Incorporating Student Talent to Enhance your AOD Programming

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Objectives

- Describe the overall student involvement regarding social marketing campaigns to address high risk drinking.
- Identify advantages and disadvantages of incorporating student involvement.
- Share the progression of various social marketing campaign examples.
UF High-Risk Drinking Rates by Year 2004-2010

- Fall 2004: 56.5%
- Fall 2005: 51.1%
- Fall 2006: 45.4%
- Spring 2007: 43.7%
- Fall 2007: 44.4%
- Spring 2008: 37.8%
- Fall 2009: 43.4%
- Spring 2010: 37.1%
Early messages

Gators: MOST have 0 to 4 drinks when they party!

Fake ID: Counterfeit or unlawfully issued license: third degree felony, $5,000 fine, and up to 5 years in jail.

Making fake IDs: second degree felony, $10,000 fine, and up to 15 years in jail.

Lending a license, using another person’s license, or using a license with a changed birth date: second degree misdemeanor, $500 fine, and up to 60 days in jail.

Is the risk really worth it?

Produced by: University of Florida Student Health Care Center in conjunction with the Gainesville Police Department.
Dating Tip 2 - Sober is Sexy

Sober is Sexy!

7 out of 10 UF students find a drunk person less attractive.

8 out of 10 UF students find a drunk person less attractive.

Helping to promote and create a healthy campus community.
Background Information

- Awarded U.S. Department of Education Drug and Alcohol Prevention Models on College Campuses Promising Program, July 2009-June 2010 to build upon previous grant efforts
- Awarded U.S. Department of Education Grant, 2009-2011: ‘Preventing High-Risk Drinking Among First Year College Students’
Campaigns

- 2006-2008 DOE Grant campaign highlighted the unattractive negative consequences of drinking too much through the use of humor
- 2009-2010 Models Grant campaign highlighted realistic scenarios students can relate to through more of a serious tone
- 2009-2011 DOE Grant resulted in the development of two different campaigns, including the use of both humor and serious themes
Student Involvement

- All campaigns have incorporated student involvement from Public Relations and Social Marketing classes.
- Present campaign brief with details regarding guidelines and requirements for students to follow.
- Students responsible for message testing materials.
- Students create final concepts and present to us as the client.
Advantages – Student Involvement

- Serves as mini-intervention for students
  - Students have not examined the issue from this perspective before
  - Begin to talk about message with their friends
- Students have ownership and buy-in
  - Become excited and enthused to promote message
- Opportunity to work with target population
- Real life popular student phrases and themes
  - ‘Sketchy Drunk Guys’
  - ‘That Girl’
  - ‘Hot Mess’
  - ‘Beer Goggles’
  - Tagging photos on Facebook and drunk texting/dialing
Disadvantages – Student Involvement

- Students may miss the mark in designing materials
  - Despite guidelines, drafts may still not take into consideration the end goals to address high-risk drinking
- Students approach campaign from communication perspective
  - Different than a health behavior framework
- Campaign may be too expensive to implement
- Suggested marketing venues may not be practical
  - Radio
  - Movie theater
  - Customized website
WHEN I
DRINK TOO MUCH

I feel guilty because it's not my friends' job to hold my hair back. I can't fall asleep because I'm nauseous and I can't get rid of the spins. It sucks.

Jessica, 22

SHARE YOUR STORY
www.whenidrink2much.com
WHEN I DRINK TOO MUCH

I CALL PEOPLE I SHOULDN'T. AND I TELL THEM THINGS I REALLY SHOULDN'T. LIKE, "SAY YOU LOVE ME!" AND "TAKE ME BACK." ALCOHOL TURNS ME INTO A COMPLETE IDIOT.

-MIKE, 21

SHARE YOUR STORY
www.whenidrink2much.com
**Print Concept**

**WHEN I DRINK TOO MUCH**

I lose my inhibitions. I know I did something regretful. But I can't remember what it was. I just wish I had an erase button to make things easier.

- Amanda, 21

**SHARE YOUR STORY**

[www.whenidrink2much.com](http://www.whenidrink2much.com)
I cry. I have no control over my emotions. I get hysterical & say things that hurt other people. The tears never stop.

-Stacy, '22
When I drink too much

I wake up in strange places terribly confused. It's embarrassing when you find yourself outside at 7 in the morning.

— John, 21
Campaign Website

- Unique website will integrate print and alternative media concepts
- Will allow students to contribute their own stories which can later be used to create new ads
- Inspired by social networking sites such as Facebook.com and Myspace.com
- www.whenidrink2much.com
Models Grant Campaign
Spring & Summer 2010

When I Drink Too Much...

SHARE YOUR STORY Check us out on Facebook.
"...I wake up to find pictures of myself in my underwear posted online. I wish I could erase the night instead of just un-tagging the pictures." - Kristin, 21
Models Grant Campaign
Spring & Summer 2010

When I Drink Too Much...

"...I wake up in random places. It's awkward when I find myself in a stranger's apartment at 7 am." - Stacy, 22

SHARE YOUR STORY Check us out on Facebook.
When I Drink Too Much...

"...I lose my inhibitions and end up doing stupid, dangerous things. I've gone home with complete strangers before."

-Marissa, 22
Models Grant Campaign
Spring & Summer 2010

When I Drink Too Much...

"...I start fights with anyone I catch looking at my girl; then she and I end up arguing all night. I'm not usually such a jerk." -Chris, 22

SHARE YOUR STORY Check us out on Facebook.
Models Grant Campaign
Spring & Summer 2010

When I Drink Too Much...

"...I send my mom texts I really shouldn’t...texts meant for my girlfriend. Let’s just say my mom now knows way too much about me.” - Mike, 21

SHARE YOUR STORY Check us out on Facebook.
When I Drink Too Much...

