



Developing an Innovative Statewide College Underage Drinking Prevention Campaign

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Services

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A Notable History: Forging the Future
10th National UDETC Leadership Conference
August 21-23, 2008
Nashville, TN

What is OASAS ?

- **New York State Office of Alcoholism and Substance Abuse Services.**

- **Largest and most comprehensive chemical dependence treatment, prevention and recovery system in the nation.**

- **Plans, develops and regulates the state's system of chemical dependence and gambling treatment agencies.**

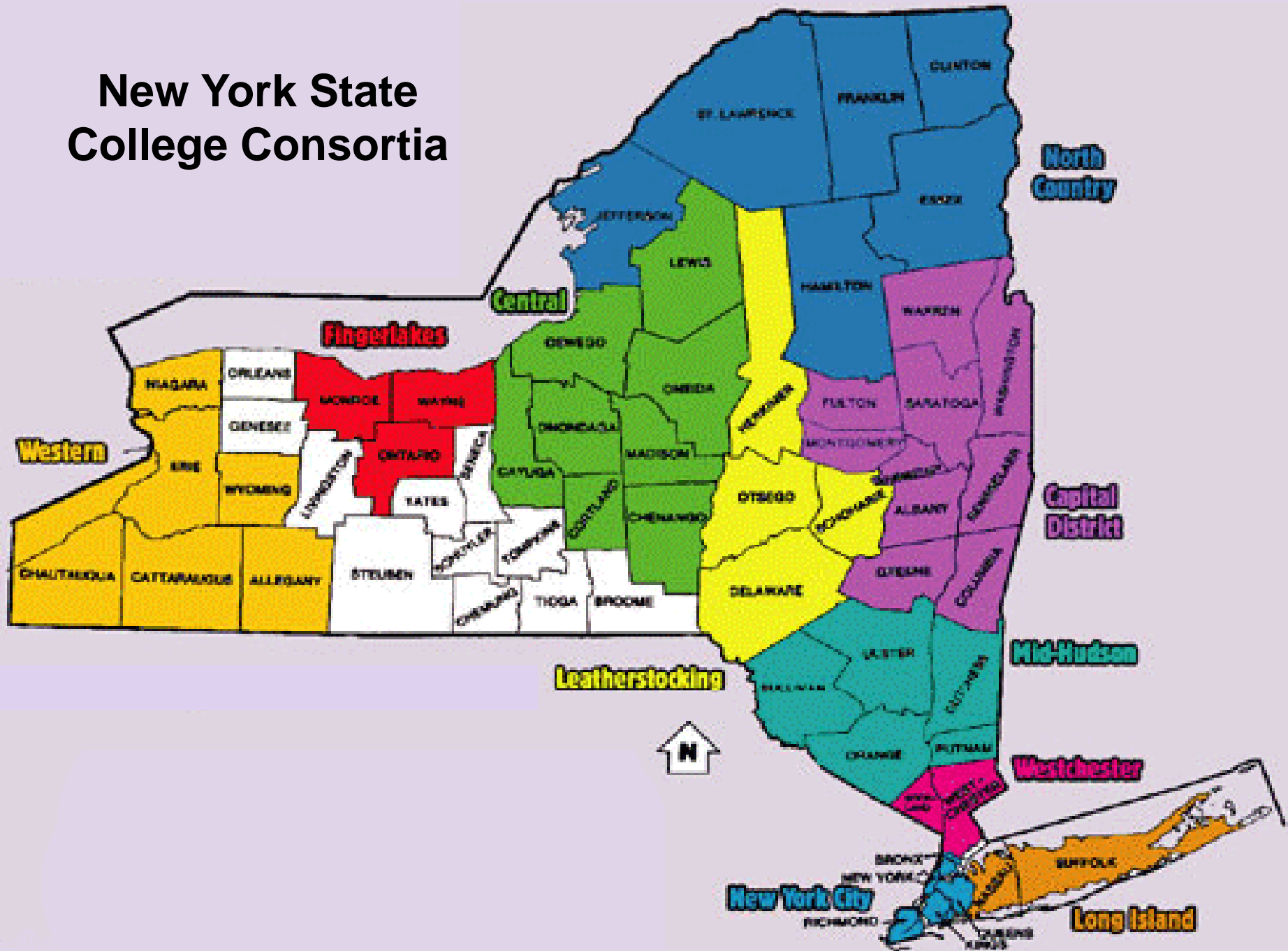
13 Addiction Treatment Centers

Serve 10,000 patients per year

1,300 local, community-based programs & chemical dependence treatment programs

Serve about 115,000 persons a day

New York State College Consortia



Healthy Campus Communities



NYS College Alcohol and Other Drug Abuse Prevention Manual



NEW YORK STATE OFFICE OF ALCOHOLISM
AND SUBSTANCE ABUSE SERVICES

www.oasas.state.ny.us

2006-2007 College Underage Drinking Prevention Initiative

SO.....

What can you do with 2 MILLION Dollars?

Main Objectives

- Increase students awareness of the consequences of underage drinking
- Expansion of the award winning Underage Drinking: Not a Minor Problem campaign to reflect messages appropriate
- Develop a Statewide PSA
- Co-sponsor biannual NYS College Conference

To accomplish these objectives...

Media Campaign

Mini Grants

BASICS trainings

Statewide Conference

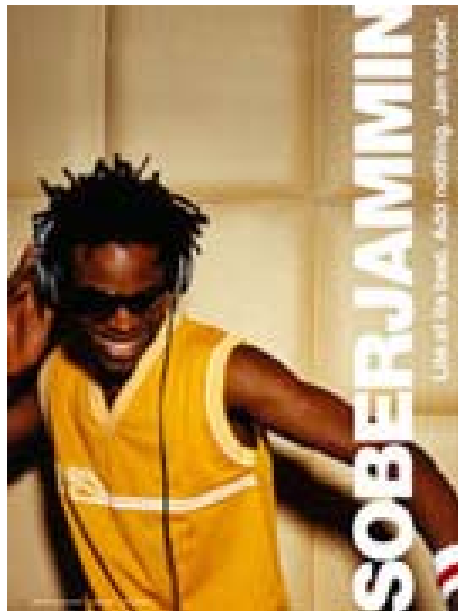
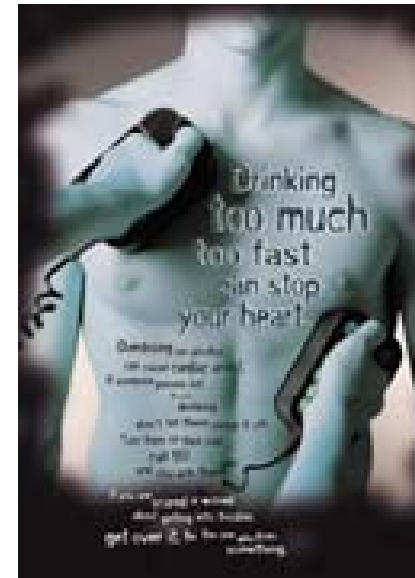
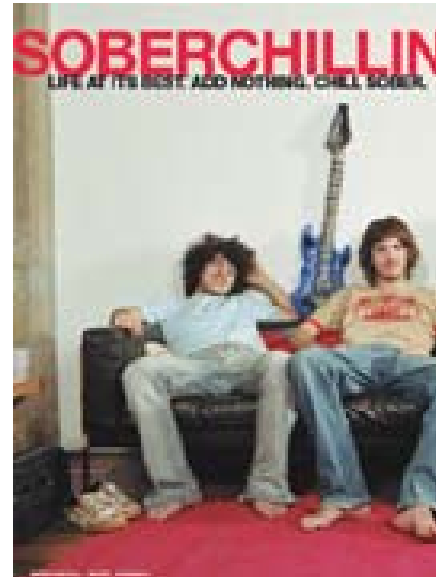
Presidential Forum

