



2018-2019 College Student Outreach

Wednesday, October 25, 2019

Presented by:

Julee Christianson, HCA

Kristen Haley, DOH

Melissa Simpson, GMMB

Scott Stroup, GMMB

Washington State
Health Care Authority

Washington State Department of
Health

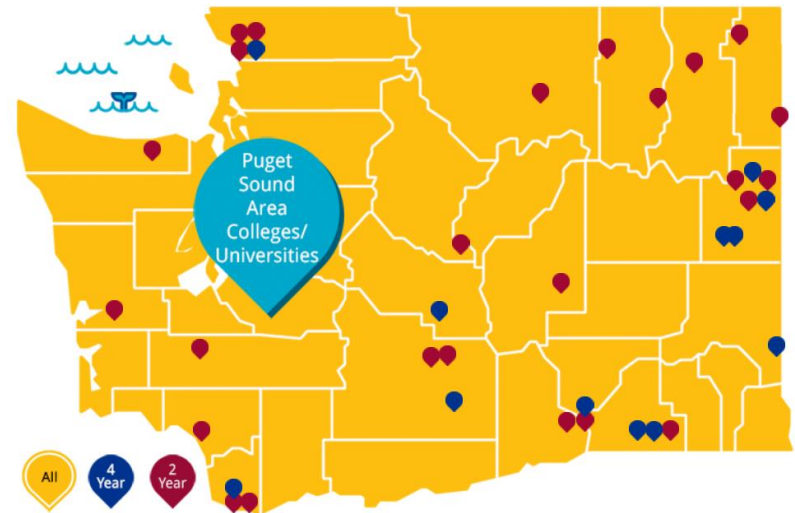
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Agenda

- **Landscape:** Substance use in college
- **Rethinking College Drinking** (HCA)
- **You Are Campaign** (DOH)
- **Not a Moment Wasted** (HCA + DOH)
 - Website
 - Toolkit

Opportunity + Partnership

- High prevalence of substance use in college
- Significant risk in consequences
- Agency collaboration
- Funding available to reach college students





Rethinking College Drinking Campaign

Washington State
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Overview

Audience:

- College students ages 18-20

Launch date:

- May 2019

Goal:

- Prevent underage drinking

Informed by:

- Formative research
- Concept testing
- Consultation with key stakeholders



Formative Research

Focus Groups

- Twenty-six small groups or one-on-one discussions, 30 min sessions
- Total of 54 participants from 10 schools
- To probe knowledge, attitudes, beliefs, and behaviors

Environment Scan

- Analysis of state and national campaigns
- To surface key themes and best practices

Partner Survey

- 24 participants
- To assess existing resources, inform campaign, improve support

Formative Research

Key takeaways:

- Drinking during college is “what you do”
- Students drink to: have fun/combat boredom, be social, to relax/de-stress
- Effective messages spotlight severe consequences (brain damage, dependency, car crashes), everyday concerns (grades, reputation), and healthy behavior alternatives
- Idea that not drinking frees you up to pursue the things that matter to you
- Approaches that respect ability to think for themselves resonate
- Social media, flyers, and posters were rated highest by students and partners

“It’s pretty idolized on social media and television too. Shows about college students, they will be drinking all the time. So when you get to college, you just have that expectation of what you saw on TV.”

Creative Testing

Ad concept testing in fall 2018

- 18- to 20-year-old students in WA state
- Sixty-two college students
- Demographic mix
- Online discussion board
- Two concepts were evaluated:
 1. *Not a Moment Wasted*
 2. *Rethinking Drinking*



Creative Testing

Concepts and Messaging

- Rethinking Drinking won
 - Highest overall rating
 - Appeals equally to men and women
 - Most believable
 - High ratings:
 - Would catch my attention
 - Gave me something new and different to think about
 - Is relevant to me
 - Would make me think twice about consuming alcohol

The poster features a dark blue background with a white banner at the top left that reads "RETHINKING DRINKING". To the right of this banner, the text "FOR BEING SOCIAL" is written in large, bold, white capital letters. Below the banner and text, there is a 2x3 grid of six teal squares, each containing a white line-art icon: a basketball hoop, a person with arms raised and sparkles, a person on a bicycle, a person cooking at a stove, two people holding hands, and a hot air balloon. Below the grid, the text "You've got options." is written in white. At the bottom of the poster, there is a white text box containing the following text: "Rethinking drinking leads to healthier choices that don't risk your health, grades, and relationships like alcohol can." followed by a small asterisk and "Drinking alcohol is illegal for anyone under 21." Below this, the text "LEARN MORE AT THISISAURL.COM" is followed by a vertical line and the logo for the Washington State Health Care Authority.

RETHINKING DRINKING **FOR BEING SOCIAL**

You've got options.

Rethinking drinking leads to healthier choices that don't risk your health, grades, and relationships like alcohol can.
*Drinking alcohol is illegal for anyone under 21.

