



**The Sarasota County
Alcohol and Tobacco
Prevention Marketing Plan
For Youth**

2002

Youth



THE SARASOTA COUNTY ALCOHOL AND TOBACCO PREVENTION MARKETING PLAN FOR YOUTH

**Partners in
Community-Based
Prevention Marketing**

PREPARED FOR:
SARASOTA COUNTY CITIZENS
AND ORGANIZATIONS

PREPARED BY:
THE COMMUNITY-BASED PREVENTION MARKETING
COMMUNITY ADVISORY COMMITTEE

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EXECUTIVE OVERVIEW

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PROJECT AND PROCESS OVERVIEW

A coalition of professional and lay leaders in Sarasota County, Florida reviewed local health problems and decided adolescent smoking and drinking were health behaviors they would like to change. The Sarasota County Project uses Community-Based Prevention Marketing (CBPM) to prevent alcohol and tobacco initiation among students in grades 6 to 8. This prevention marketing plan describes the composition and role of the Community Advisory Committee (CAC), the CBPM approach as it is being used in this project, and outlines the marketing recommendations for preventing alcohol and tobacco initiation in Sarasota County, Florida.

The Florida Prevention Research Center (FPRC) at the University of South Florida is one of 26 Prevention Research Centers funded by the Centers for Disease Control and Prevention. The Sarasota County community agreed to work with the FPRC for five years (1998-2003) as the first demonstration site for this new and innovative approach to developing, implementing and evaluating health promotion intervention programs. The result of this partnership has evolved into a community coalition of more than 20 community organizations interested in the CBPM process. The Sarasota Alcohol/Tobacco and Youth Project is funded through a subcontract with the Sarasota County Health Department from the University of South Florida Prevention Research Center.

This community group uses CBPM to develop and implement prevention programs to prevent disease and disability. CBPM is the application of traditional community organization practices combined with principles of social marketing to effect voluntary adoption of preventive health behaviors.

Marketing's conceptual framework views the consumer at the center of an exchange process that involves five key concepts: 1) the product (the health behavior being promoted); 2) the product's competition (the risk behavior currently practiced); 3) the price (social, emotional, and monetary costs exchanged for the product's benefits); 4) place (where the exchange takes place and/or where the target behavior is practiced); and 5) promotion (activities used to facilitate the exchange).

CBPM follows six steps in building a community's capacity to use prevention marketing for design, implementation, and evaluation of public health interventions: 1) community mobilization; 2) formative research; 3) strategy development; 4) program development; 5) program implementation; and 6) tracking and evaluation of the project.

RESEARCH OVERVIEW

PURPOSE/OBJECTIVES

The purpose of this consumer research was to explore behaviors and perceptions of alcohol and tobacco use among 6th through 10th grade youth in Sarasota County, Florida (herein referred to as Sarasota youth). The research was conducted by Sarasota County researchers (youth and adult) and researchers from the University of South Florida Prevention Research Center. The specific study objectives were to identify:

- the factors that motivate Sarasota youth to use alcohol and tobacco;
- the factors that deter use of alcohol and tobacco among Sarasota youth;
- effective information channels and spokespersons for preventing alcohol and tobacco use among Sarasota youth; and
- effective strategies for preventing alcohol and tobacco use among Sarasota youth.

METHODOLOGY

The study was conducted in three phases:

Phase 1: Qualitative research (focus groups and individual interviews) was conducted with Sarasota youth going into 5th and 12th grades in the summer of 1999. Teams were comprised of Sarasota County high school student researchers and FPRC graduate assistants. Sarasota youth researchers were hired to collect qualitative data because youth are in a better position than adults to obtain candid information from adolescent participants.

Phase 2: The second phase of the study focused on using the qualitative research results and literature to develop, pilot, and implement a standardized survey of youth in grades 6 to 10. All public middle and high schools in Sarasota County, Florida participated in the survey. Among the 13 private schools invited to participate, 9 declined. Of the remaining 4, one school participated and the others agreed to participate in the future. A total of 2,407 students in 113 classes were surveyed.

Phase 3: Focus groups and individual interviews were conducted with Sarasota County parents of middle and high school youth. Fifty-nine parents participated in 8 focus groups and 24 individual interviews. Recruitment of parents proved to be difficult.

RESEARCH FINDINGS: ALCOHOL

This section summarizes the factors associated with drinking initiation, recent drinking, and binge drinking. *Drinking initiation* is defined as having ever had a drink of alcohol (more than a few sips). *Recent drinking* is defined as having had any alcohol to drink within the last month.