Public Service Announcement Contest

MEDIA CAMPAIGN COMPONENTS

- **Kickoff Teaser: FACE Materials & Carabiners**
- **Contract with Marketing Firm**
- **Find out what the consumer wants**
 - parent brochure
- **Focus Group Logos and materials**
- **Development of Toolkit**
 - Guide for Parents
 - Fact Sheet
 - Resources sheet
 - Environmental Strategies
 - Prevention Overview
- **Dissemination of Toolkit**
- **Digital images License**
- **I.D.ecide poster in US News and World Report Best Colleges Edition**

FACE Posters



Retool, redefine and expand existing Logo and Media Campaign

**UNDERAGE
DRINKING**

Not a  minor problem

**UNDERAGE
DRINKING**



**NOT A MINOR
PROBLEM**

COLLEGE EDITION

**UNDERAGE
DRINKING**



**NOT A MINOR
PROBLEM**

COLLEGE EDITION

I.D. DECIDE

 My friends

 How to spend my time

 My music

 Not to drink alcohol

 Not to break the law



BECAUSE
IT'S MY LIFE

UNDERAGE DRINKING  **NOT A MINOR PROBLEM**

COLLEGE EDITION

YOUR SCHOOL LABEL HERE

1-800-522-5353
www.oasas.state.ny.us

I.D. DECIDE



My friends



How to spend my time



My music



Not to drink alcohol



Not to break the law



BECAUSE
IT'S MY LIFE

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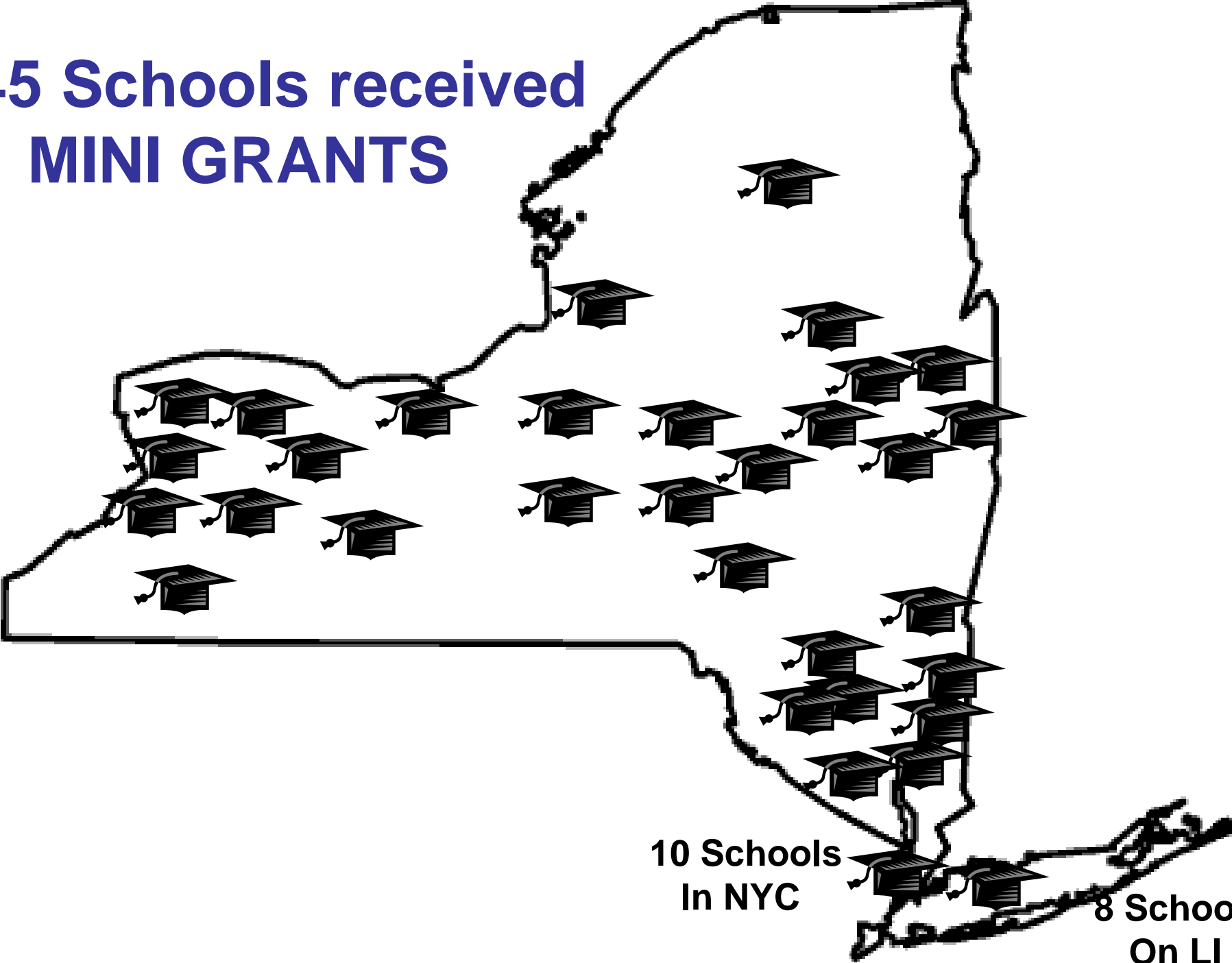
1-800-522-5353

www.oasas.state.ny.us

Media Campaign: Challenges and Lessons Learned

- Maintain updated contact and mailing lists
- Go with the targeted audience preferences
NOT your own
- Focus Group, Focus Group, Focus Group!
- Communication is KEY!
- Work closely with webmaster and marketing firm on user-friendly, downloadable media