LEARN MORE AT THISISAURL.COM | Washington State Health Care Authority

Campaign Statement

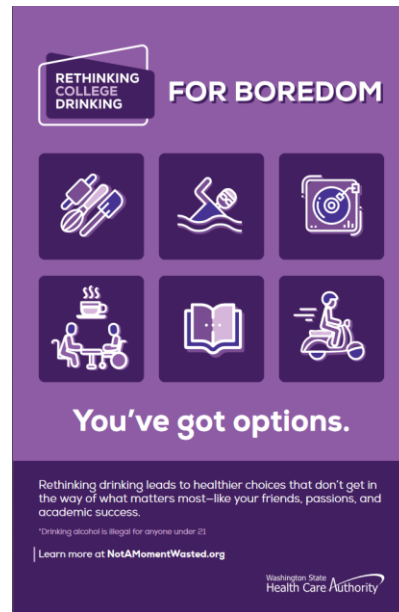


*“College students drink alcohol for a lot of reasons—like when they feel stressed, anxious, bored, or just want to blow off steam. But there are healthier ways to deal with college life. Feeling overwhelmed? Think about taking a walk. Feeling social anxiety? Think about joining a team or club. **Rethinking college drinking** leads to choices that don’t put your health, grades, motivation, or relationships at risk.”*

Creative Assets

Assets available:

- Videos (:15s and :10s)
- Banner ads
- Streaming radio
- Posters
- Billboard
- Print ads
- Social:
 - Snapchat
 - Facebook
 - Instagram



Social Video: For Stress

Link to watch video:

<https://youtu.be/X785Cg7GrY8?list=PLTGQrGiHUW9W4OniLQJfToniG2TYS6EK1>

Initial Results

Metrics May 13 to June 21, 2019:

- 17,007,232 impressions
- 87,023 clicks to the “Not a Moment Wasted” landing page
 - a click-through rate (CTR) of 0.51%
- 1,994,513 video completions; and
 - a video completion rate (VCR) of 71.3%
- 1,341 post reactions on FB and Instagram

Campaign Extensions

Videos: BAR Lab Experiment

- Social video
- Explainer video with Dr. Kilmer



Video: BAR Lab

Link to watch video:

<https://youtu.be/sgnOeYmoT9U>

Campaign Extensions

Videos: Frequently Searched Questions

- Long format video
- Two short videos
- One teaser video



Find the answers you've
been searching for at
NotAMomentWasted.org



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Video: Frequently Searched Questions

Link to watch video:

<https://youtu.be/ffXoKNWsTxs>

Campaign Extensions

Social Editorial Calendar

- Social calendar ideas for partners to promote the campaign, reach more people, and increase engagement
- Content can be tailorable by partners
- Items created include copy, images, animations and videos

Event Guidelines

- How to guides for creating alcohol-free events:
 - Community Service
 - Get Active
 - Game Nights
 - Open Mic Nights



Undergrad Gatherings: Open Mic Nights

Do you sing or play guitar? Maybe you love to make people laugh or tell stories? So do your classmates. You're surrounded by creativity—not to mention bringing your own to the table.

Why not share and showcase that talent by organizing an "open mic" night (or day).

Here's how you can do it:

- **Start talking.** Invite everyone you know—friends, classmates, friends of friends—and don't stop there. You never know what stories strangers have to tell or who's creating cool beats in their spare time. Ask around and see what people have going on.
- **Pick a name.** 80s pop cover show? A night of spoken word? Whatever your jam is, stick to it. And sure, you can cram it all into one event, but consider keeping it simple and choosing just one.
- **Find a spot.** College cafes, multi-purpose spaces, and classrooms are often available for student-organized events. Contact your college's student body organization to see how to reserve a space.
- **Promote, promote, promote.** People are always looking for something to do on a Friday night, so you're already half way there. Now, you just need to spread the word. Hit up social media and print out flyers to post on campus.



Need more info? Try these:

- **The Art and Craft of Storytelling by The Moth**
themoth.org
- **How To Organize and Promote An Open Mic**
handzoogie.com/blog/how-to-organize-and-promote-an-open-mic
- **Tips on Hosting a Successful Open Mic Night**
themix.americanmusical.com/open-mic-night-tips

Rethinking college drinking means making the most of every moment. If you're looking for a way to deal with stress, boredom, or being social—you've got options.

Learn more at NotAMomentWasted.org

Washington State Health Care Authority



**YOU
ARE**

**LEARNING SOMETHING
NEW EVERY DAY.**

You Are Campaign

Washington State
Health Care Authority

Washington State Department of
Health

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You Are Overview

Audience:

- 18- to 20-year-old college students

Launch date:

- October 2019

Informed by:

- Formative research
- Concept testing
- Consultation with key stakeholders



Formative Research

In-depth research

- Online survey with 500 college students
- Online forum with 42 students

Topics

- Personal values
- Motivations / interests
- Relationships
- Awareness and attitudes of marijuana
- Likelihood to use

“We struggle with being actual adults for the first time. A lot of us are working hard to support ourselves, and figuring out how to be independent and live in the real world.”
(Female, Puget Sound Metro)

“I find making new friends that last outside of the class you share incredibly difficult.”
(Female, Central / Eastern WA)

I know some people who have used marijuana, and I don't judge them for it. It is merely personal preference...to not ever use it.”
(Male, Central / Eastern WA)

Formative Research

Findings

1. Open-minded, non-judgmental, and embrace differences
2. Pragmatic and have clear goals
3. Well informed of marijuana's risks
4. Lots of stress—pressure to “do and know it all”
5. Perceive marijuana as part of college life
6. Early adulthood and college—mixed bag of emotions
7. Students more likely to try/use it as way to deal with stress
8. Real world connections can be hard to make

Creative Testing

- 18 to 20 year-olds across Washington
- Online forum
- 62 college students
- Tested three concepts:
 - You Are
 - Keep Your Future on Course
 - You See Differently



CONCEPT 1:
YOU ARE



CONCEPT 2:
KEEP YOUR FUTURE ON COURSE



CONCEPT 3:
YOU SEE DIFFERENTLY

Creative Testing

You Are rated highest!