DRINKING INITIATION

- By ninth grade, 79% of youth have initiated drinking, suggesting that programmatic efforts are needed to reduce drinking initiation among middle school students, with special emphasis on those in 6th grade.

RECENT DRINKING

- The proportion of students who have initiated drinking and report having consumed an alcoholic drink within the past 30 days increases steadily from 6th grade (15%) to 10th grade (49%).
- The large increase between 8th and 9th grade suggests that programmatic efforts to reduce alcohol consumption among those who have already initiated drinking should focus on this transition period. Of course, 10th graders also will benefit from these prevention efforts.

FACTORS THAT INFLUENCE DRINKING INITIATION AND RECENT DRINKING BEHAVIOR

- Perceived benefits of drinking initiation included having fun, coping with problems, and social image. Social image encompasses fitting in, being more popular, and looking cooler.
- Perceived costs of drinking initiation included unpleasant taste of alcohol, the fear of looking dumb, automobile accidents, health problems, and addiction. Some mentioned fear of getting caught by parents, school or the authorities (police).
- Parents have an important influence on their children's drinking behavior. Youth see their parents as modeling drinking (or in some cases not drinking) and are learning from them when it is acceptable to drink. Family structure, sibling influence and behavior, as well as peer influence/peer pressure impact one's decision to initiate drinking or continue to drink.
- Gaining access to alcoholic beverages appears to be relatively easy for youth in Sarasota County.
- Youth suggested a wide range of interventions they believe to be effective in preventing underage drinking.

RESEARCH FINDINGS: TOBACCO

This section summarizes the factors associated with smoking initiation and recent smoking. *Smoking initiation* is defined as having ever tried a cigarette, even one or two puffs. *Recent smoking* is defined as having had one or more cigarettes within the last month.

SMOKING INITIATION

- A large proportion of the youth reported that they have already "tried smoking a cigarette" and have "smoked a cigarette within the past 30 days." Almost one-third (29%) of the 6th grade students reported having tried a cigarette, with steady increases through tenth grade.
- Approximately 50% (1001) of survey respondents (2,407) reported having ever tried cigarette smoking. Smoking initiation rates varied by grade level, grades earned in school, family structure, employment, involvement in sports activities and level of depression.
- Six percent of the 6th grade students reported having smoked a cigarette within the past 30 days, and steady increases across grade levels were once again observed, with nearly one-third of the 10th graders (32%) reporting having smoked a cigarette within the past 30 days.
- Of particular note is the large increase in tobacco initiation and current smoking between 7th and 8th grades (39% to 53% and 13% to 20%, respectively).

FACTORS THAT INFLUENCE SMOKING INITIATION

- Perceived benefits of smoking initiation included coping with problems and the ability to refuse the offer of cigarettes.
- Perceived costs of smoking initiation included unpleasant taste of smoking and mother's disappointment. Other costs included fears of appearing "uncool," the high monetary costs of cigarettes, fear of addiction, health problems, and punishment.
- Social influences included both peer influence and parental influence.
- Gaining access to cigarettes appears to be relatively easy for youth in Sarasota County.
- Youth suggested a wide range of interventions they believed to be effective in preventing smoking initiation in Sarasota County.

RECENT SMOKERS

- Of the 1001 youth who have initiated smoking, the majority (634 or 64%) reported that they *did not* smoke during the month before they completed the survey.
- Recent smoker rates varied by grade level and reported race.

FACTORS THAT INFLUENCE RECENT SMOKING BEHAVIOR

- Perceived benefits of recent smoking included coping with anxiety, depression, and other emotional and social problems.
- Perceived costs of recent smoking included mother's disappointment, getting caught and bad taste.

SPOKESPERSONS

Trustworthy spokespersons for providing information about risks of smoking varied widely among grade levels. Sixth graders ranked a DARE Resource Officer and other relative (not parents or older siblings) as number one and two, respectively. Seventh graders ranked older kids and a DARE Resource Officer as number one and two, respectively. Tenth graders said that "other kids my age who smoke" would be their first choice, whereas 9th graders surprisingly indicated "your doctor" as their first choice. Friends were information sources ranked in the top ten by students in all grades.