45 Schools received MINI GRANTS



10 Schools
In NYC

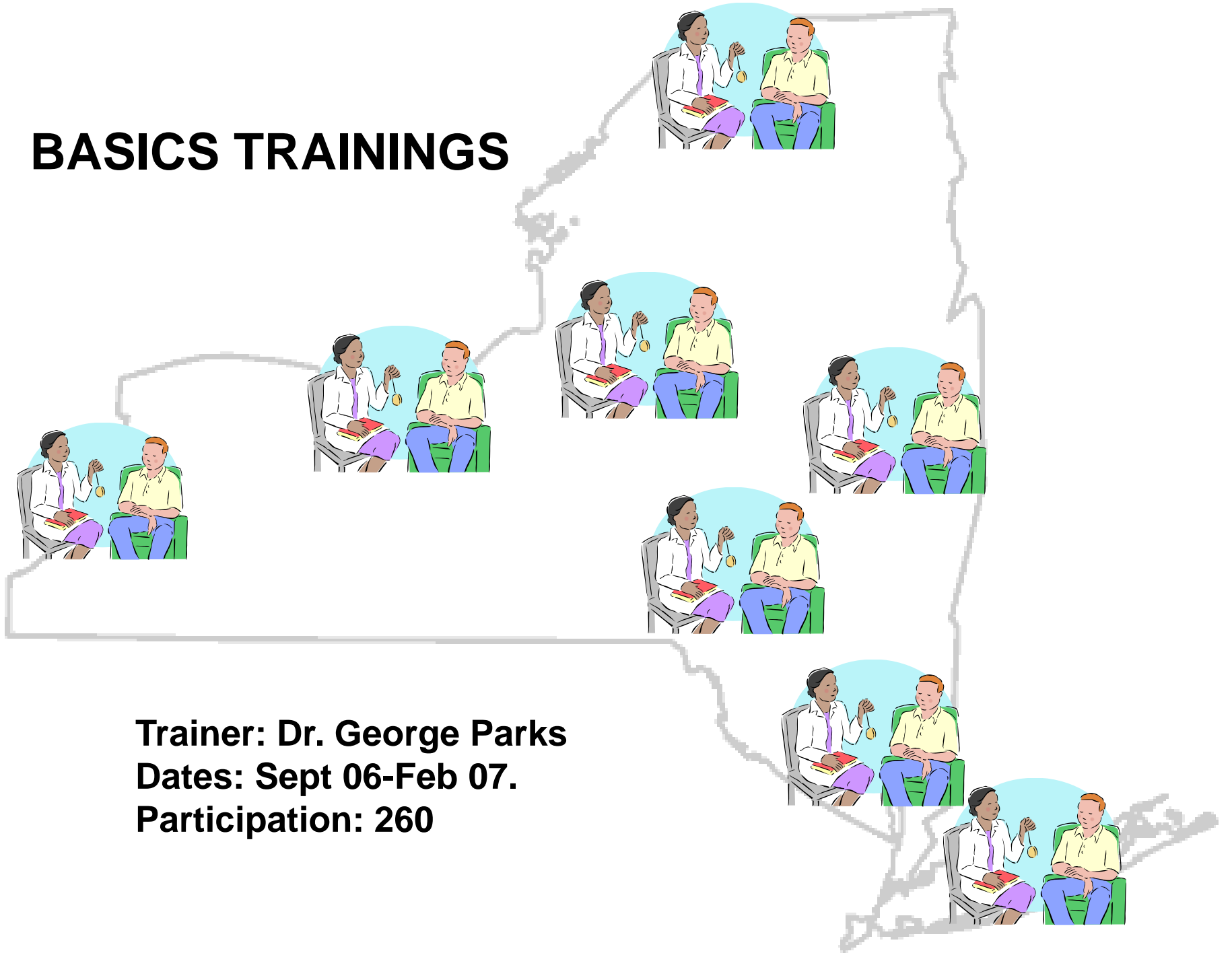
8 Schools
On LI

Schools that received the Mini-Grant

Vaughn College
SUNY Purchase
Niagara University
Alfred University
Suffolk County Community College
SUNY College of Environmental Science
And Forestry
Hofstra University
Rensselaer Polytechnic Institute
Pace University
Polytechnic University
Nassau Community College
Farmingdale State College
Vassar College
Stony Brook, SUNY
New York Institute of Technology
The College at Old Westbury, SUNY
SUNY, New Paltz
Rochester Institute of Technology
Dominican College
Iona College
SUNYIT
Monroe Community College
Marist College

Skidmore College
Paul Smith's College
The College of Saint Rose
Dowling College
SUNY Delhi
The College of Staten Island, CUNY
Queens College, CUNY
Eugenio Maria de Hostos Community
College, CUNY
St. John's University, Staten Island Campus
St. John's University, Queens Campus
The Culinary Institute of America
Buffalo State College
Rockland Community College
SUNY Oswego
Union College
Jamestown Community College
Genesee Community College
St. Francis College
Cazenovia College
Villa Maria College
SUNY Orange County Community College
Long Island University
Hudson Valley Community College

BASICS TRAININGS



Trainer: Dr. George Parks
Dates: Sept 06-Feb 07.
Participation: 260

Mini Grant and BASICS training: Challenges and Lessons Learned

- Short turnaround times
- Delayed printing required new deadlines
- Don't schedule trainings in the North Country during winter!
- Used local colleges as logistics coordinators
- Tedious to review 45 budgets for reimbursements

Statewide Conference and Presidential Forum

**Healthy Campus Communities:
Looking to the Future
*A College Alcohol & Other Drug & Violence
Prevention Conference*
March 11-13, 2007
Albany, NY**