- Don't impact goals and opportunities
- Talked to them as independent, intelligent adults
- Rated highest on making young adults think twice about using before 21



You Are Manifesto

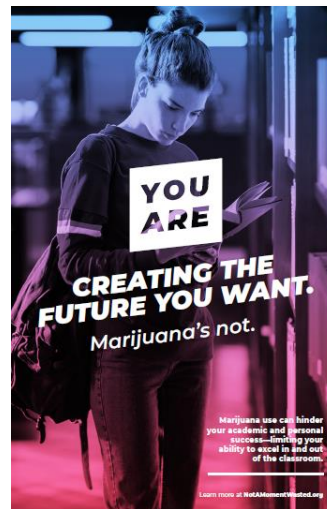


*You? You're making it happen.
Your career. Your future. Your dreams. You're working hard to build the
life you want. And marijuana? It can slow you down. Impact your
grades and graduation plans. But you're going places marijuana can't.
Achieving things marijuana never will. Because when it comes to
controlling your health, grades, and future—marijuana's not. **You are.***

Creative Assets

Assets available:

- Videos (:15s and :10s)
- Banner ads
- Paid and organic social
- Digital radio (scripts)
- Posters
- Print ads



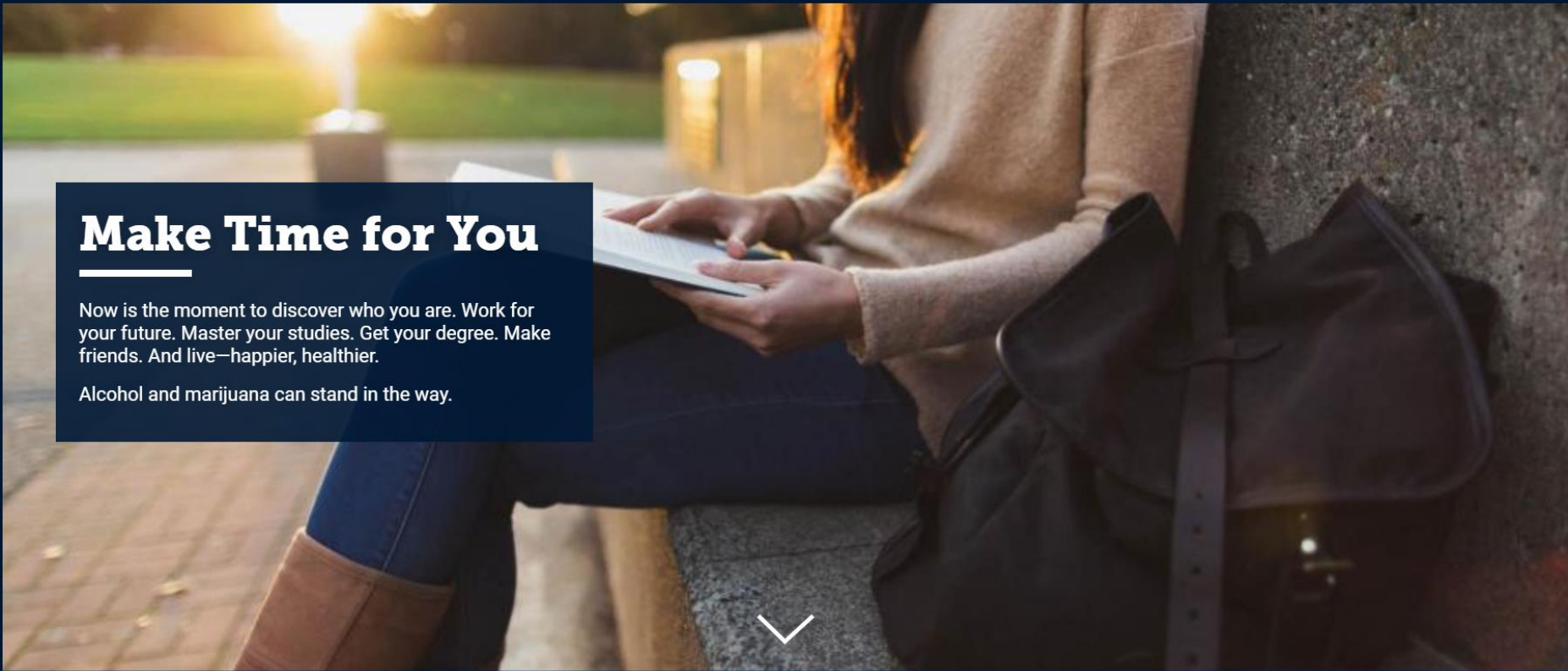
Video 1: “You Are...Learning It All”

Link to watch video:

<https://youtu.be/vYWXZAmBtog?list=PL82Z-swK0-4k-N-XaUOoXbtmo-LHinWco>

Vaping-Associated Lung Injury





Make Time for You

Now is the moment to discover who you are. Work for your future. Master your studies. Get your degree. Make friends. And live—happier, healthier.