PREVENTION MARKETING STRATEGIES

PREVENTION MARKETING STRATEGIES

Following the completion of data collection and analysis, the Community Advisory Committee (CAC) research workgroup and USF staff developed a strategy workbook to guide discussion at the strategy sessions attended by Sarasota County members (complete Youth and Alcohol Strategy Workbooks are Available Online: <http://www.hsc.usf.edu/prc/sarasota.html>). Comments emanating from the strategy sessions provided the basis for this report. The alcohol recommendations are divided into five strategy components: 1) changing social norms; 2) limiting access to alcoholic beverages; 3) supporting parents; 4) self-efficacy; and 5) altering youth's perceptions of the benefits and costs of underage drinking. The tobacco recommendations are divided into six strategy components: 1) school recommendations; 2) parental recommendations; 3) law enforcement recommendations; 4) faith community recommendations; 5) policy recommendations; and 6) social norms recommendations. Under each category recommendations are provided for supporting ongoing efforts and the development of new initiatives. A communication plan that incorporates both alcohol and tobacco and includes spokesperson recommendations is provided as well.

PROJECT COORDINATION

Central to Community-Based Prevention Marketing (CBPM) is a comprehensive, multifaceted strategy. The multifaceted community approach needs to successfully promote "alcohol- and tobacco-free Sarasota youth" and requires careful coordination of local activities. Careful timing of promotion efforts to coincide with interventions or activities is critically important. Coordination also ensures certain activities will be implemented while decreasing the possibility of duplication of efforts that would compete with one another.

A wide variety of individuals and organizations is needed to successfully implement a CBPM campaign. Content experts (i.e., youth, alcohol, and tobacco), program partners, creative and production teams, instruction design and education specialists, researchers, and public relations agencies may all be involved at some point in the implementation phase.

The CBPM Community Advisory Committee will provide guidance to the Marketing Coordinator and the academic partners during the implementation phase. The members of the CAC will play a lead role in implementation of particular components of the plan that fit within their organization's mission and/or their particular interest.

The CBPM CAC will continue to meet regularly and the Marketing Coordinator will continue to meet with agencies throughout the county to discuss the plan and the recommended interventions and activities.

ALCOHOL RECOMMENDATIONS

SOCIAL NORMS RECOMMENDATIONS

Peer pressure and adult modeling have a major impact on youth alcohol use.

DEVELOP AND PROMOTE THE FOLLOWING EFFORTS:

- Exercise caution in how research findings are disseminated within the Sarasota community. When reporting research findings to youth, emphasize the percentage of students who do not drink rather than the percentage who do.
- Develop a club or similar type of organization for youth who do not drink. Profile members as leaders who care enough about their generation to join "the cause." Let youth determine the organization's focus and name.
- Provide financial support to community-based and other youth organizations that sponsor activities to compete with drinking (e.g., teen dances, concerts, contests, movies, "comedy" nights, sports events held on Friday and Saturday nights).
- Develop ways for students to identify themselves as non-drinkers (e.g., armbands, organizational logos) and reinforce their behavior by offering them discounts at retail stores and/or other rewards.
- Develop a youth theater group to present plays and other performances promoting healthy behaviors to youth.

LIMITING ACCESS TO ALCOHOLIC BEVERAGES RECOMMENDATIONS

Limiting access to alcoholic beverages is an important component in the effort to prevent youth from drinking.

SUPPORT THE FOLLOWING ONGOING EFFORTS:

- Train bartenders and retail sales personnel to identify minors and refuse service.
- Encourage police officers and other authorities to enforce underage drinking laws. For example, enforce laws prohibiting the sale of alcohol to minors. Fine retail vendors who fail to check identification cards. Use youth volunteers to expose vendors selling alcohol to minors.
- Encourage youth curfews (presently no curfews).

DEVELOP AND PROMOTE THE FOLLOWING EFFORTS:

- Encourage parents to limit the amount of alcohol kept in the home and encourage them to keep their liquor stored in places children cannot access.
- Issue triplicate citations to youth, parents, and schools. When police catch minors drinking, require their parents to come to the police station to pick them up. Require youth offenders to provide community service.
- Create a hotline for youth to anonymously report alcohol activities.
- Develop a policy to register keg sales so that people who purchase kegs for minors can be identified.
- Start school-based programs earlier and carry them into the later grades.
- Require coaches to enforce athletic codes prohibiting underage drinking.
- Publish names of youth and reasons for alcohol suspensions while being careful not to glamorize offenders.
- Encourage parents to enforce rules with youth regarding alcohol. Discourage them from purchasing alcohol for minors or serving alcoholic beverages to minors at parties in their homes.
- Use local tax to raise the price of alcoholic beverages in order to fund prevention programs.

PARENT RECOMMENDATIONS

Parents and their opinions are important influences in youth's decisions to begin and continue to use alcohol.

DEVELOP AND PROMOTE THE FOLLOWING EFFORTS:

- Teach parents how to enhance their children's self-esteem and assertiveness.
- Build neighborhood networks to supervise youth.
- Offer training workshops for parents of middle school students. Define and advertise these events so they focus on benefits for parents rather than the training parents need (e.g., Parents' Club or "Surviving the Teen Years").