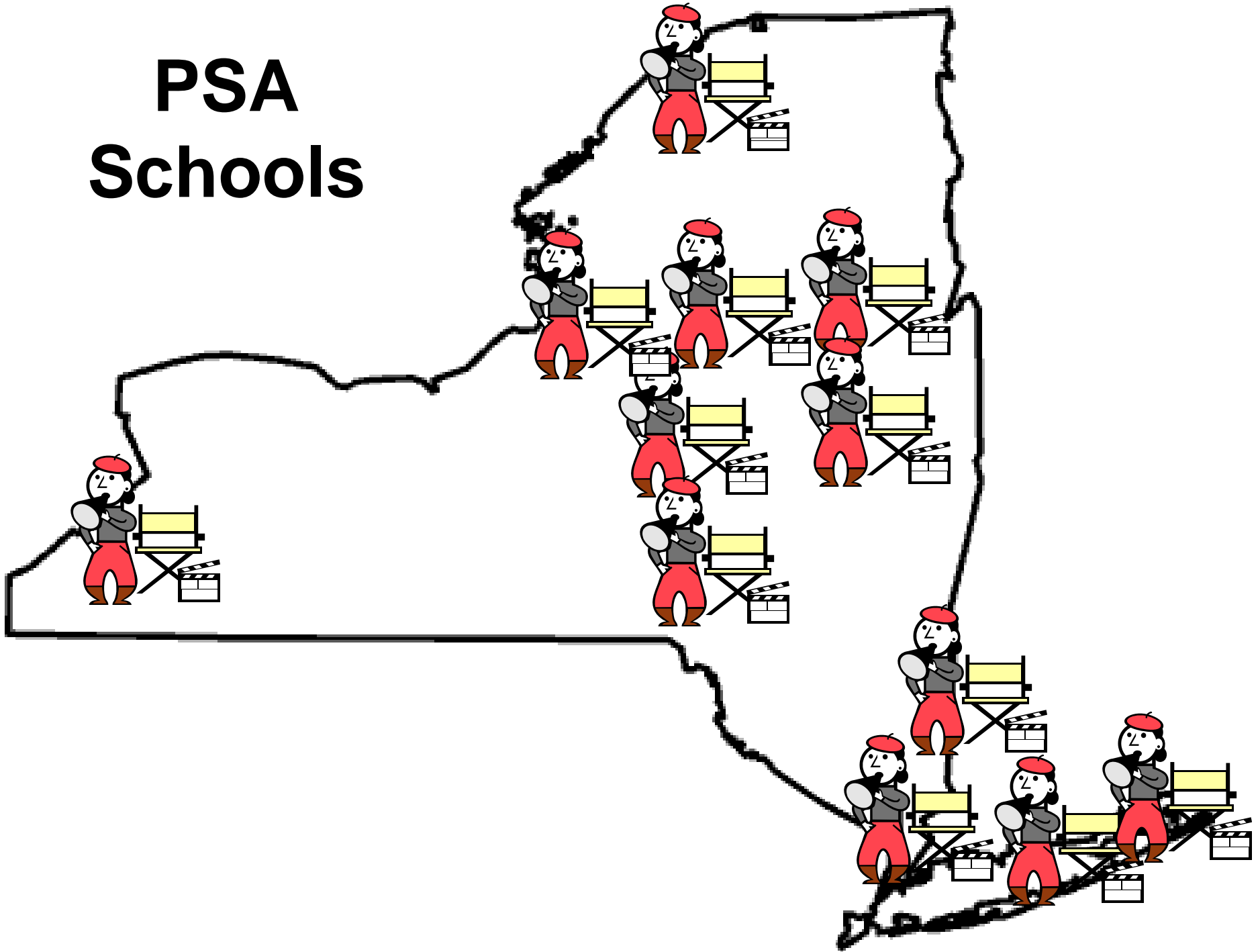
Over 150 attendees
6 Nationally known Key note Speakers
3 State officials and 1 State Dignitary
31 Presenters
24 Students
18 Exhibitors
8 Presidents



Conference and Presidential Forum: Challenges and Lessons Learned

- Scheduling dignitaries for a press event in the middle of a conference is DIFFICULT
- Working with “state money” can sometimes be frustrating
- Disappointing turnout even with “save the dates” sent out months ahead of time
- More money meant more nationally known speakers and more food!

PSA Schools



12 Schools Participated in the PSA Contest

University at Albany – SUNY

SUNY Delhi

Fulton/Montgomery Community College

Hudson Valley Community College

Kingsborough Community College

SUNY – Office of University Life

SUNY College at Old Westbury

SUNY College at Oneonta

SUNY Potsdam

St. Bonaventure University

St. John's University

Suffolk County Community College

College/University Regional PSA Competition

UNDERAGE  **NOT A MINOR**
DRINKING **PROBLEM**

 **COLLEGE EDITION** 

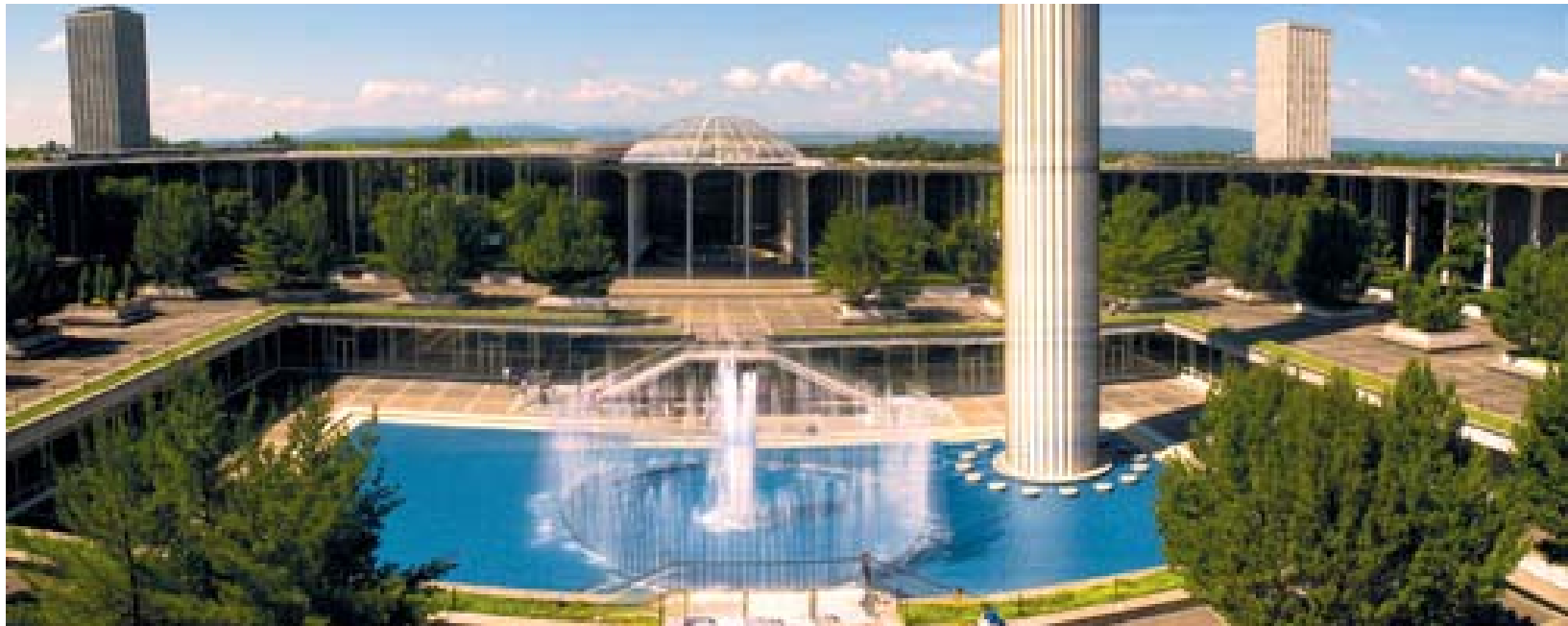
College Regional PSA Competition: Background

- Development of Campus PSA Funding Opportunity
- PSA Competition Goals
- Entry Requirements
- Campus PSA Screening Criteria
- Campus PSA Production Timeline

Campus Regional PSA Competition: Listing of Panel of Judges

- **David P. Brown**, Chief Executive Officer, Sawchuck Brown Associates
- **Eugenia Conolly**, Assistant Director, Alcohol and Drug Abuse Treatment Services, Maryland Alcohol and Drug Abuse Administration
- **Judy Ekman**, Executive Director, The Alcohol and Substance Abuse Prevention Council of Saratoga County
- **Ardelle C. Hirsch**, Director of Community and Client Services, FOX 23, Albany
- **Mary Beth Mooney**, President, Dream Catcher Communications
- **Richard Novik**, Senior Vice President, New York Broadcasters Association