Alcohol and marijuana can stand in the way.



Not a Moment Wasted Website

Not a Moment Wasted

Audience:

- 18- to 20-year-old college students

Launch date:

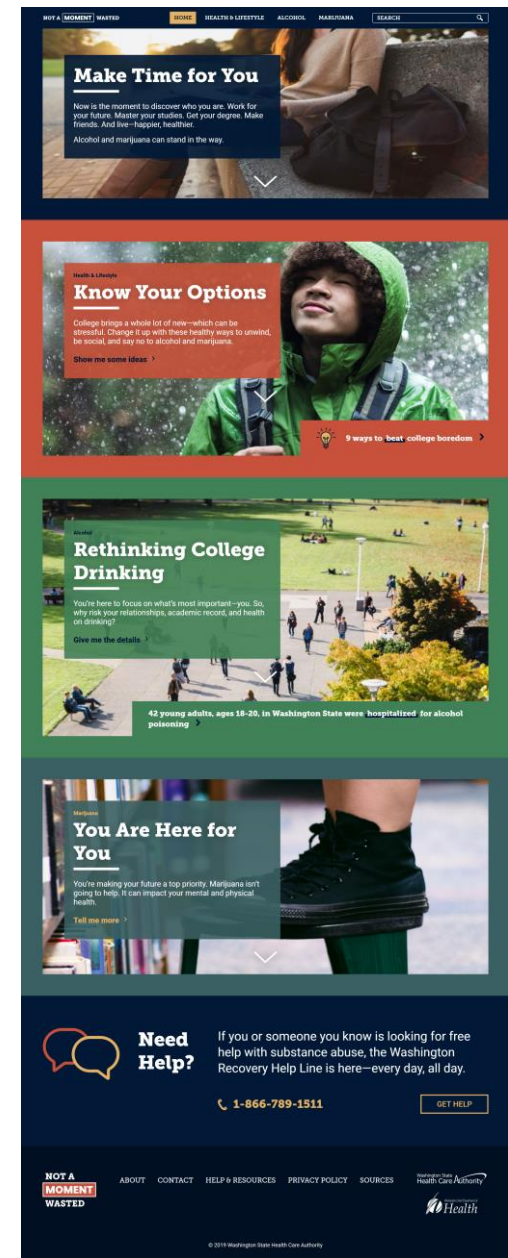
- April 2019

Developed by:

- Washington State Health Care Authority
- Washington State Department of Health

Objective:

- “Umbrella website”
- Educate college students about the risks and consequences of using marijuana and alcohol



Underage Substance Use

Pressures in college:

- Social pressure
- Boredom
- Stress
- Expectations around partying / experimenting
- Perceived norms

"Depression, stress, and overall weariness are large issues... We have massive student loans coming and accumulating that we know we can't pay off for years. We have family telling us what to be and society telling us we have to get a high paying job or we will never make it. We have friends pressuring us into drinking and doing drugs that 'help' our stress levels but end up just stressing us more." (Female, Central / Eastern WA)



2008-2016

37.7% young adult drivers, 18-20 years old, in a fatal car crash tested positive for two or more substances

Alcohol and marijuana were the most common combo.

Source: WTSC



2016-2017

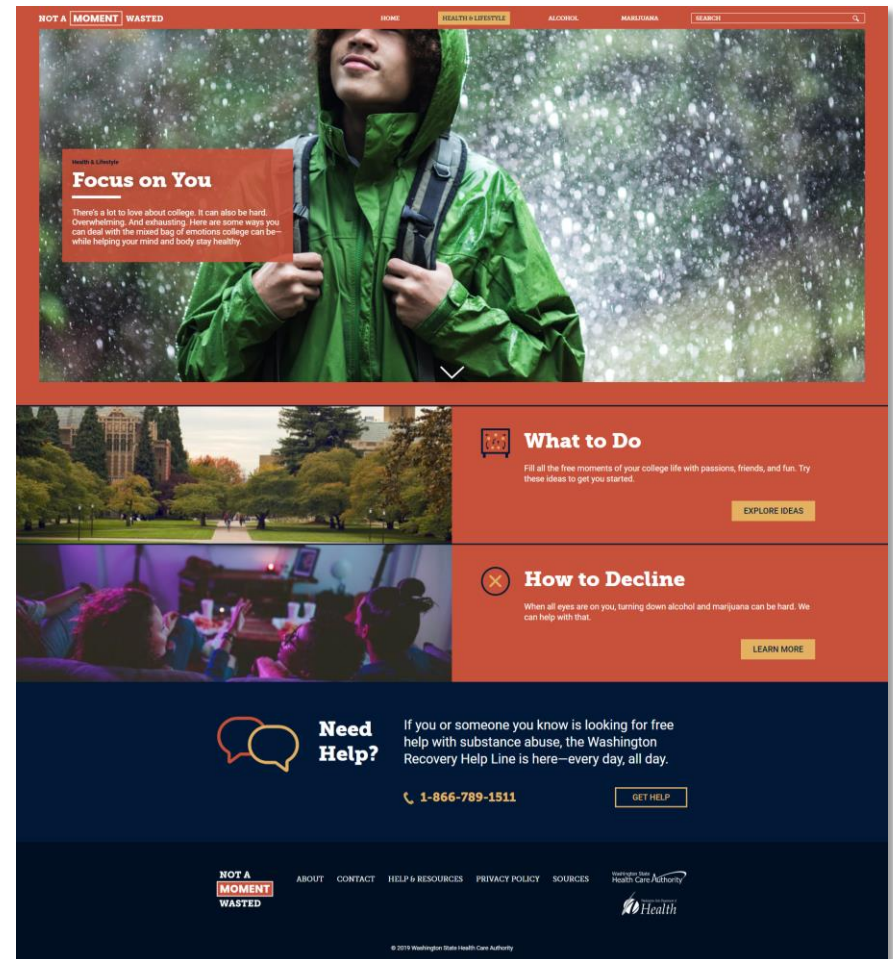
42 young adults, ages 18-20, in Washington State were hospitalized for alcohol poisoning

