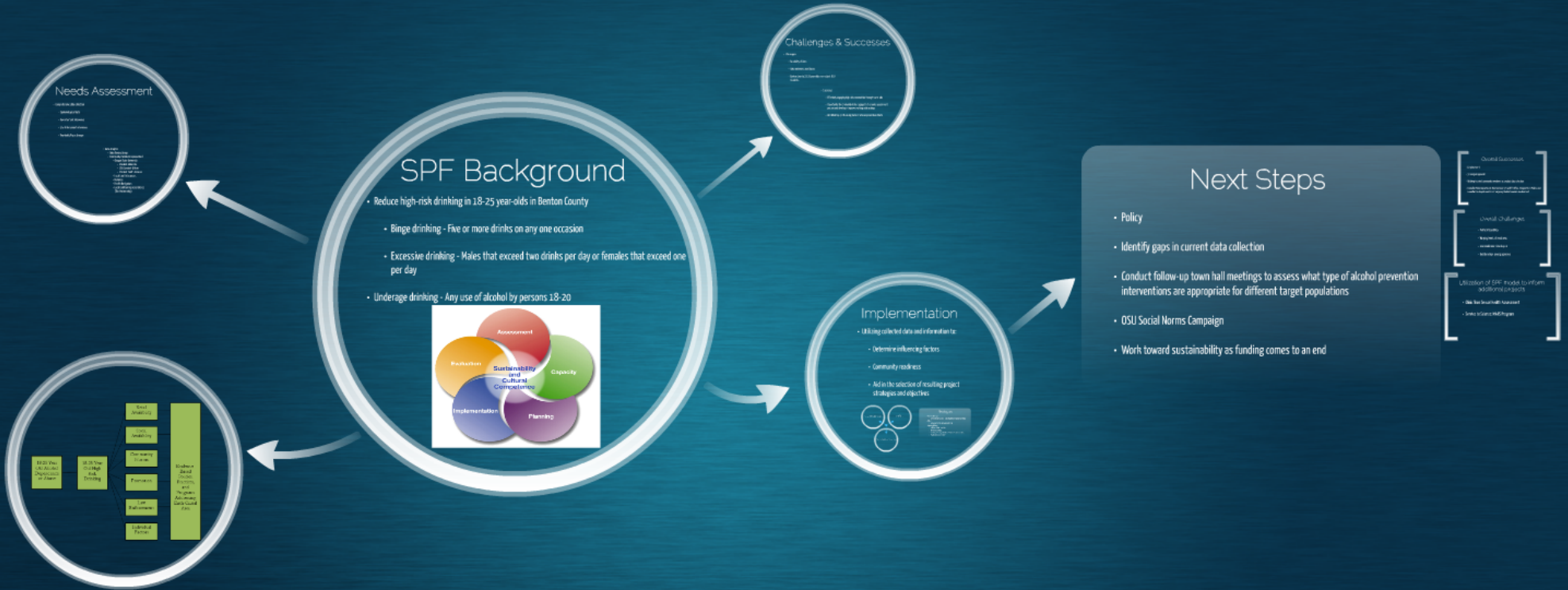


High Risk Drinking Prevention in Benton County: How to Effectively Mobilize, Build Capacity, and Engage Communities

Benton County Health Department
 Kelly Locey, MPH, CPS, Alicia Griggs, Julie Christianson
 OPHA 2013