Development of University at Albany PSA Entry



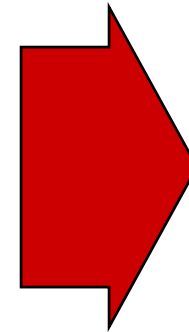
University at Albany Profile

- University Center within 64-campus SUNY System
- Urban Setting
- Research University
- NCAA Division I
- Students:
 - Undergraduates - 12,457
 - Graduate Students - 4,977
- Faculty: 967
- Employees: 4,197
- Degree Programs:
 - Undergraduate - 61
 - Masters - 89
 - Doctorate - 39

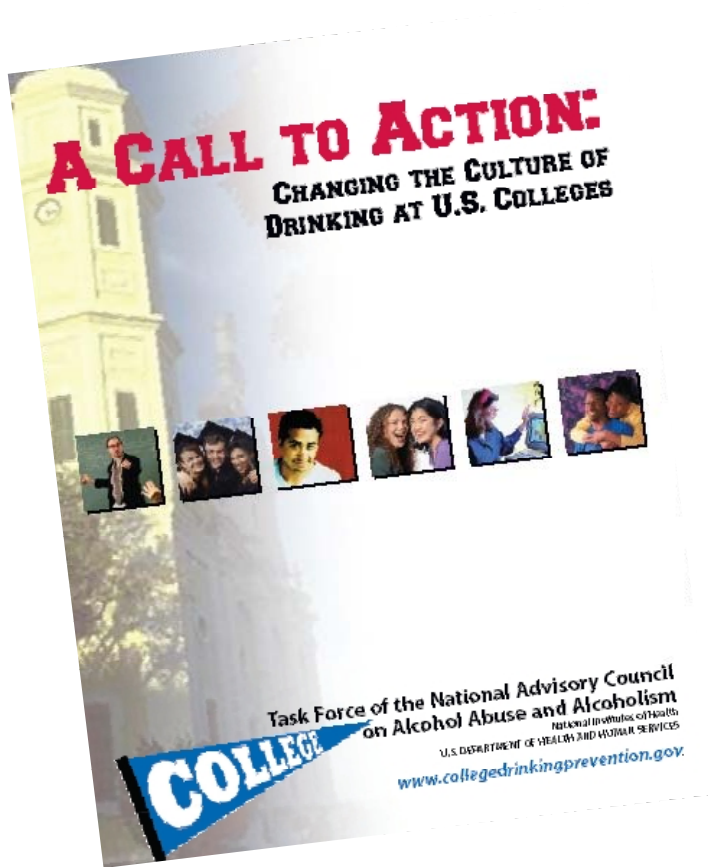


Components of UAlbany Comprehensive AOD Prevention Program

- ✓ Presidential Leadership
- ✓ Campus AOD Task Force
- ✓ Student Involvement/Leadership
- ✓ Social Norms Marketing
- ✓ Campus-Community Coalitions
- ✓ Restricting Alcohol Marketing/Promotion
- ✓ Alcohol-Free Options
- ✓ Education
- ✓ Early Intervention
- ✓ Policy Evaluation/Enforcement
- ✓ Parental Involvement
- ✓ Treatment & Referral
- ✓ Research and Program Evaluation



Comprehensive Program



Foundation of Our PSA Intervention:

The NIAAA Report on College Drinking

April 2002

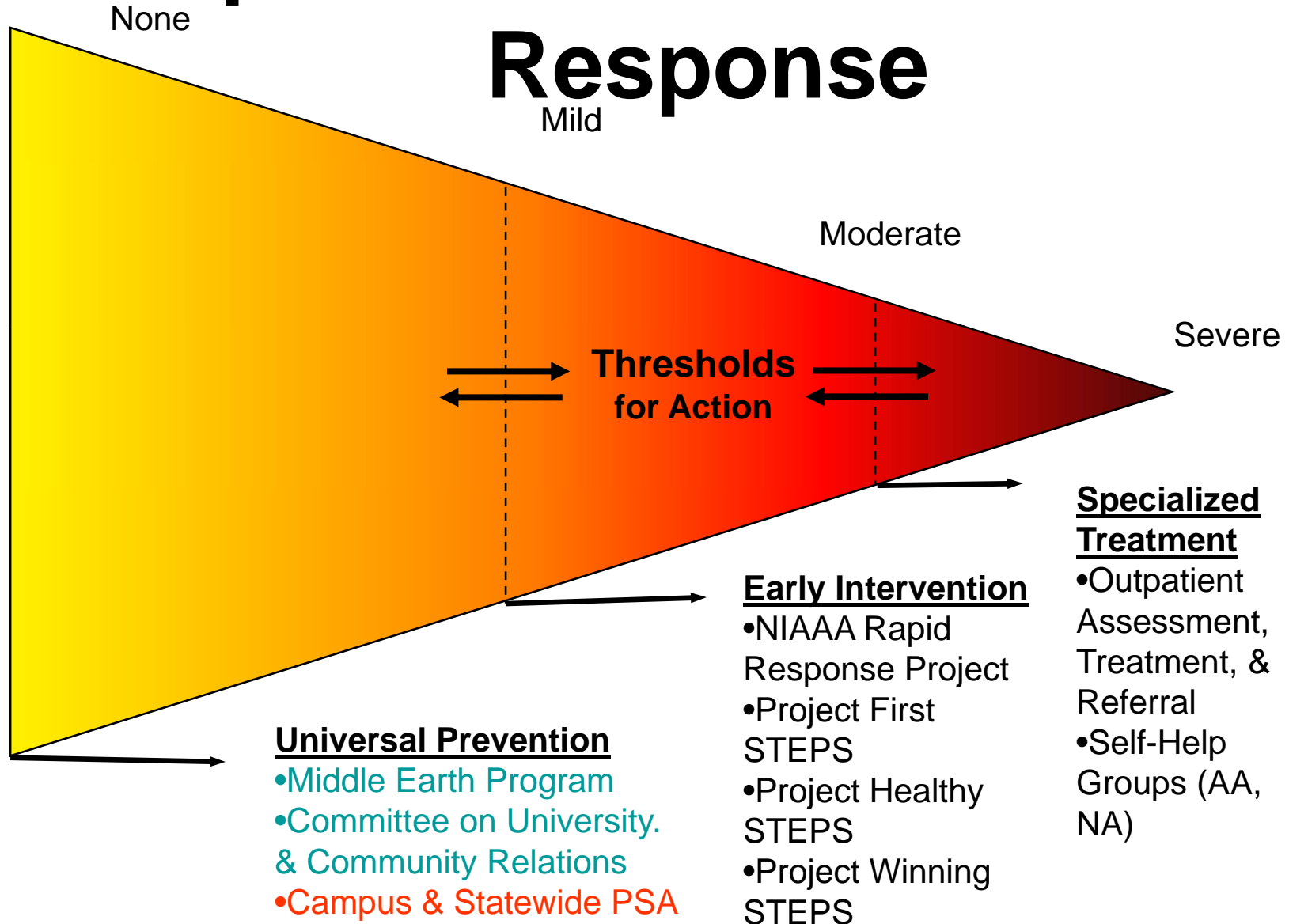
<http://www.collegedrinkingsprevention.gov/>