Source: DOH

Not a Moment Wasted Website

Not a Moment Wasted...

- Acknowledges college realities
- Offers healthier alternatives and refusal skills
- Outlines risks of underage marijuana and alcohol use
- Acts as a sustainable resource
- Remains flexible to include other issues



Not a Moment Wasted Website

Alcohol Landing Page

Rethinking College Drinking

When you drink, you're different – acting, feeling, and doing things you may not normally. And alcohol isn't going to help you stress less. In fact, it's the opposite. So, think about the best things you can do to make the most of your college experience. Not on something that may make you forget them.

Play It Safe

From judgment to driving, there are the risks of alcohol you should look out for.

Healthy Body & Mind

Drinking can get in the way of you keeping your mind, body, and mood happy and healthy.

Why Risk It?

The effects of alcohol go beyond hangovers – all the way to your bank account and permanent record.

Got Questions?

Find answers to frequently asked questions about drinking in college.

Need Help? If you or someone you know is looking for free help with substance abuse, the Washington Recovery Help Line is here – every day, all day.

1-866-789-1511 GET HELP

There's Only One You

48 young adults, ages 18-30, in Washington State were hospitalized for alcohol poisoning.

Keep a Clear Head

There are a lot of things you can do to keep your head clear when you're drinking. It's important to know what you can and can't do to stay safe.

Got a Ride?

Alcohol is a depressant. It slows down your brain and your body. It can make you feel like you're driving, but you're not. It can make you feel like you're driving, but you're not. It can make you feel like you're driving, but you're not.

Don't Get Mixed Up

Alcohol and marijuana are both depressants. They can make you feel like you're driving, but you're not. They can make you feel like you're driving, but you're not. They can make you feel like you're driving, but you're not.

There's help. All day. Every day. If you or someone you know struggles with substance abuse, the Washington Recovery Help Line is here with 24-hour, confidential help.

1-866-789-1511 GET HELP

Interior Pages

What's It Going to Cost You?

The price you can pay for college drinking can go beyond just your health.

Those Dollars

Let's talk money. An education isn't cheap – neither is alcohol. Be the only one of those things is investing in your future. And whatever's left over should go towards your living expenses. Not your hangovers. Textbooks. Quality snacks. Rent. Fun. There's always a better way to spend your money than on alcohol.

Your Education

One day, you'll think back on your time in college. The fun. The culture. The knowledge. Hopefully, not the fines. Getting caught on campus with alcohol can mean potential fines from your school. Bad grades. Bad record. Depending on your campus rules, you can face a time-consuming conduct process, fines, probation, suspension, or even dismissal.

A Record

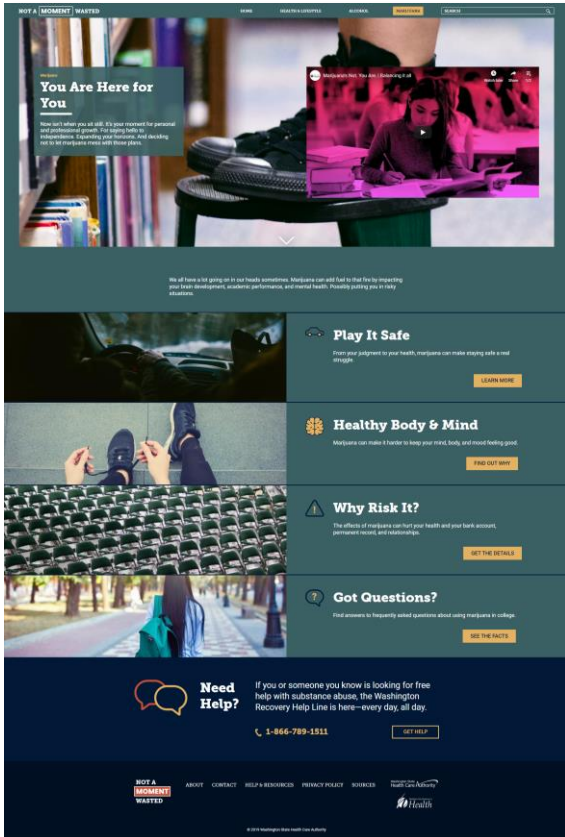
We know you know this part, but it's worth a repeat. Alcohol use and possession is illegal for anyone under 21. If you get caught, you can be cited with a Minor in Possession (MIP) offense. That means possible fines or jail time, and a legal record can follow you around, from applying for student aid to trying to land your dream job.