- Integrate parenting skills into existing activities for parents (such as Nurturing DADS, Family Counseling Center, Jewish Family & Children's Service and *Migdalia Aponte* [Hispanic parenting classes] Study Center, FAST, churches, Family and Consumer Sciences, Forty Carrots, *Bon Secours* Venice Hospital, YMCA/HIPPY).
- Encourage parents to hug and talk with their children when they return home from evenings with friends.
- Offer more after-school activities to compete with time spent without adult supervision.
- Offer alcohol-free events for parents and children to enjoy together (e.g., First Night – an Alcohol-Free New Year's Eve Celebration).

PLACES TO REACH PARENTS:

- Worksite programs
- Existing parent meetings/groups
- Mass media
- Direct home mail
- Parent to parent telephone calls
- Radio (drive-time)
- Public announcements
- School orientation/registration packet
- Real-estate offices
- Gas stations
- Organizations that provide services to youth
- Physician offices (pediatricians)
- Sports events
- Waiting in line to pick up their child at school
- Fitness clubs
- Home-school parents
- Private schools
- Grocery stores
- Beauty/Barber salons
- Fast food outlets

SELF-EFFICACY RECOMMENDATIONS

Feeling capable to refuse offers to participate in drinking is an important deterrent to alcohol use among youth.

DEVELOP AND PROMOTE THE FOLLOWING EFFORTS:

- Teach students how to refuse alcohol from friends, older siblings and peers. Emphasize the opportunity youth have to be leaders by refusing to follow the crowd.
- Re-package refusal skills training as exciting, fun and a component in good leadership skills.
- Use peer role-playing methods to teach assertiveness and refusal skills.
- Teach youth social and stress management skills during the early grades and continue throughout high school to establish a lifelong ability to cope with emotional and other life problems.

ALTERING YOUTH'S PERCEPTIONS OF THE BENEFITS AND COSTS OF UNDERAGE DRINKING RECOMMENDATIONS

Community members believe that increasing the benefits and decreasing the costs associated with not using alcohol can be effective in deterring use among middle school age youth.

DEVELOP AND PROMOTE THE FOLLOWING EFFORTS:

- Develop media messages that de-glamorize drinking by depicting underage drinkers as immature, out of control, and annoying. Show popular youth rejecting students who are drinking.
- Develop tours of facilities such as jailhouses, treatment centers, hospitals, courtrooms, etc.
- Develop vivid, memorable images of the negative consequences of drinking to secure youth's attention.

TOBACCO RECOMMENDATIONS

SCHOOL RECOMMENDATIONS

Community members believe that curricula and programs in schools can be effective in deterring tobacco initiation use among middle school age youth. Schools are places where youth spend a considerable amount of time, spend time with their peers, and have role models in their teachers and other school staff members.

SUPPORT THE FOLLOWING ONGOING EFFORTS:

- Enhance K-12 coordinated school health programs.
- Emphasize in a positive manner that most high school students do not smoke.
- Continue to issue underage tobacco citations to students.
- Improve surveillance and monitoring of smoking on school campuses.
- Enhance the relationship between schools and law enforcement.
- Establish a Students Working Against Tobacco (SWAT) club in every middle and high school in Sarasota County.
- Provide physicians with materials to deliver anti-smoking messages during mandated school physicals.
- Encourage all schools to have a contract for parental involvement similar to Bay Haven Basics Plus.
- Encourage utilization of peer counselors in Sarasota County middle schools.
- Encourage more family-oriented activities.
- Advocate for change in school operating hours to reflect youth sleeping patterns.
- Encourage schools to use the services of local health agencies to provide counseling to youth caught smoking on school campus.

DEVELOP AND PROMOTE THE FOLLOWING EFFORTS:

- Initiate underage tobacco possession citations in *all* schools.
- Provide skills training for middle school age youth featuring research data on the number of youth who do not smoke via existing and new curricula.
- Add a self-reported smoking question on the Renaissance Program application.
- Educate youth during in-school suspension, requiring them to write papers or complete other assignments about the dangers of smoking and addiction.
- Increase the cost of underage tobacco possession citations, especially for repeat offenders.
- Require in-school suspension for repeat underage tobacco possession citation offenders.
- Notify parents when a student receives an underage tobacco possession citation.
- Provide teachers/staff with the resources to be better informed on health issues (e.g., Venice High School is providing a workshop for all staff on drug awareness).
- Assess fines to parents when their child receives a series of underage tobacco possession citations.
- Develop and implement school board policies for 100% smoke-free school campuses.