NIAAA Recommendations for Classifying Intervention Effectiveness

- Tier 1:** Evidence of effectiveness among college students
- Tier 2:** Evidence of success with general populations that could be applied to college environments
- Tier 3:** Promising: Evidence of logical and theoretical promise, but require more comprehensive evaluation
- Tier 4:** Ineffective: No Evidence of Effectiveness

Spectrum of Intervention

Response



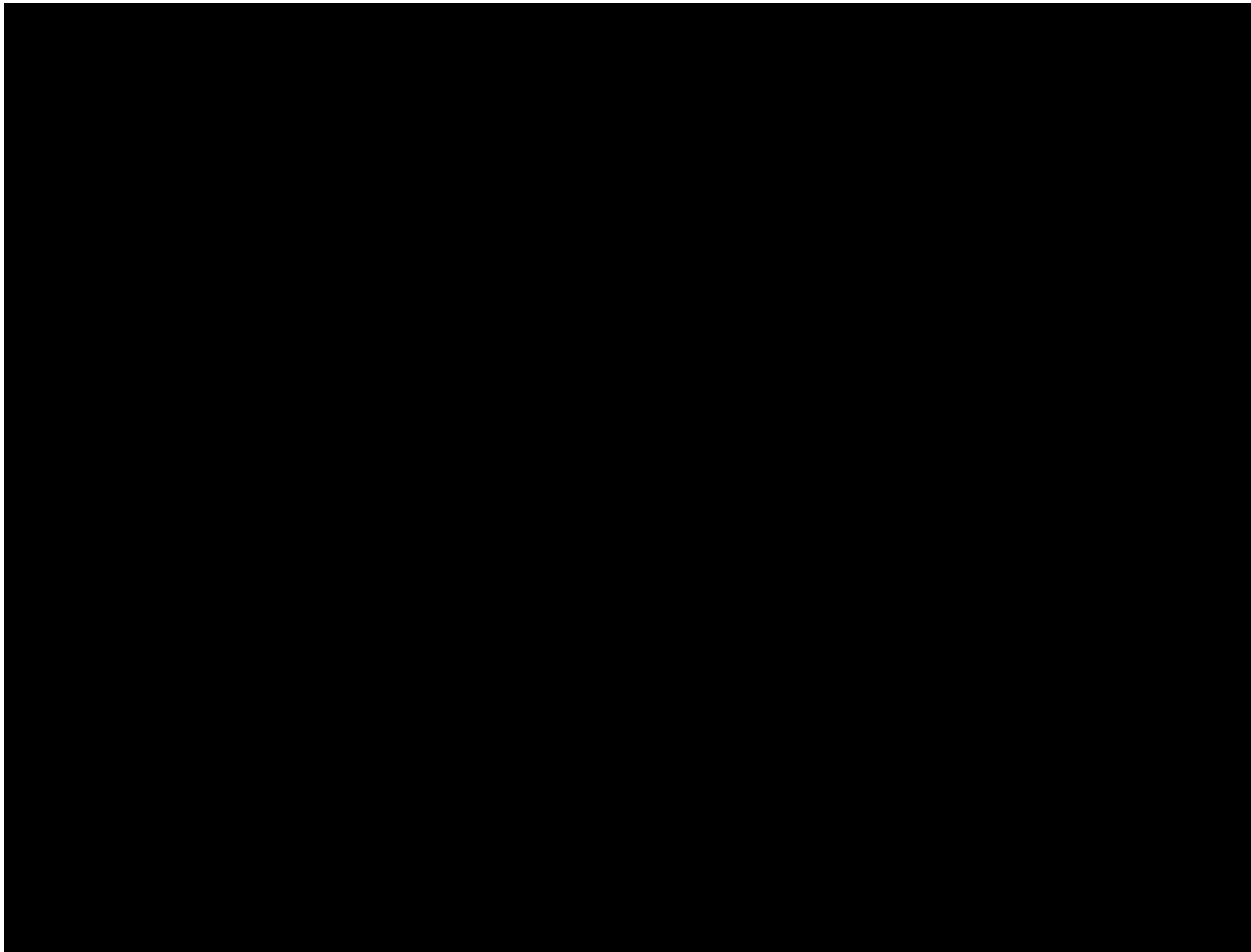
UAlbany PSA Development and Production Timeline

September 30, 2006	Completion of Storyboard
October 15, 2006	Storyboard Focus Group
November 4, 2006	Filming of PSA
November 13, 2006	Focus Group-PSA Draft
November 27, 2006	Completion of Final PSA
December 1, 2006	Submission to OASAS

Campus Regional PSA Awards Dinner: December 13, 2006 – Albany, New York



Underage Drinking Prevention PSA: UAlbany Campus Entry



Feedback From Panel of Judges: Strengths of UAlbany PSA Entry

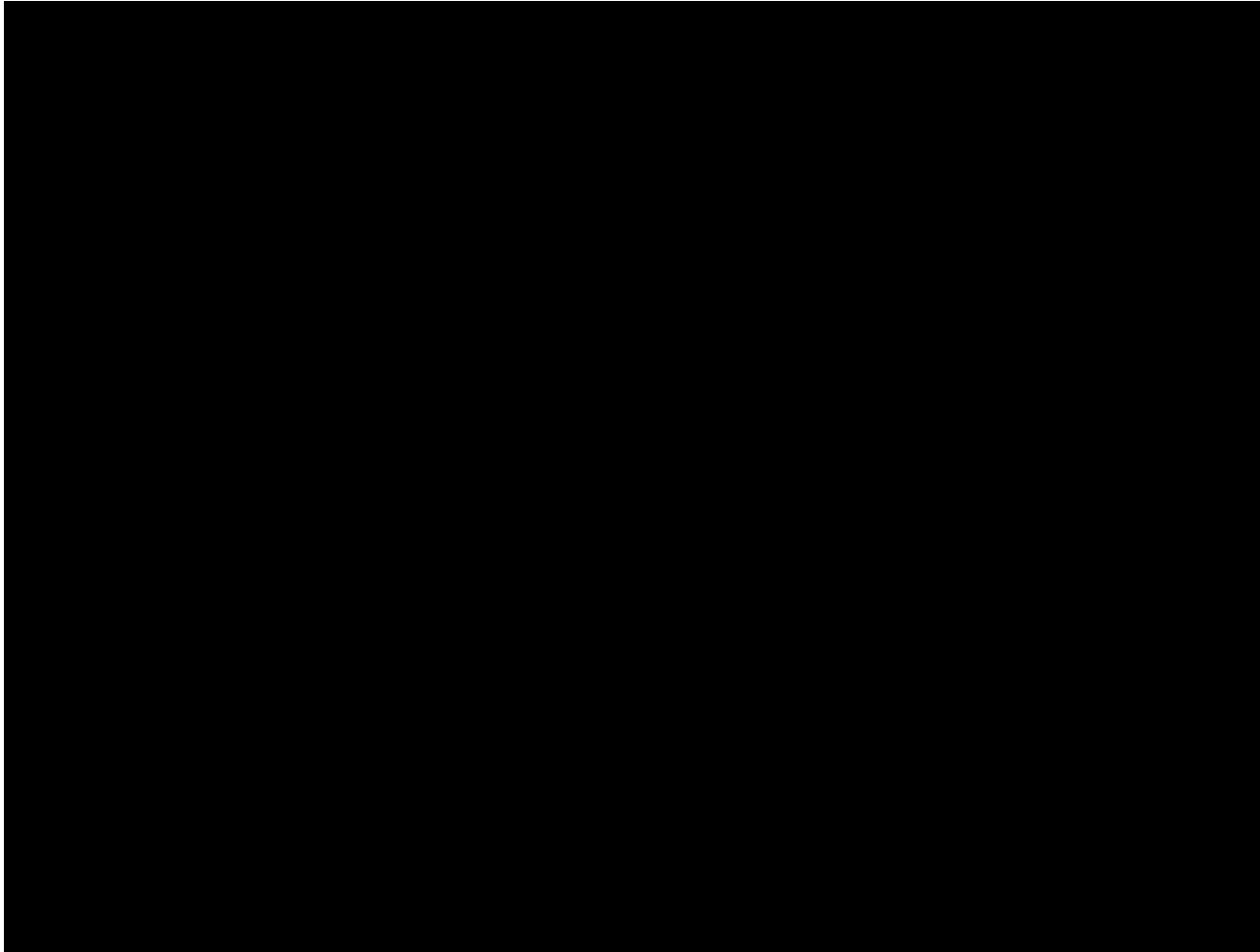
- Integration of Evidence-Based Social Norms Approach into Message
- Message Focused on Health and Protective Behaviors, Not “Health Terrorism”
- Integration of “No-Use” Message and Legal Impact of Under-21 Use
- Diversity of Student Actors in PSA