There's help. All day. Every day. If you or someone you know struggles with substance abuse, the Washington Recovery Help Line is here with 24-hour, confidential help.

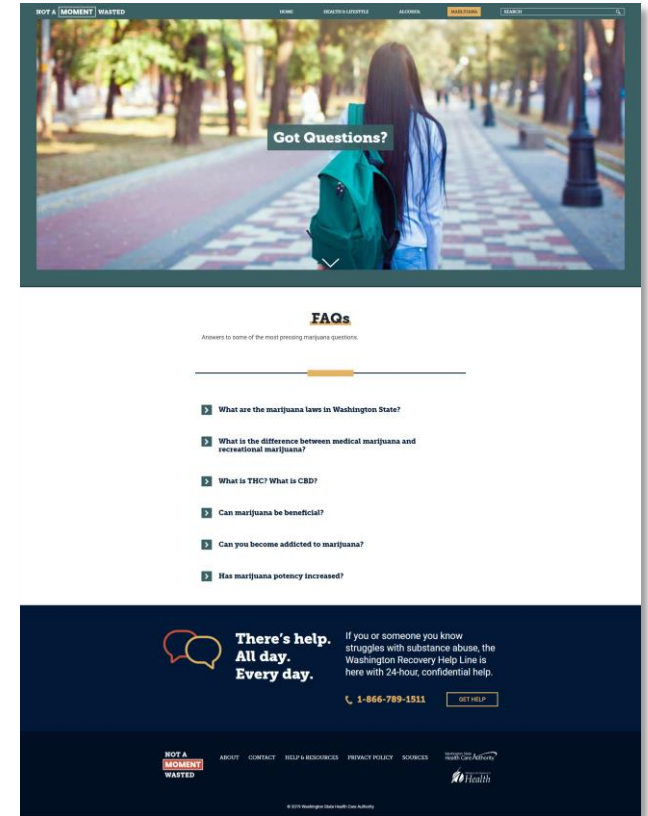
1-866-789-1511 GET HELP

Not a Moment Wasted Website

Marijuana Landing Page



Interior Pages



Not a Moment Wasted Website

Your School

Reach out to one of the many resources available on college and university campuses across the state.

➤ **Central Washington**

➤ **Eastern Washington**

▼ **Western Washington**

- **Antioch University**, Seattle, Phone: 206.268.4840, Email: clinic.aus@antioch.edu
- **Bastyr University**, Kenmore, Phone: 206.834.4100
- **Bates Technical College**, Tacoma, Phone: 253.377.6159,





Taking Care of You Starts When Vaping Ends

Whether it's nicotine, marijuana, or flavors, vaping is bad news. Since August 2019, there have been hundreds of reported cases of vaping-associated lung injuries. It's serious. We're talking about symptoms like coughing, shortness of breath, nausea and vomiting, and fever. It's so bad that some people are ending up hospitalized—and in some extreme cases, people have died.

While this is an emerging and ongoing situation, we know enough now to tell you this: To stay safe and healthy, ditch all vapor products. Vapor products – also known as JUULs, e-cigarettes, e-cigs, vapes, e-hookahs, vape pens, mods, tanks, or electronic nicotine delivery systems – can contain nicotine, marijuana (THC or CBD), or other substances like flavoring agents or other chemicals. No matter what name you use, they're harmful for your lungs. And marijuana comes with its own set of health risks—like impacts to your [brain development and memory](#).

Don't let fruity flavorings fool you—because it's never worth sacrificing your health.

If you or someone you know needs help quitting, there are options.

- **Washington Recovery Helpline:** Free help with substance abuse. Call 1-866-789-1511 or visit warecoveryhelpline.org for 24/7 anonymous and confidential support.
- **2Morrow Health:** A free smartphone app to help teens and young adults quit vaping. Visit DOH.WA.GOV/QUIT and follow the registration prompts to access an activation code and password.
- **Washington State Tobacco Quitline:** Call 1-800-QUIT-NOW or visit [Quit Now](http://QuitNow) to talk with a quit coach.