PARENT RECOMMENDATIONS

Parents and their opinions are important influences in youth's decisions to begin and continue to smoke cigarettes.

SUPPORT THE FOLLOWING ONGOING EFFORTS:

- Educate parents that their opinions matter to their youth.
- Incorporate into parenting education the importance of supervision and support with research results specific to Sarasota County youth.
- Support and encourage parent group discussion for "surviving the teen years."
- Enlighten parents and adults who interact with youth on the importance of role modeling.

DEVELOP AND PROMOTE THE FOLLOWING EFFORTS:

- Use research findings to increase parents' recognition of their impact on youth.
- Educate parents that their opinions have an important impact on youth behavior.
- Encourage parents, grandparents, and other family members to communicate their positive and negative opinions about youth who smoke or do not smoke and share their feelings if their youth were caught smoking.
- Encourage parents to monitor their youth's friends.
- Help parents overcome denial that their youth would smoke (via parent education).
- Educate parents about the relationship between smoking and easy access.
- Encourage parents to promote tobacco-free activities.

PLACES TO REACH PARENTS:

- Worksite programs
- Existing parent meetings/groups
- Mass media
- Direct home mail
- Parent to parent telephone calls
- Radio on the way to and from work
- Public announcements
- School orientation/registration packet
- Real-estate offices
- Gas stations
- Big Brothers & Big Sisters
- Physician offices (pediatricians)
- Sports events
- Waiting in line to pick up their child at school
- Fitness clubs
- Home-school parents
- Private schools
- Grocery stores
- Beauty/Barber salons
- Fast Food outlets

LAW ENFORCEMENT RECOMMENDATIONS

Law enforcement is a critical community component in the effort to prevent youth from smoking.

SUPPORT THE FOLLOWING ONGOING EFFORTS:

- Strictly enforce underage tobacco citations in the community.
- Enhance the relationship between schools and law enforcement.
- Enforce current smoking policies (i.e., public places, schools, restaurants, etc).
- Enforce current tobacco laws (i.e., check IDs).
- Continue youth "sting" law enforcement operations within the community.
- Enforce and monitor current vending machine laws.
- Advertise hotline and local phone numbers for reporting sales to minors.

DEVELOP AND PROMOTE THE FOLLOWING EFFORTS:

- Design a community service program that exposes youth to the consequences of smoking and tobacco addiction.

FAITH COMMUNITY RECOMMENDATIONS

The faith community has an important role to play in reducing underage smoking.

SUPPORT THE FOLLOWING ONGOING EFFORTS:

- Make youth a top priority.
- Invite health experts to provide health education and awareness to youth and their parents.
- Promote smoke-free activities for families.
- Provide research data that all youth do not smoke.

DEVELOP AND PROMOTE THE FOLLOWING EFFORTS:

- Design and implement youth activities that focus on the development of leisure/hobbies.
- Provide a forum for parents to discuss youth issues.
- Open the church to after-school activities for youth.

POLICY RECOMMENDATIONS

One of the most important components in a CBPM plan is the development of local (and state) policies. A variety of policies have been recommended (for modifying or developing) to assist in tobacco prevention efforts. An activity within this component should include reviewing tobacco policies involving youth in other states.

SUPPORT THE FOLLOWING ONGOING EFFORTS:

- Encourage state and local legislators to develop and pass legislation that requires cigarettes to be placed behind the counter at stores, restaurants, bars, etc.
- Encourage local grocery store and restaurant owners to ID youth when purchasing tobacco products.
- Encourage local school boards and state Department of Education to legislate K-6 health education as coordinated, sequential health education that includes tobacco education, skills building, and health decision making.
- Maintain and enhance current 6th-12th grade health education that includes tobacco education, skills building, and health decision making.

DEVELOP AND PROMOTE THE FOLLOWING EFFORTS:

- Develop a *Youth Tobacco Prevention Packet* that can be used to inform local legislators, key opinion leaders, school board members and the local media of the key issues affecting youth and tobacco prevention activities. This packet should include:
 - Sarasota County-specific fact sheets.
 - Key talking points for community members to use.
- Encourage the Sarasota County School Board to develop and implement a tobacco-free school campus policy.

SOCIAL NORMS RECOMMENDATIONS

Peer pressure and adult modeling have a major impact on youth smoking.

SUPPORT THE FOLLOWING ONGOING EFFORTS:

- Make youth a top priority in this community.
- Enhance and promote Students Working Against Tobacco (SWAT) and their community activities.
- Support more youth-oriented activities that are smoke-free.
- Reduce tobacco tolerance.
- Encourage the community as a whole to support parental efforts by engaging businesses, schools, for profit and not-for-profit organizations, local media and politicians to develop strategies to help parents deal with youth.