Release of Statewide PSA:

March 13, 2007 – Statewide College Conference
Albany, New York



Underage Drinking Prevention PSA: New York State Version



TV and Radio Spots

35 Television stations ran the PSA between March
19th and May 6th 2007

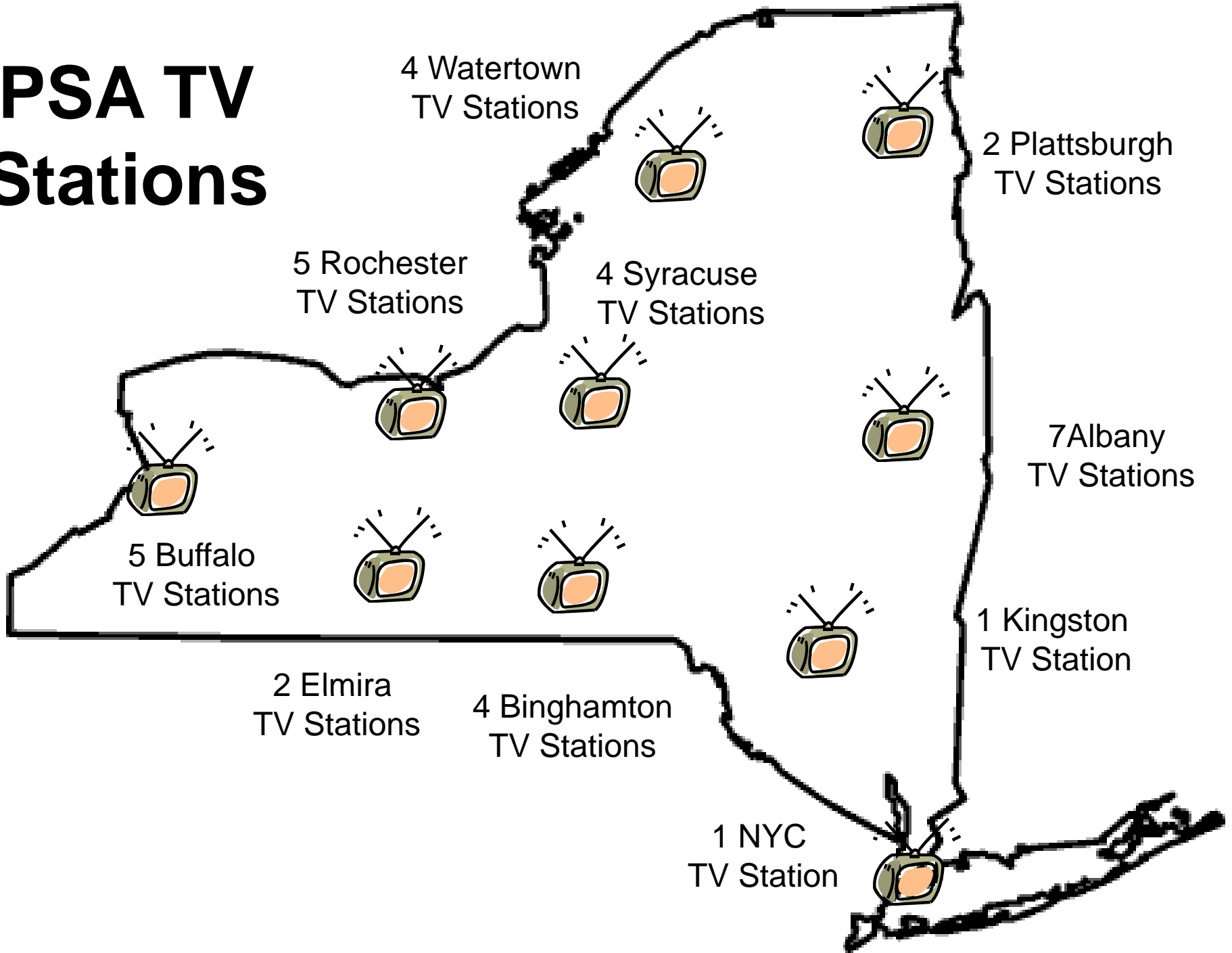
Radio stations played the PSA for a total of
2575 spots

1082 during drive time 6-10 am and 3-8 pm

936 between 10 am- 3pm and 8-12 pm

557 overnight

PSA TV Stations



Movie Theatre PSA showings

Rochester
2 Theatres

Syracuse
2 Theatres

Long Island
2 Theatres

NYC
3 Theatres



College Regional PSA Competition: Challenges and Lessons Learned

- RFP released in early August with due date of end of same month
- Very short turnaround time for campus PSA development and production (final entry due to OASAS by beginning of December 2006)
- Involvement of college students and under age 21 no-use message required as part of process
- PSAs entries were submitted in multiple formats (video, radio, print), resulting in standardization issues

UAlbany PSA Development Process: Challenges and Lessons Learned

- **Preparation for Implementation**
 - Start early to seek appropriate approvals
 - Establish timelines well in advance and adhere to them
- **Script Development and Filming**
 - Create a simple script with a clear message
 - Test your message with students
 - Set clear parameters for details of filming, such as date, time, location, and attire guidelines
 - Be prepared for the unexpected (police car sirens while filming, background noise)
 - Obtain advance campus approvals for use of locations to be filmed