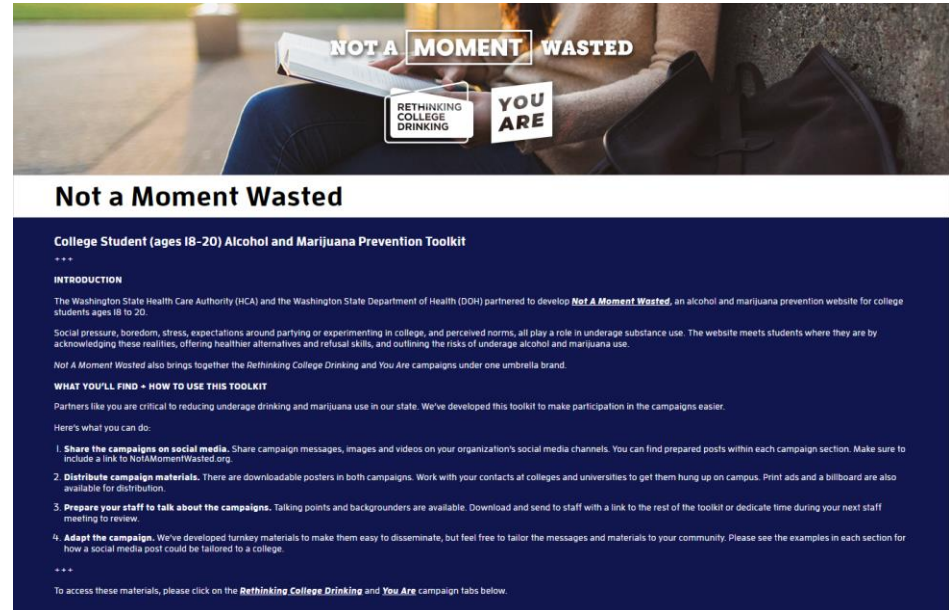


Not a Moment Wasted Online Toolkit

Not a Moment Wasted Toolkit

Toolkit

- Includes materials for:
 - *Rethinking College Drinking*
 - *You Are*
- What can partners do?
 - Share campaigns on social
 - Distribute campaign materials
 - Prepare staff to talk about campaigns
 - Adapt the campaigns
 - thesocialpresskit.com/not-a-moment-wasted



Not a Moment Wasted Toolkit

CAMPAIGN

Rethinking College Drinking

DESCRIPTION

Alcohol use among underage students is prevalent and perceived as a social norm in college. Drinking, particularly binge drinking, comes with risks—to a student’s health and wellbeing, academic life and relationships. In 2019, the Washington Health Care Authority Division of Behavioral Health and Recovery launched a statewide effort to prevent underage drinking in Washington among college students ages 18–20. The Rethinking College Drinking campaign offers suggestions for healthy alternatives to using alcohol for stress, boredom and to be social. Below you will find the creative assets for the campaign. We suggest you start with the “Toolkit Table of Contents + Available Assets” as a visual guide for all the materials that are available.

KEY DATES

May 13 - June 21, 2019
Statewide ad buy targeting college students ages 18-20 in Washington.

August 19 - September 27, 2019
Geotargeted ad buy targeting students attending Gonzaga and Washington State Universities.

CONTACT: Julee Christianson, HCA, Julee.Christianson@hca.wa.gov
Please note that some creative assets and design files require permission from HCA. Please contact Julee Christianson for inquiries.

HASHTAGS

#YouveGotOptions | #NotAMomentWasted | #RethinkingCollegeDrinking

| | | | | | |
|--------------------------------------------------|-----------------|---------------------------------------------------------|----------------------|----------------|--------|
| Toolkit Table of Contents + Available Assets | | Campaign Backgrounder + Key Messages + Stats + Research | | | Videos |
| Radio Scripts and Companion Banners | Social Media | Posters | Banner Ads | Theater Videos | |
| Billboard | Print Ads - WSU | Print Ads - Gonzaga | HCA Brand Guidelines | | |
| Rethinking College Drinking Campaign Style Guide | | | | | |

ADDITIONAL DOWNLOADABLE ASSETS & HOUSED MEDIA

| |
|----------------------------------------------|
| Toolkit Table of Contents + Available Assets |
|----------------------------------------------|

thesocialpresskit.com/not-a-moment-wasted

Not a Moment Wasted Toolkit

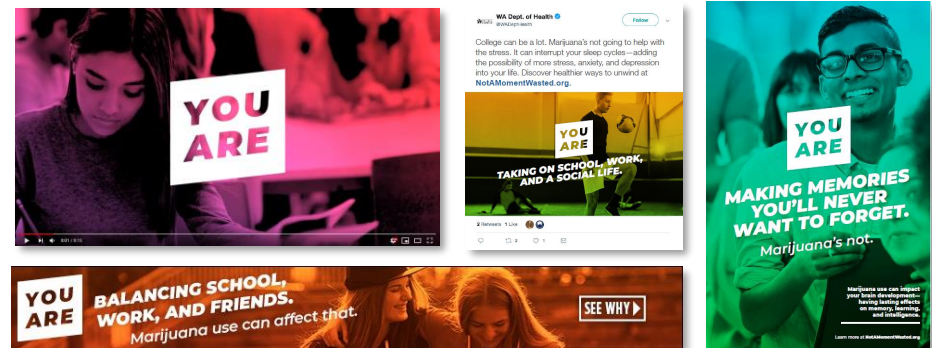
Materials available

- Videos (:15s and :10s)
- Banner ads
- Organic social
- Digital radio scripts
- Posters
- Print ads
- Talking points
- Campaign backgrounders
- Style and photo guides
- Event guides
- Social Editorial Calendar items

Rethinking College Drinking (HCA)



You Are (DOH)



How to Use It

- Share the campaigns on social media
- Distribute campaign materials



Facebook: For Stress

College brings a lot of early mornings, long exams, paper writing, and part-time working. When things get stressful, why put your relationships and grades at risk with alcohol? Explore options that can help you unwind and have a good time at NotAMomentWasted.org.

 Post to timeline



Facebook: For Boredom

Looking for ways to fill your free time in between classes? You've got options that don't get in the way of your friends, passions, and education—like alcohol can. Find the fun you're searching for at NotAMomentWasted.org.

 Post to timeline



Facebook: For Being Social

College is a great place to make friends. But it's not always easy. Here are some ways to meet new people and soothe social anxieties—that don't risk your health, grades, and motivation like alcohol can. Get more at NotAMomentWasted.org.