DEVELOP AND PROMOTE THE FOLLOWING EFFORTS:

- Increase awareness via public information that smoking is not the norm.
- When preparing biographies in newspaper stories or school profiles, encourage media and others to include the fact that the subjects do not smoke.
- Rebel against smoking; use "crowd" rebellion.
- Encourage local movie theaters to run anti-tobacco advertisements for free or at a reduced cost.

INTERVENTIONS AND ACTIVITIES

The CAC held alcohol and tobacco strategy sessions for youth and Sarasota County community members from which the previous pages of recommendations emerged. The following interventions and activities are the result of a prioritization process of the recommendations completed by the CAC over the course of several meetings. The first step involved a discussion concerning the activities of different organizations as they related to the recommendations that evolved from the strategy workshops. The group then prioritized the alcohol and tobacco recommendations using the criteria of ease of implementation, impact on behavior, and the CAC's ability/willingness to oversee the activity. Below are listed the interventions and activities they recommend to implement given financial and time resources.

TOBACCO

Activity – Develop and implement an education program for those who receive a tobacco citation.

Activity – "Tobacco citation" weekend.

Activity – Encourage 100% smoke-free schools.

TOBACCO AND ALCOHOL

Activity – Develop a parent video with complementary materials. Incorporate scenarios used for discussion, as well as information for parents regarding skills, where to go for help, youth protective and risk factors, youth activities, and local statistics. Emphasize the data as well as the impact that limiting access to tobacco and alcohol has on youth behavior.

Activity – Develop and use health information in Florida Comprehensive Assessment Testing (FCAT) writing prompts.

Activity – Solicit the writing of scripts by community groups and have Source Teen Theatre (or similar groups) implement them.



COMMUNICATION PLAN

COMMUNICATION PLAN

In the community-based model being used by the Sarasota Community Advisory Committee, various activities are being implemented by different participating organizations. This pan-organization approach to implementation of the Sarasota County Alcohol and Tobacco Prevention Marketing Plan for Youth affords the program the opportunity to utilize the diverse resources and talents that comprise the CAC. The communications interventions fulfill two primary functions: to provide information to influence behavior change among particular audience groups and to help identify the various community group activities as being parts of an overarching program and campaign.

To accomplish this, a unifying appearance and thematic approach is important to use among all materials, program identifiers, community outreach efforts, and public relations activities. Primary program messages, a unifying theme, the use of consistent colors, type fonts, layout approaches, music, slogan and talent on materials, and ongoing central coordination for all communication activities originating from CAC member organizations are essential to maintain continuity and program momentum.

Although some materials and communications approaches will be designed for specific target audiences (i.e. youth, parents, opinion leaders), a unifying appearance and approach will enable each message to reinforce other messages used in the campaign and avoid having them compete with each other for the public's attention.

All materials will be designed to reach Anglo American, African American, and English-speaking Hispanic audiences.



GOAL: HEALTHY SARASOTA YOUTH AS A RESULT OF NOT USING TOBACCO AND ALCOHOL

PURPOSE: To create a social marketing program that merges the issues of reducing tobacco and alcohol habituation in a common set of community-based interventions that target multiple audience segments with common message themes.

OVERVIEW: There are significant common determinants for smoking and drinking habituation among the primary target audience, middle school youth. These shared factors allow for a merged communication approach to allow for more efficient use of communications approaches and resources.

PRIMARY AUDIENCE: Middle School Youth

SECONDARY AUDIENCES: Parents, K-5th Grade Youth, 9-12th Grade Youth, Community Decision Makers/Influencers

BEHAVIORAL RECOMMENDATIONS – *Primary Audience:*

- Do Not Initiate Habitual Smoking and Drinking;
- Establish Alternate Coping Behaviors to Substitute for Habitual Smoking and Drinking.

BENEFITS TO PROMOTE – *Primary Audience:*

- Improved Health;
- Parental Approval (mothers as primary approval source).