Welcome back to campus everyone! I can’t wait for Gator football to start! Who’s with me?

August 23 at 3:30pm via Facebook for iPhone • Comment • Like • Promote

When I Drink Too Much...

complete the following: When I Drink Too Much...

June 26 at 2:48pm • Comment • Like • Promote

When I Drink Too Much...

Hey everyone! I hope you’ve all been having a great summer! Tell us about any crazy situations you’ve encountered since you left campus for the summer?

June 11 at 12:30pm • Comment • Like • Promote

When I Drink Too Much...

Check the discussion board for the latest info on drink specials!

March 29 at 12:40pm • Comment • Like • Promote

Kathleen Nagal hey there, I am a reporter with WUFT-TV, I would like to do an interview with the creator of this Facebook group, would you mind sending contact information to my Facebook page, and maybe a person that had been helped with this group? Thank you if you want to do this interview, please reply me as soon as possible, thank you so much for your help.

March 2 at 1:06am • Comment • Like • Ping

When I Drink Too Much...

Check out the discussion board and leave your thoughts.

January 29 at 9:01pm • Comment • Like • Promote

Recent Activity

When I Drink Too Much... discussed Gainesville, FL Women’s Group “Ladies Night” at “Technical College” on the When I Drink Too Much... discussion board.

When I Drink Too Much... discussed ladies night on the When I Drink Too Much... discussion board.

When I Drink Too Much... discussed ladies night on the When I Drink Too Much... discussion board.
Facebook and other social media tend to play up the misperceptions surrounding the party school image.

Alcohol companies have personalized Facebook pages and alcohol advertisements.

Videos of excessive drinking and engaging in unsafe behaviors can be posted on Facebook and Youtube, as well as alcohol companies sites.

College students are bombarded by messages of drinking with no mention of the serious negative consequences.
Message Dissemination

- Message dissemination has incorporated guerrilla marketing tactics
  - Suggested by students including the MiAdz mobile truck, exterior and interior buses, and messages in bar/club bathrooms
- Reach students at their point of decision making
  - Students may say why place in bar/club bathrooms since they’re already drinking
  - Condom machines in bathroom example
  - Place matters!
- Encouraging student buy in and support for the campaigns can add credibility
When I Drink Too Much...

SHARE YOUR STORY
Check us out on Facebook.

"...I woke up to find pictures of myself in my underwear posted online. I wish I could erase the night instead of just un-tagging the pictures." - Kristin, 21
When I Drink Too Much...

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"...I start fights with anyone I catch looking at my girl, then she and I end up arguing all night. I'm not usually such a jerk." -Chris, 22
When I Drink Too Much
When I Drink Too Much...

SHARE YOUR STORY
Check us out on Facebook.
Overall themes:

- First year students arrive on campus with many preconceived notions about life at UF.
- The Princeton Review Party School Ranking is strongly associated with UF upon students learning their acceptance.
- Students are at different drinking levels:
  - Students enter college having made the decision to not drink or drink very little
  - Students are already drinking from high school and will increase their alcohol consumption upon beginning college
  - Students enter college undecided as to the role alcohol will play in their life
• Themes continued:
  o Students consider themselves to be independent.
  o Students do not consider administrators or the institution to be credible sources of alcohol education and information.
  o Students rely on other students slightly older who have been at UF for information surrounding alcohol issues.
  o Worried about disappointing parents and getting into trouble with law enforcement if it impacts academics and scholarships.
  o Students also reported that upon arrival at UF “it quickly becomes clear” that alcohol plays a central role in the social scene.
Spring 2011 H Grant Campaign

- Incorporated humor to target high-risk drinkers
- Play on popular theme of “beer goggles”
- Continue to include serious call-to-action on all campaigns
- Disseminated through new guerrilla marketing tactic
  - GOTCHA Ride
- Developed gender-specific messages
- Extensive message testing among students
Didn't wake up to
The Stud
you were with last night?

Lose the beer goggles.
Limiting alcohol consumption can help you avoid regrettable hook-ups.

Didn't wake up to that
Prince
you were with last night?

Lose the beer goggles.
Limiting alcohol consumption can help you avoid regrettable hook-ups.
Didn’t wake up to that

Babe

you were with last night?

Lose the beer goggles.
Limiting alcohol consumption can help you avoid regrettable hook-ups.

Hottie

you were with last night?

Lose the beer goggles.
Limiting alcohol consumption can help you avoid regrettable hook-ups.
Beer Goggles...
memorable or regrettable?

Didn't wake up to that
Babe
you were with last night?
Lose the beer goggles.

LESS

Drunking alcohol consumption can help
info.audrinemarijuna.org
Target Population-First Year Students

- High-risk drinking is the number one social and health problem on campus.
- Research findings confirmed that first year students tend to drink more due to the following contributing factors:
  - Alcohol-promoting environment
  - Very little supervision
  - Preconceived notion that one must drink to “fit in”
- Efforts need to begin when students arrive for orientation and concentrate heavily on distracting students from the bar and party scene during those critical first six weeks on campus, as well as the remainder of the academic year.
‘Reflections on our Practices’

- First year students can be engaged in meaningful experiences which don’t involve alcohol.
- Students value learning and academics.
- Students value being a Gator and part of the Gator nation.
- Students may feel conflicted as they may feel the need to participate in the ‘work hard, play hard’ perception.
- Students are unsure because they may feel as if they haven’t fully integrated into UF life.
  - May not have met other students who do not drink
Next Steps

- Design future messages targeting first year students, as well as other at-risk student populations.
- Continue to engage campus departments for student involvement and collaboration.
- Portray campus life to entering freshmen in a positive manner-dispel misperceptions about alcohol and party school image, and present realities concerning alcohol and academic success.
Questions?

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