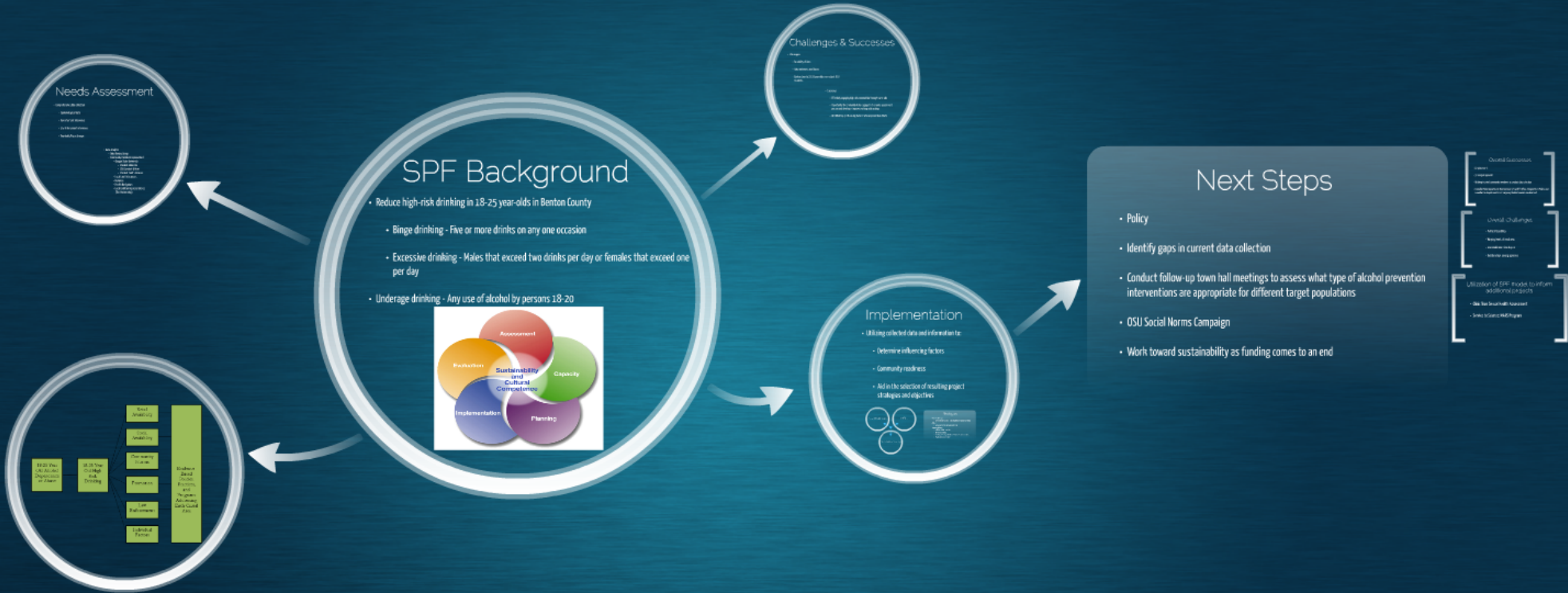
Learning Objective
 • Describe components of the Strategic Prevention Framework and applicability to multiple health behaviors



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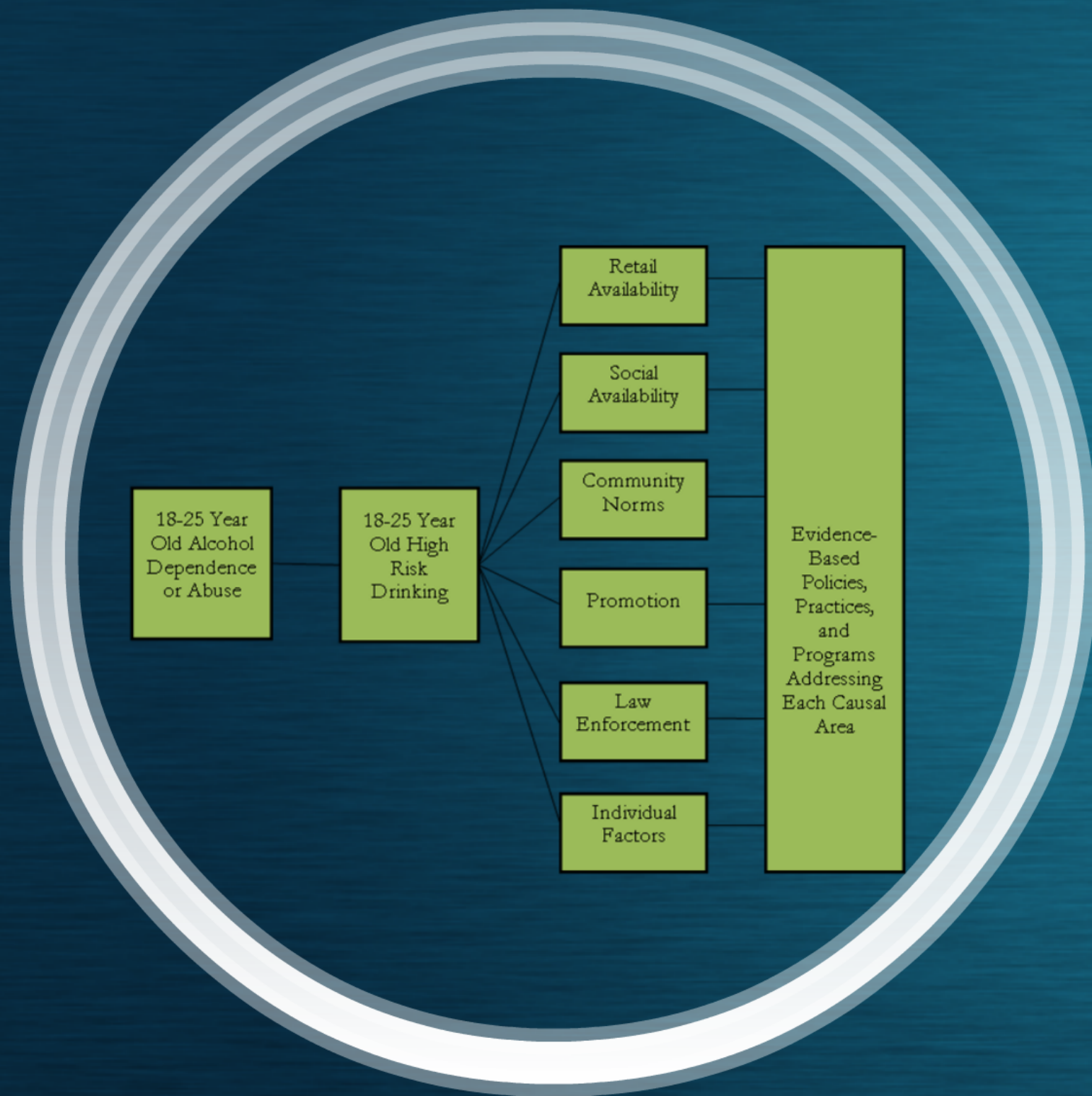
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SPF Background