COSTS TO LOWER – *Primary Audience:*

- Loss of Driver's License;
- Getting Caught Smoking or Drinking;
- Social Distance (smell, etc. of smoke);
- Looking "Stupid" (drinking);
- Unpleasant Taste (drinking);
- Injury or Death to Self or Others (drinking).

tone – *All Audience Groups:*

- Positive
- Factual
- Respectful
- Humorous

SPOKESPERSON(S):

Primary Audience

- Middle School Youth: DARE Resource Officers, Older Youth, Teachers, School Counselors

Secondary Audiences

- K-5th Grade Youth: Parents
- 9-12th Grade Youth: Peers
- Parents: Other Parents Who Have Experienced Problems With Their Children Regarding Alcohol and/or Tobacco Habitation
- Community Decision Makers/Influencers: *Unknown At This Time*

COMMUNICATION CHANNELS:

Primary Audience

- Middle School Youth: Schools, Health Clinics, Organizations Serving Youth, Community Centers, After-School Programs, "Leafleting" at School and Community Events, "Clowns for Kids," Radio Stations

Secondary Audiences

- K-5th Grade Youth: Schools, Health Clinics, Organizations Serving Youth, Community Centers, After-School Programs, "Leafleting" at School and Community Events, "Clowns for Kids"
- 9-12th Grade Youth: Schools, Health Clinics, Organizations Serving Youth, Community Centers, After-School Programs, "Leafleting" at School and Community Events, Radio Stations
- Parents: Worksites, Health Clinics, Worship Places, Radio Stations, and Real Estate Offices
- Community Decision Makers/Influencers: CAC Members, Worksites, Inter-agency Networks, Local Government, School Board and School Administration

RECOMMENDED MATERIALS:

Primary Audience

- Middle School Youth

School curriculum modules dealing with tobacco and alcohol prevention, posters, messages on school calendars, tobacco citation, tobacco citation educational curriculum, SWAT Club/peer counselor student motivational materials, educational comic books, messages on book covers, script for "Clowns for Kids" providing basic approach for working with target audience, promotional pins, banners, t-shirts, caps, water bottles, refrigerator magnets, messages for agenda books/menus/etc., message stickers and message nerf balls.

Secondary Audiences

- Parents

Family-oriented video to assist parents in becoming more empowered to handle issues surrounding alcohol and tobacco prevention among their children, "Parents' Resource Toolbox" (includes: general background on issues, "How to Talk to Your Kids/How to Find Support for Yourself" brochure, "You're The One They Listen To" on effective role modeling for children, and a resource guide that is designed to be used with the video).

- Community Decision Makers/Influencers

"Leaders' Program Kit" (includes: background on project, overview of issues with a focus on local community but within context of national problem of youth alcohol and tobacco habituation and the cutting edge work with which the CAC is involved, brief executive summary of findings and marketing plan, brochure on "Roles for Leaders: How Leadership Can Make the Difference," Sarasota County youth tobacco and alcohol use fact sheet).

PUBLIC RELATIONS PROGRAM

Public relations activities can help encourage community support, increase community awareness, create positive expectations for program success, enhance program image, and build strong relations among internal and external program partners. Messages delivered by paid advertising, consumer outreach, and a coordinated public relations program can reinforce efforts and interventions that target the primary audience of middle school youth. Public relations also can build a solid foundation upon which to request policy and legislative support.

Primary Targets

- News organizations
- Public information departments of radio and television stations
- Local corporations/businesses
- Churches
- Local government
- Organizations that provide support or services to youth
- General public

RECOMMENDED ACTIVITIES

- *Press releases* updating the local media regarding the program goals and progress, to be released in a coordinated sequence to encourage media interest and secure media support for the program.
- *CAC Celebration Event* to acknowledge the completion of the marketing plan.
- *Program Launch Media Event* to announce the start of the campaign. Invite the State Health Officer, local and state political leaders, school board members, and other dignitaries as a way to increase press attention and encourage greater support from the leadership community throughout Sarasota County.
- *Thirty-second radio advertisement* to tie general community and all audience segments to a common unifying effort/goal.

Public relations require careful coordination. The CAC will guide all decisions about appropriate sequencing, timing and content of public relations activities. This will assure consistency of information and the highest visibility possible for the launch of the campaign.

PRIMARY MESSAGE CUE:

The ability of our community to maintain the health of our youth is limitless.

NEXT STEPS



NEXT STEPS

As with the previous aspects of this CBPM plan, the CAC and CBPM Coordinator will oversee the implementation and evaluation phase of this county-wide effort.

IMPLEMENTATION

The implementation phase will include the CAC developing an implementation plan that will include for each intervention:

- Champion (lead person(s));
- Action steps;
- Timeline; and
- Cost.

The intervention plan will also include how all the interventions will be coordinated. This process will be primarily the responsibility of the CBPM Coordinator.

EVALUATION

To understand the impact of this community-based project, evaluation is an essential and ongoing process. Academic and community researchers collaborate to assess program context, process, and impact in a comprehensive evaluation of the model. Evaluation results are used to monitor the lessons learned during model implementation, identify new challenges that require further attention and dialogue among academic and community partners, and document both intermediate outcomes and desired end states.

