrease the number of 18-20 year olds who reported drinking an alcoholic beverage in the past 30 days by 5% For 21-25 year olds who report drinking alcohol, increase the percentage who report drinking within the AMA guidelines by 10% For 21-25 year olds who report drinking alcohol, decrease the percentage who report binge drinking behavior by 10% <p>This will be measured by an individual level survey in 2018. 18-25 year olds who reside in Columbiana County will participate.</p>
Context							
<p>The results from the 2011 Community Readiness Survey placed Columbiana County in the “pre-planning” stage. This indicates that there are some leaders and community members who are aware of the issue of harmful alcohol use by persons aged 18-25 and that there is some motivation to address the issue. The initiative will use the identified “key informants” to distribute information to the Appalachian Culture. We know this culture is more likely to listen to individuals from their own community and people they trust. One supportive factor that is present is a great relationship and connection to the ADAPT Coalition. ADAPT is widely known in Columbiana County and their presence will assist the Initiative to saturate the county with the media campaign.</p>							

Ohio's Strategic Prevention Framework – State Incentive Grant (SPF-SIG)
Columbiana County 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)

The Initiative will use a two-pronged media campaign, targeting all 18-25 year olds in Columbiana County. The first component of the campaign will be focused on evidence based strategies to distribute information about the harmful use of alcohol, including binge drinking and the American Medical Association's guideline to responsible drinking. The second component will focus on underage drinking. Campaign materials will be printed in a variety of forms such as flyers, brochures, coasters, carryout bags, TV ads and free giveaways. They will be distributed to local college campuses, bars, restaurants, agencies (Job and Family Services, WIC, Head Start, etc.), doctors offices, health fairs, church bulletins, community events, ADAPT Coalition Leadership events, and several other locations throughout the county. The campaign will be implemented in October 2013 through June 2014. This will allow the materials to be saturated throughout Columbiana County and the messages will rotate periodically so a high percentage of the 18-25 year old population will see the alcohol related messages.

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

The Overall Community Readiness Average Score is four, which places Columbiana County in the "Pre-planning" stage. This indicates that there are some leaders and community members who are aware of the issue of harmful alcohol use by persons aged 18-25 and that there is some motivation to address the issue. Having such strong leaders in the community such as partner agency directors and university officials will help us distribute the campaign materials to our population. Being a part of the Appalachian Culture, Columbiana County relies on health and educational information from people and organizations they know and trust, such as these leaders who were identified during the Tri-Ethnic Survey.

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

The number of young adults in Columbiana County who know and understand the American Medical Association guidelines to responsible drinking is very low. The needs assessment confirmed this is a problem in the community and there are individuals who are willing and able to help with the problem. Individuals and some key agencies were identified and contact information was researched. The Coalition has discussed preliminary ideas with these key individuals/agencies and they have shown their support and are willing to help distribute media messages to young adults who live in Columbiana County. Along with educating about the guidelines for low risk use, the Initiative will be addressing high risk use with our 21-25 year old

population. From the data collected for the needs assessment, it can be concluded that most young adults in Columbiana County do not know what binge drinking is and if they are going to drink, they are likely to binge drink. 69% of those who reported drinking in the past 30 days were binge drinking. (*Data Source: Columbiana County Individual Level Survey 2011-12*)

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

If the Young Adult Alcohol Prevention Initiative implements media strategies to educate young adults about the harmful use of alcohol and the AMA guidelines for moderate alcohol use, then it is more likely that the community will experience a decrease in any consumption of alcohol among 18-20 year olds, and more 21-25 year olds who consume alcohol reporting that they do so within the AMA guidelines, including a reduction in binge drinking.

Demonstrate a Cultural Fit (250 words or less)

Columbiana County is an Appalachian Ohio county. One characteristic of Appalachian communities is a large percentage of lifelong residents who “know” everyone in their community. There are certain community leaders and longstanding organizations that residents trust and rely on for health and education information. Appalachians generally do not like “outsiders” coming into their community to give them advice, even if it is useful information. Using the campaign materials we have chosen will allow them to obtain the information through passive means such as printed materials or TV ads, not through intrusive practices from people they are not comfortable with. Also, the materials will be free of charge and included at events with free admission. This allows people of all income levels to receive the material. The distribution locations were chosen with this in mind and also because the 18-25 year old population frequent these places.