UAlbany PSA Development Process: Challenges and Lessons Learned

- **Review of “Draft” PSA Video**
 - Be sure to have students review first drafts of PSA for solidity and flow of message
 - Ask professionals to “hang back” when students are providing feedback on PSA drafts
- **Production of Final PSA**
 - Request that the final PSA be completed two weeks before it is needed
 - Check the accuracy of spelling of words throughout the PSA, and anticipate errors during final check
 - Expect that students, professional staff, and campus administrators may have different ideas of the “look” of the PSA message

Statewide PSA Development Process and Dissemination Challenges and Lessons learned

- Many of same issues as UAlbany
- Award Ceremony on December 13
- First meeting with UAlbany and Sawchuck Brown was on January 24 and final product was due to OASAS on Feb 28th!
- Very difficult to get students together for final large group shot
- Major coordination between production company and OASAS

OVERALL:

Lessons Learned

- Importance of team work, delegating tasks, staying on task and time saving shortcuts like e-mail
- Importance of Proofreading
- Life happens-expect the unexpected
- Importance of up to date mailing lists
- Importance of involving youth

Challenges

- TIME
- STATE PROTOCOLS
- FIGURING OUT WHO DOES WHAT
- ADDITIONAL WORKLOADS

OASAS

2007-2008 Initiatives

- **Statewide CORE survey in Spring 2008**

Funding Available for all colleges and universities in NYS to administer the CORE survey on-line. 49 schools participated. Data is being analyzed.

- **25th Anniversary Celebration of the College Program**

Visited 8 Regional College Consortia across the State to present Recognition Awards for longevity for people, colleges, or providers who have been part of the NYS College Prevention Program for a length of time, and for innovative programming going on in colleges or communities pertaining to college prevention.

OASAS

2007-2008 Initiatives

- **Campus-Community Coalition Initiative Grant**

Eight grants, up to \$25,000 each, were awarded to Regional College Consortia. The Consortia were offered a list of seven strategies that they could address. Many of them held one day learning institutes, student leadership conferences, responsible beverage server trainings as well as other TIPs trainings, a few sent representatives to the CADCA conference in March.

- **Media Awareness Grant**

2008 *Underage Drinking: Not a Minor Problem* Media Awareness Campaign Grant

- OASAS provided funding for not-for-profit OASAS-funded prevention providers, colleges and universities to conduct media campaign
- Awards up to \$10,000 to purchase, reproduce and distribute media materials taken from the nationally recognized *Underage Drinking: Not a Minor Problem* media campaign.
- Total available funding increased from \$100,000 to \$168,000 supporting 17 NYS organizations
- Goal – sustain media awareness campaign emphasizing “no-use” messages using environmental strategies & social marketing approach

2008 Underage Drinking: Not a Minor Problem Media Awareness Campaign

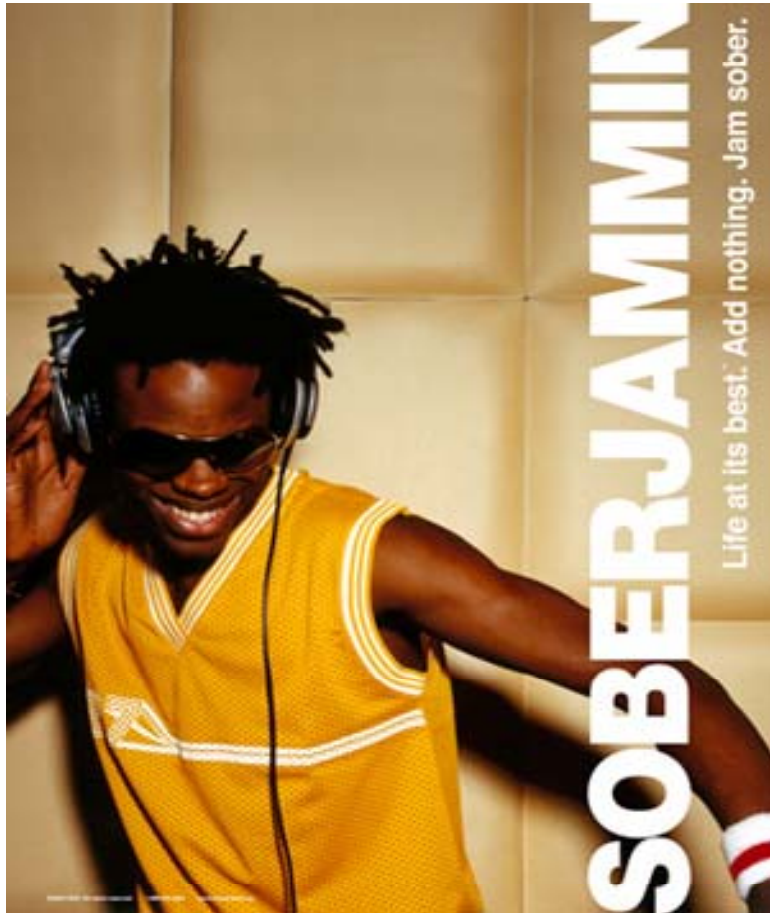
Approved media materials included:

Underage Drinking Not a Minor Problem media campaign

The compelling film produced by FACE on underage drinking entitled, ***this place***

Digital images with accompanying prevention messages created by FACE (Sober Jammin, Soberbreakin, Girl in Car and Four Ways)

Digital Prevention Images/Messages



Digital Prevention Images/Messages



The Easiest Place
For Kids **to Get Beer**

is right next to the milk.

One of the easiest places for kids to get alcohol is in your own kitchen.
Take stock of your supply.

Keep Alcohol Out of The Hands of Kids.



We tell kids not
to get in the car with a
drunk driver

But what if
the drunk driver
is a parent?

If you see someone swerving,
crossing the center line or
driving recklessly, call 911.

Help keep kids safe.

2008 Underage Drinking: Not a Minor Problem Media Awareness Campaign

Lesson's learned

- Realistic time frames
- Sufficient preparation time for RFP process
- Timing of RFP release & deadlines
- Monitoring of grant activity & spending
- Specialized training/knowledge of audio/video mediums and I.T.

Future Directions

- College Prevention Conference, March 25-27, 2009
- 8 College Symposiums - based on the Texas College and University Symposium and Team Training model
- On going (2 year) grant awards to colleges & community coalitions to develop, implement and sustain college prevention programming at local colleges & universities and surrounding local communities statewide.

Special Thanks

Our Funders:

Office of the Governor, State of New York
New York State Office of Alcoholism and Substance Abuse Services

Our Interventionists:

University at Albany Counseling Center staff
Peer Educators, Middle Earth Peer Assistance Program

Our University Colleagues:

Colleges in New York State participating in project initiatives

Our Consultants:

Sawchuk Brown Associates
University at Albany Office of Media and Marketing

Production Company:

Pilot Girl Productions

Thank You!

Questions?



For Further Information

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