 Post to timeline

How to Use It

- Prepare your staff to talk about the campaigns
- Adapt the campaigns

**Marijuana Prevention & Education
You Are Talking Points**

You Are Campaign

- In fall 2019, the Washington State Department of Health (DOH) will launch the to educate college students, ages 18 to 20, in Washington State about the health consequences of using marijuana.
- The campaign references DOH's successful youth prevention campaign, *You Are*, language, tone, and scenarios presented in the ads to be relevant to an older audience.
- To reach young adults where they are—online and on their phones—*You Are* campaign messages through social media, online video, streaming radio, and the campaign also features a series of posters for posting on campus. Schools can with logo and school colors.

Campaign Development

- *You Are* was informed by an in-depth research process with young adults across State.
- In 2018, DOH conducted an online survey with more than 500 Washington college students and hosted an online forum to understand awareness, attitudes, and beliefs around marijuana, as well as factors such as personal values, motivations, and influence on decision to use or not use marijuana.
- The research revealed that college students are non-judgmental, have clear goals informed of marijuana's risks. They often feel pressure to "know and do it all" marijuana to relax and deal with stress. Many college students find real world to make.
- Based on the findings, DOH developed three campaign concepts and tested them online forum with 62 college students in Washington State. *You Are* emerged.
- Participants liked how *You Are* focused on not letting marijuana get in the way of addressing personal responsibility for choices, and talked to them as young, independent adults. The campaign also rated highest on making participants think marijuana before turning 21.

Not a Moment Wasted

- *You Are* will direct college students to the *Not a Moment Wasted* (NotAMomentWasted.org) website.
- DOH developed the website in partnership with the Washington State Health Care Authority (HCA) to educate college students, ages 18 to 20, about the risks and consequences of marijuana and alcohol.
- Social pressure, boredom, stress, expectations around partying or experimenting in college, and perceived norms, all play a role in underage substance use. The website meets students where they are by acknowledging these realities, offering healthier alternatives and refusal skills, and outlining the risks of underage marijuana and alcohol use.
- The *Not a Moment Wasted* website brings together DOH's *You Are* marijuana prevention and education and HCA's *Rethinking College Drinking* campaigns under one umbrella brand.

Health Effects and Consequences of Using Marijuana for Young Adults

- Marijuana can change the way a person's mind and body perform. Marijuana can be bad for health and harmful no matter how it's used, whether smoked, eaten, vaped, or dabbed.

**Marijuana Prevention & Education
You Are Campaign**

Washington State Department of Health

The Washington State Department of Health (DOH) will launch the *You Are* campaign in fall 2019 to educate college students, ages 18 to 20, in Washington State about the health risks and other consequences associated with underage non-medical marijuana use.

Campaign development

The *You Are* campaign was informed by an in-depth research process with young adults across Washington State. In 2018, DOH conducted an online survey with more than 500 Washington college students and hosted an online forum to understand awareness, attitudes, and beliefs around recreational marijuana, as well as factors such as personal values, motivations, and influences on the decision to use or not use marijuana. The research revealed that college students are non-judgmental, have clear goals, and are well informed of marijuana's risks. They often feel pressure to "know and do it all" and may use marijuana to deal with stress and relax. Based on the findings, DOH developed three campaign concepts and tested them with young adults through an online discussion board.

Of the campaigns presented, *You Are* tested the best with college students. Participants liked how the campaign focused on not letting marijuana get in the way of their future goals, addressed personal responsibility for choices, and talked to them as young, independent, intelligent adults. The campaign also rated highest on making participants think twice about marijuana use before turning 21.

Not a Moment Wasted website

The *You Are* campaign will direct to the website, www.NotAMomentWasted.org, that educates college students, ages 18 to 20, about the risks and consequences of using marijuana and alcohol. Social pressure, boredom, stress, expectations around partying or experimenting in college, and perceived norms, all play a role in underage substance use. The website meets students where they are by acknowledging these realities, offering healthier alternatives and refusal skills, and outlining the risks of underage marijuana and alcohol use. *Not a Moment Wasted* also brings together the *You Are* and *Rethinking College Drinking* campaigns under one umbrella brand.

Outreach

Initial outreach efforts will include a statewide digital ad buy featuring videos, banner ads, digital radio and social media to reach young adults where they are—online and on their phones. The campaign also features a series of posters for posting on campus. Schools are able to tailor the posters with their logo and school colors.

Get Involved

A toolkit is available for partners here: <https://thesocialprescriber.com/not-a-moment-wasted/>. DOH encourages partners to promote the campaign and the *Not a Moment Wasted* website online and at events. If you have questions, please contact Kristen Haley, Washington State Department of Health, Kristen.Haley@doh.wa.gov.

College Coalition For Substance Abuse Prevention
<https://sites.uw.edu/ccsaprev>

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Questions?

Kristen Haley

Health Educator, Center for Public Affairs, WADOH
Kristen.Haley@DOH.WA.GOV

Julee Christianson

Prevention System Manager, DBHR, WAHCA
Julee.Christianson@HCA.WA.GOV

Melissa Simpson

Managing Director, GMMB
Melissa.Simpson@gmmb.com

Scott Stroup

Vice President, GMMB
Scott.Stroup@gmmb.com

Thank You!