# 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*

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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

- **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

NIAAA Reports

Framework

College Alcohol Policies

**Content, Overview of site**

# 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**
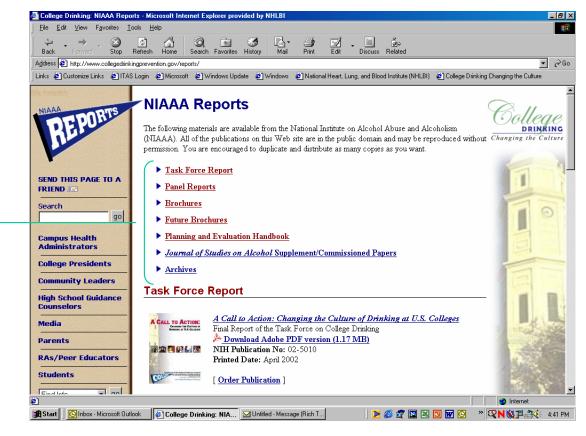
# Using Research

**Task Force Materials Available on Web site**

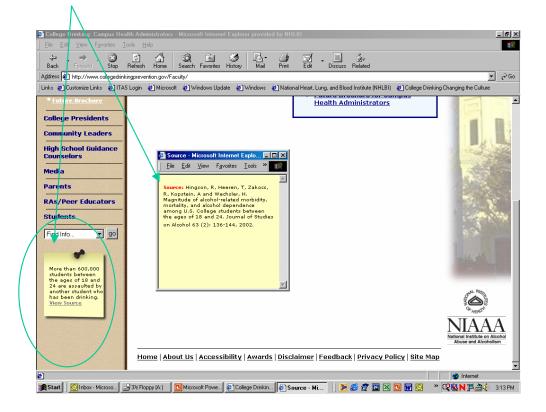# Using Research

- ## 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!***
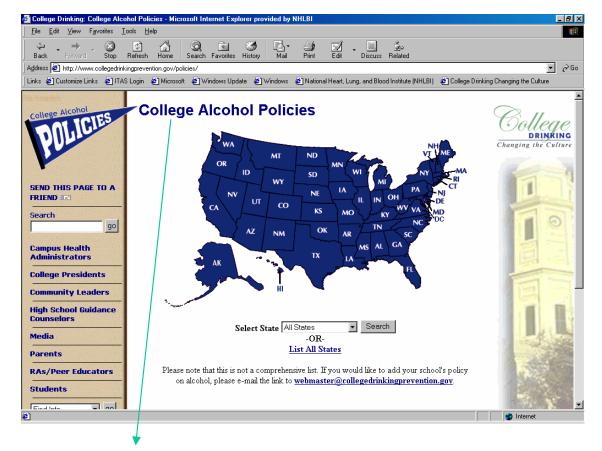
# Using Research

- **Be innovative and unique!**



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

# Using Interactivity







- **Audio**
- **Video**
- **Games**
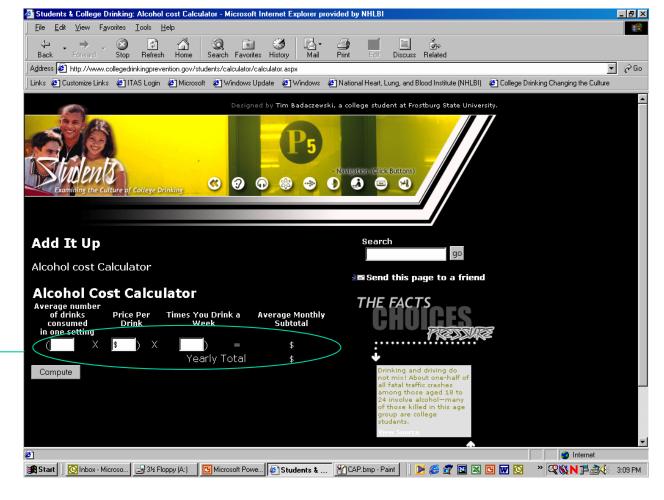- **E-cards**
- **Calculators**
- **Feedback**

# Using Interactivity

- ## Make it customizable



**Answers the question -- How does it affect me?**

# Using Interactivity

**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**



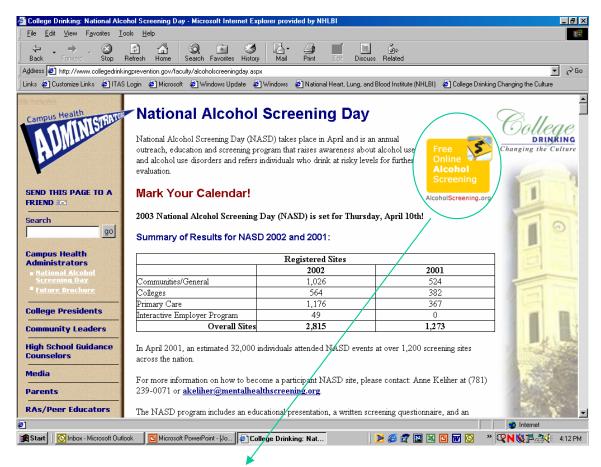**Send this page feature…*Easy to refer to someone else!***

# Using Links, Search Engines and FAQs

*continued*



**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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