CollegeDrinkingPrevention.Gov: Developing a Web site as an Effective Tool for Dissemination of Report Findings and a Forum for Your Initiative

Treating Addictions in Special Populations: Research Confronts Reality

October 7 and 8, 2002
Binghamton Regency Conference Center
Binghamton, New York

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Overview

• Web site considerations
• The Home Page
• Target Audiences for College Web site
• Reaching Your Target Audience
• Using Research
• Using Interactivity
• Using Links, Search Engines and FAQs
• Using Newsrooms
Web site Considerations

- Pre-launch
  - Constraints
    - Time
    - Budget
    - Personnel
  - Creating the Web site
    - Architecture (site map)
    - Design
- Target Audience
  - Sub-audiences
- Name/URL address
Web site Considerations continued

- Pre-launch
  - Decision-making
    - Policies
    - Approvals
- Accessibility
  - Section 508 compliance
    www.section508.gov
  - Plain language
  - Other languages
Web site Considerations

• Post-launch
  • Maintenance
  • Usability testing
  • Ordering Reports/Materials
  • Promotion of site/Marketing Activities
    • Listservs
    • Reciprocal linking
    • Banner Ads
    • Email to a friend
    • Awards
The Home Page

• First impression viewer has – *make it a good one!*

• Branding your “product” – logo identification

• Providing information to identify purpose of the site

• Showcase highlights

• Content driven or highly visual? – *keep audience in mind*
The Home Page

Logo

Showcasing Target Audiences

Links
- Research
- Just the Facts
- Reports
- Framework
- College Alcohol Policies

Content, Overview of site

Parents
College Presidents
Community Leaders
High School Guidance Counselors
Media
Campus Health Administrators
Students
RAs/Peer Educators
Target Audiences for College Web site

- Campus Health Administrators
- College Presidents
- Community Leaders
- High School Guidance Counselors
- Media
- Parents
- RAs/Peer Educators
- Students
Reaching Your Target Audience

- Visually, graphically (i.e., who are you speaking to?)
- Language – tone, appropriate level, font style/size (i.e., use plain language!)
- Providing useful information that is appealing, credible, and also culturally appropriate
Using Research

Task Force Materials Available on Web site

NIAAA Reports

The following materials are available from the National Institute on Alcohol Abuse and Alcoholism (NIAAA). All of the publications on this Web site are in the public domain and may be reproduced without permission. You are encouraged to duplicate and distribute as many copies as you want.

- Task Force Report
- Panel Reports
- Brochures
- Future Brochures
- Planning and Evaluation Handbook
- Journal of Studies on Alcohol Supplement/Commissioned Papers
- Archives

Task Force Report

A Call to Action: Changing the Culture of Drinking at U.S. Colleges
Final Report of the Task Force on College Drinking
Download Adobe PDF version (1.17 MB)
NIH Publication No. 00-5011
Printed Date: April 2002
[Order Publication]
Using Research

• Be credible!

Have a statistic you want to showcase? – back it up with the research by providing the source information...make it easy for the viewer to find out more!
Using Research

- Be innovative and unique!

Existing College Alcohol Policies – but not previously put together in one place!
Using Interactivity

- Audio
- Video
- Games
- E-cards
- Calculators
- Feedback
Using Interactivity

• Make it customizable

Answers the question -- How does it affect me?
Engage the viewer in a format that’s fun and easy to use – like these push buttons.
Using Links, Search Engines and FAQs

Clickable link, phone and address

Search engine

Send this page feature...Easy to refer to someone else!
Using Links, Search Engines and FAQs

National Alcohol Screening Day

National Alcohol Screening Day (NASD) takes place in April and is an annual outreach, education and screening program that raises awareness about alcohol use and alcohol use disorders and refers individuals who deal at risky levels for further evaluation.

Mark Your Calendar!

2003 National Alcohol Screening Day (NASD) is set for Thursday, April 10th.

Summary of Results for NASD 2002 and 2001:

<table>
<thead>
<tr>
<th>Registered Sites</th>
<th>2002</th>
<th>2001</th>
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<tbody>
<tr>
<td>Community/General</td>
<td>1,026</td>
<td>524</td>
</tr>
<tr>
<td>Colleges</td>
<td>354</td>
<td>292</td>
</tr>
<tr>
<td>Primary Care</td>
<td>1,176</td>
<td>367</td>
</tr>
<tr>
<td>Interactive Employee Programs</td>
<td>49</td>
<td>0</td>
</tr>
<tr>
<td>Overall Sites</td>
<td>2,815</td>
<td>1,273</td>
</tr>
</tbody>
</table>

In April 2001, an estimated 32,000 individuals attended NASD events at over 1,200 screening sites across the nation.

For more information on how to become a part of NASD site, please contact Anne Kehler at (781) 239-0071 or akehler@mentalhsalhscreening.org.

The NASD program includes an educational presentation, a written screening questionnaire, and an

Link to online screening tool
Using Newsrooms

• Be resourceful!

• Keep it current.

• Helps keep your constituency groups up-to-date with your issue in the press.

• Some things to include:
  • Press kits
  • Speaker biographies
  • News articles (or links)
  • Web casts
Contact Information

College Drinking Prevention Web site:  
www.collegedrinkingprevention.gov

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