- Reduce high-risk drinking in 18-25 year-olds in Benton County
 - Binge drinking - Five or more drinks on any one occasion
 - Excessive drinking - Males that exceed two drinks per day or females that exceed one per day
- Underage drinking - Any use of alcohol by persons 18-20





18-25 Year
Old Alcohol
Dependence
or Abuse

18-25 Year
Old High
Risk
Drinking

Retail
Availability

Social
Availability

Community
Norms

Promotion

Law
Enforcement

Individual
Factors

Evidence-
Based
Policies,
Practices,
and
Programs
Addressing
Each Causal
Area



Needs Assessment

- Comprehensive data collection
 - Epidemiological data
 - Key informant interviews
 - Law Enforcement interviews
 - Townhalls/Focus Groups
- Data Analysis
 - Data Review Group
 - Community members represented:
 - Oregon State University
 - Student Advocate
 - OSU Conduct Officer
 - Student Health Services
 - Local Law Enforcement
 - Retailers
 - Health Navigators
 - Local Coalition Representatives (The Partnership)



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Challenges & Successes

- Challenges:

- Reliability of data
- Data reviewers own biases
- Benton County 18-25 year-olds are not just OSU students

- Successes

- Effectively engaging high risk communities through town halls
- Opportunity for community to be engaged in the needs assessment process and develop or improve working relationships
- Identified top 3 influencing factors to focus prevention efforts