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

The Initiative has partnered with the longstanding and successful ADAPT (ALCOHOL DRUG ABUSE PREVENTION TEAM) Coalition in the past with brochures, giveaways, resource information, etc. The partnership will continue with the use of media messages. ADAPT’s presence on the new campaign information will allow individuals to associate the Initiative with ADAPT. ADAPT has a strong following in the community and will be able to sustain the message after the Initiative is no longer funded.

Effectiveness - Media

1. The media message is simple and honest.

The media message that we are currently envisioning: The Initiative will use a two-pronged media campaign that is focused on evidence based strategies to distribute information about the harmful use of alcohol, including binge drinking and the American Medical Association's guideline to responsible drinking. One component will be focused on the problems with underage use of alcohol and the second component will be focused on the perception of harm including the AMA guidelines for moderate alcohol use.

The message we will use for the harmful use of alcohol/AMA guidelines component of the campaign is: The Other Hangover, "Don't overdo it. Reputations aren't drunk proof" This message will focus on the dangers of binge drinking and include the AMA guidelines to safe drinking. This message is a bold statement that is easy to understand and possibly making the target population curious so they will want to know more information.

The message we will use for the dangers and consequences of underage consumption is: "Underage Drinking Not a Minor Problem". This message will educate young adults and the general public about the negative health effects of drinking and to engage community partners in the effort to combat underage drinking in Columbiana County.

2. The message is supported by evidence.

The first component to the media campaign was used in 2011 at several college campuses in Minnesota. The main goals of this campaign, also known as "The Other Hangover" is:

- Increase awareness of the negative social and reputational effects of overconsumption
- Generate discussion of the negative effects binge drinking can have
- Change attitudes surrounding binge-drinking behaviors

The Initiative will use these goals as well as new goals such as:

- Increase knowledge of AMA guidelines to safe drinking

An evaluation was conducted in 2010 that found "The Other Hangover" campaign was more relatable and believable than the "Drink Responsibly" ads. Also this campaign was funded by Century Council, a leader in the fight against drunk driving and underage drinking and promotes responsible decision making regarding beverage alcohol.

The second component to the media campaign, "Underage Drinking, Not a Minor Problem" will explain how car crashes, unplanned pregnancies, violence, alcohol dependency, serious health issues are just a few of the consequences of underage drinking that cause problems for youths

at home, at school, at work, and with the law. Research shows that youths are receptive to clear, consistent no-use messages from the people and organizations that touch their lives.

The campaign informs others of the serious consequences of underage drinking by:

- Building a network of leaders and resources that work to discourage underage drinking.
- Supporting enforcement efforts of laws and policies related to underage drinking.

3. The message is a not a scare tactic.

The media messages will use or slightly modify messages from campaigns such as “The Other Hangover” and “Underage Drinking, Not a Minor Problem”. These are not scare tactics and have been used successfully by other initiatives. We will also use data, related to 18-25 year olds in Columbiana County, which was gathered in the individual level survey from 2012 and 2013. Facts and statistics will be used to reach this population, 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?

The initiative will work with a communications faculty member at either Kent State or Youngstown State to identify the appropriate media types to be used with the target population. Potential media types include radio public service announcements, flyers, brochures (to leave in waiting areas such as WIC and physicians’ offices, coasters at bars, carryout bags, TV ads (including TV feeds at physicians’ offices and in student centers on our commuter campuses) and free giveaways such as water bottles and eco-friendly tote bags to get the message to the target population. The use of these items will allow the message to be out in the community in various ways. These mediums have been chosen because they, in combination, will saturate locations where 18-25 year-olds are, whether they are college students or not. Many 18-25 year olds who are not in college have small children so they spend time at places like WIC offices, pediatricians’ offices, etc. . We chose coasters to be distributed to local bars and restaurants so individuals purchasing alcoholic drinks will see the message. We chose carryout bags to be distributed to local drive thru’s and carryout businesses so individuals purchasing alcohol will also see the message. We chose to run PSA’S at various radio stations throughout the county because the target population listens to the radio but does not necessarily read a newspaper or watch traditional news. We chose flyers and brochures to be distributed to all freshman orientation classes and also to be placed on the back of campus and agencies’ bathroom stalls and in waiting rooms so individuals will see the message. We chose to run TV ads at local doctor offices so individuals will watch the message while they are in the waiting room. Our college campuses are commuter campuses so students

congregate in student centers between classes. Campus television messages have a high probability of being seen by most students. All of these methods will allow the message/campaign to reach a high percentage of the target population in Columbiana County.