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

Benton County Health Department
Kelly Lacey, MPH, CPS, Alicia Griggs, Julee Christianson
OPHA 2013
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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 - 60+ drinks in 30 days for males and 45+ for females
- Intoxication drinking - any one of at least four persons (18-20)

Implementation
- Integrate with other programs
- Increase awareness
- General training
- Ongoing evaluation
- Ongoing evaluation of outcomes

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
- OSHA Social Norms Campaign
  - Work toward sustainability by funding centers to be end

Learning Objective
- Describe the strategies to mobilize, build capacity, and engage communities in the prevention of high-risk drinking among 18-25 year olds in Benton County.

Challenges & Successes
- Challenges
  - Funding constraints
  - Limited staff resources
- Successes
  - Increased community engagement
  - Positive feedback from stakeholders
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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

Challenges & Successes
- Risk factors
- Alcohol use
- Prevention
- Evaluation

Implementation
- Utilizing collected data and information
- Identifying influencing factors
Learning Objective

- Describe components of the Strategic Prevention Framework and applicability to multiple health behaviors.
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  - 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
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)
• 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)
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
• 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
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
  - Partner with local to ensure feasibility of social marketing
  - Policy
  - Identify potential policy opportunities
- Capacity building
  - Build and develop collaborative relationships
  - SMP advisory group
  - Increase stakeholder engagement in research efforts
  - Provide training and community support

City of Corvallis
OSU
Rural Benton County
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
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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  - Excessive drinking: Noted that exceed five drinks per day or females that exceed one per day
  - Intregrated drinking: Any use of alcohol by person (18-20)

Implementation
- Infrastructure and funding
  - evaluation efforts
  - Expansion
  - plan to maintain implementation

Challenges & Successes
- implementation
- funding

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
- OSHA Social Norms Campaign
  - Work toward sustainability and funding needs to be secured