

The Millennial Generation



Collaborating with Business

Expected Outcomes

- Identify where Millennials are employed
- Utilize business sector resources to enhance community efforts
- List strategies for engaging employers to reach Millennial employees
- Putting it all together- Integrating key information from all sessions

Poll Question #1

What Year were you born?

- A. 1925-1945
- B. 1946-1964
- C. 1965-1979
- D. 1980-2000



Generations by Time Spans*

(Years Born)

- G.I. Generation: 1904-1924
- Silent Generation: 1925-1945
- Boomer Generation: 1946-1964
- Generation X: 1965-1979
- Millennial Generation: 1980-2000

*Based on live births with no generation spanning beyond 21 years

Ohio SPF Goals

- Decrease the number of 18 to 25 year olds engaged in high risk use of alcohol
- Decrease the number of 18 to 25 year olds engaged in the use of illicit drugs
- Decrease the number of 18 to 25 year olds misusing prescription medications



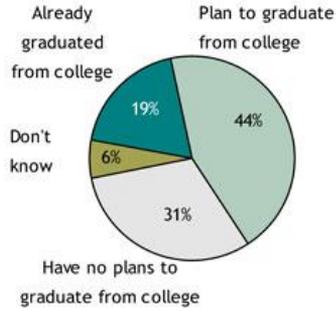


Millennials and College



Millennials and College

% of Millennials who...



PewResearchCenter

Know What You Want

- Money
- Collaboration
- Message Promotion
- Customer focus
- Employer focus



Know How to Plan

- Develop a Corporate Target Plan
- Make it simple
- Divide and conquer
- Be consistent
- Customize materials and items to business



Know How to Ask

- WIIFM
- Make it personal
- Identify opportunities
- Provide creative ideas
- Have a specific 'ask' in mind
- Ask for more than you are going to get
- Have them examine opportunities



Collaborating with businesses

- Businesses want to help employees
- Employee Assistance Programs (EAP) offer substance abuse intervention
- The more resources the better



Small businesses

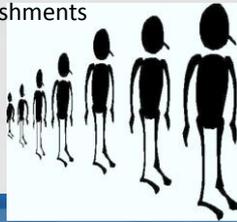
- Small businesses have big disadvantages.
- Less likely to have programs in place to combat the problem,
- More likely to be the "employer-of-choice" for illicit drug users.
- Individuals who can't adhere to a drug-free workplace policy seek employment at firms that don't have one,

Population of full-time employed current illicit drug users

- 44% work for small establishments (1-24 employees)
- 43% work for medium establishments (25-499 employees)
- 13% work for large establishments (500 or more employees)

Population of full-time employed heavy drinkers:

- 36% work for small establishments
- 47% work for medium establishments
- 17% work for large establishments



www.bhsn.org/drug-free-workplace.php

Workplace Alliances

Americans spend so much time in the workplace, businesses are in an excellent position to help employees, their families, and their communities combat the nation's number-one health problem.



WIIFM: Know Why They Should Help

- Employee Focused:
 - Increased productivity
 - Decreased turnover
 - Enhance commitment
 - Cost Savings



- Customer-focused:
 - Increase loyalty
 - Connecting to a positive message
 - Enhance community visibility

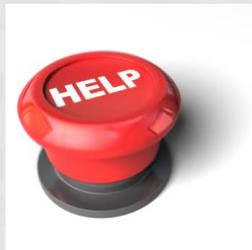
EAP Effectiveness

- Produce far more savings than they require in costs
- Successes in returning substantial proportions of employees with alcohol problems to effective performance
- Complementary community-based programs of education encourage behavioral change
- Nesting alcohol prevention with other health and wellness programs increases motivation
- Peer intervention – non abusing peers may be assets to coalitions

Source: The Workplace and Alcohol Prevention Publications

Know How to Keep Them

- Make it easy on them
- Help them
- Support them
- Keep them in the loop
- Publicize their efforts
- Thank them



Where Millennials Buy

- Food
- Clothing
- Electronics
- Automotive
- Online



Putting it all Together

- Overview
- Marketing
- Coalition Building
- Non-College
- Business



Applying SPF



Assessment

- What do Millennials in your community think about:
 - Perception of a problem
 - Permissive attitude
 - AOD access
 - Support for prevention
 - Commitment to community
- How do you know?



Capacity

- What are the resources and needs?
- How can you utilize your partners to maximize resource?
- What are your gaps between resources and needs?



Community Wheel from Alcohol Justice (formerly Marin Institute)

Capacity

- Team oriented and value participation
- Want to make the world a better place
- Their search for meaning makes support for volunteering among the benefits



Planning

- Technology is integrated into everything they do
- Connections now through social media and Smartphone applications
- Millennials want to learn and be heard



Implementation

- To better address the issue of connecting with Millennials, we have to tap into the knowledge and experience of them
- Meet them where they live
- Utilize social media (if culturally appropriate)
- Cautions:
 - Not impressed with technological magic
 - Can see through marketing ploys
 - Have a short attention span

Evaluation

- Ensure strategies are reaching target audience
- Use data to determine course corrections



Sustainability

- Utilize your community members
- Civic and cause minded
- Coalition attraction and retention will need to apply similar tactics as an employer when seeking the participation of Millennials
- Comfortable creating own physical and virtual communities



Cultural Competency

- More ethnically and racially diverse than any previous generation
- Diversity (racial, ethnic, sexual orientation) is *not* an issue
- Know how and when to reach them



Cultural Competency

- Life Cycle Effects – Millennials may differ from other generations today, but may normalize as they have similar experiences
- Period Effects – Major events (war, technology, economy) affect all age groups at the same time
- Cohort Effects – Period events typically impact the younger generations more prevalently because they have not solidified their beliefs