University of South Florida academic partners will work with CAC members in developing an evaluation plan that will provide feedback regarding the process of implementing the CBPM interventions, as well as identifying and measuring short-term impact indicators that will provide information regarding success of the program in decreasing tobacco and alcohol use among youth. Evaluation indicators determined by community and academic partners will directly reflect interventions implemented by the community.

ACKNOWLEDGMENTS

The Sarasota County Department of Health and the Florida Prevention Research Center (FPRC) at the University of South Florida gratefully acknowledge the cooperation of the following groups of citizens and organizations who have been essential in the creation of the key products contained herein:

The members of the Community Advisory Committee (CAC) whose tireless efforts have ensured the successful completion of the initial phases of this Community-Based Prevention Marketing project to reduce initiation and continuation of tobacco and alcohol use by Sarasota County's most precious commodity – its children and youth.

The administrators and teachers in the public, private, alternative, and special schools of Sarasota County, whose vision of the future and commitment to excellence in the education and well-being of youngsters have permitted collection of data that will allow this county to be on the cutting edge of health promotion and disease prevention endeavors.

The Boys & Girls Clubs of Sarasota Inc., Girls Inc., Venice YMCA and the Sarasota Parks and Recreation Summer Program for allowing us to conduct focus groups and individual interviews with their youth.

The students of Sarasota County whose patience and participatory spirit contribute much to their own welfare and to that of their peers, and remind us all of their contributions to our future as the 21st century unfolds.

The parents of Sarasota County youth who gave us their insights, feelings, and critical assessments, thereby providing compelling evidence of the caring and concern that they have for the young people of the county.

Last, but not least, Sarasota County's citizens-at-large who seek to provide those incredibly important elements that we know make a difference in the lives of children and youth, now as well as in the future.

CAC MEMBERS

Iona	Anderson-Janniere	North Port Boys & Girls Club
Mary Anne	Andrews	Drug Free Communities, Inc.
Edna	Apostol	Gulf Coast South AHEC
Mike	Bigner	Venice Foundation
Karen	Bogues	Community Youth Develop. Project
Rob	Crane	Sarasota County Sheriffs Office
Angela	Creager	Family Counseling Center
David	Daniels	Boys and Girls Club
Tim	Dutton	SCOPE Center of the Arts
Shelly	Gardner	Healthy Start
April	Glasco	Second Chance Last Opportunity
Douglas	Glaser	Sarasota Co. Sherriff's Office
Sarah	Gorman	Healthy Start Coalition
Carolyn	Gregov	Sarasota County Extension Services
Pauline	Hodges	Project Challenge of the West Coast
Edna Sherell	Holliman	Greater Newtown Community
Mary	Lanier	Sarasota Memorial Health Care System
Roland	Leibert	Sarasota Abuse Prevention Coalition
Bill	Little	Sarasota County Health Department
Daniell	Longpre	Gulf Coast South AHEC
Judy	Lyon	Brookside Middle
Donna	Mackman	Coastal Recovery Centers
Joy F.	Mahler	Big Brothers Big Sisters of the Sun Coast
Betty	McQueen	Sarasota County Citizen
Danny	Myers	Sarasota County Health Department
Cindy	Olmstead	Bon Secour Hospital
John	Parisi	North Port Police Department
Joyce	Payne	Health Department/School Health
Cynthia	Porter	Greater Newtown
Sherri	Reynolds	Sarasota Co. School Board
James	Rhode	Coastal Recovery
Erenia	Rivers	Sarasota County Health Department
Dianne	Shipley	Sarasota County Health Department
Deb	Swiderski	American Lung Association
Kristina	Thurman	American Heart Association
Kim	Titus	American Lung Association
Dave	Ulsh	FL DIV. of Alcohol, Tobacco & Bev.
Jo	Webster	Coastal Recovery Centers
Jone	Williams	HIPPY
Jane	Wilson	Sarasota County Health Department
Sonja	Zigler	Family Counseling Center
Sandra	Terry	Laurel Civic Association

Phillip J.	Brooks	Communities in Schools
Kathryn	Owen	Girl Scouts
Tracy	Christeson	Girls Inc. Of Sarasota County
Bob	Bakst	Jewish Family & Children's Services
Barbara	Kochmit	Sarasota Abuse Prevention Coalition
Timothy	Enos	Sarasota Sheriff's Office
Mary	King	Sarasota County Extension Services
Judit	Illyes	Sarasota County Health Department





Prevention For Youth

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Or see the following Web site for CAC members list and project information:
<http://www.hsc.usf.edu/prc/sarasota.html>