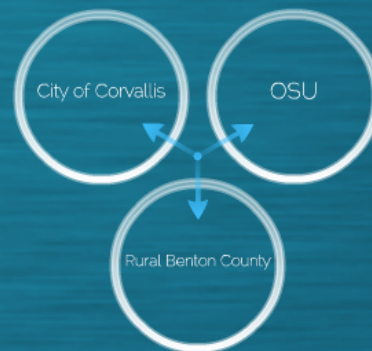
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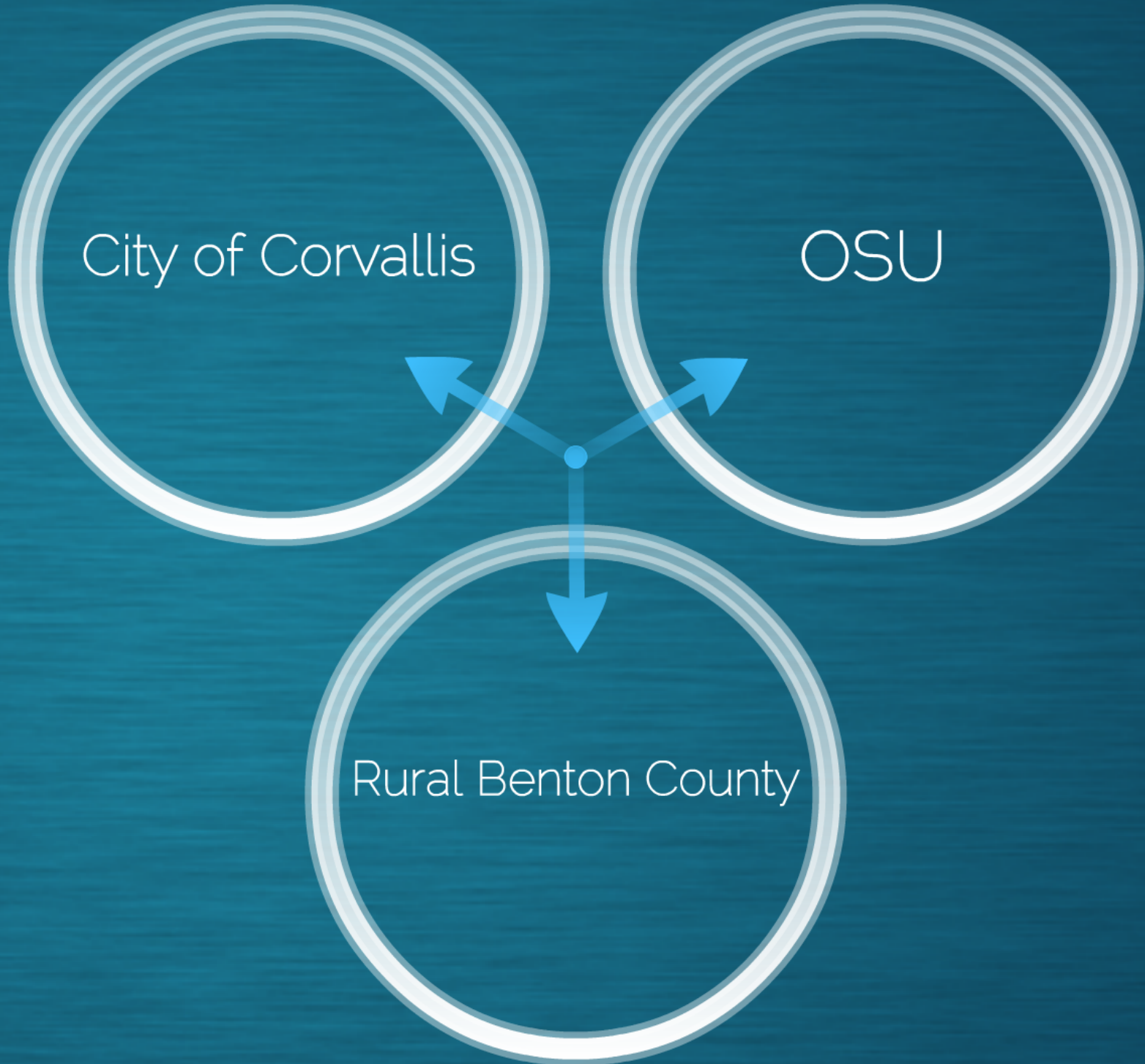
Implementation

- Utilizing collected data and information to:
 - Determine influencing factors
 - Community readiness
 - Aid in the selection of resulting project strategies and objectives



Strategies

- Social marketing
 - Further town halls to explore feasibility of social marketing
- Policy
 - Explore potential policy opportunities
- Capacity building
 - Additional data collection
 - SPF Advisory Group
 - Disseminate info gathered in needs assessment process
 - Provide TA to community



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Next Steps

- Policy
- Identify gaps in current data collection
- Conduct follow-up town hall meetings to assess what type of alcohol prevention interventions are appropriate for different target populations
- OSU Social Norms Campaign
- Work toward sustainability as funding comes to an end

Overall Successes

- Co-placement
- 3-pronged approach
- Utilizing trusted community members to conduct data collection
- Corvallis Police Department, Benton County Sheriff's Office, Oregon State Police, and Corvallis Fire Department and Emergency Medical Services involvement

Overall Challenges

- Political feasibility
- Varying levels of readiness
- Low readiness = low buy-in
- Relationships among agencies

Utilization of SPF model to inform additional projects

- Clinic Teen Sexual Health Assessment
- Service to Science: MARS Program

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