

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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Presented By

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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

continued

- **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

continued

Logo



Showcasing
Target
Audiences



Links

Research

Just the

NEATS

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

continued

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: 02-5010
Printed Date: April 2002
[\[Order Publication \]](#)

Using Research

- Be credible!

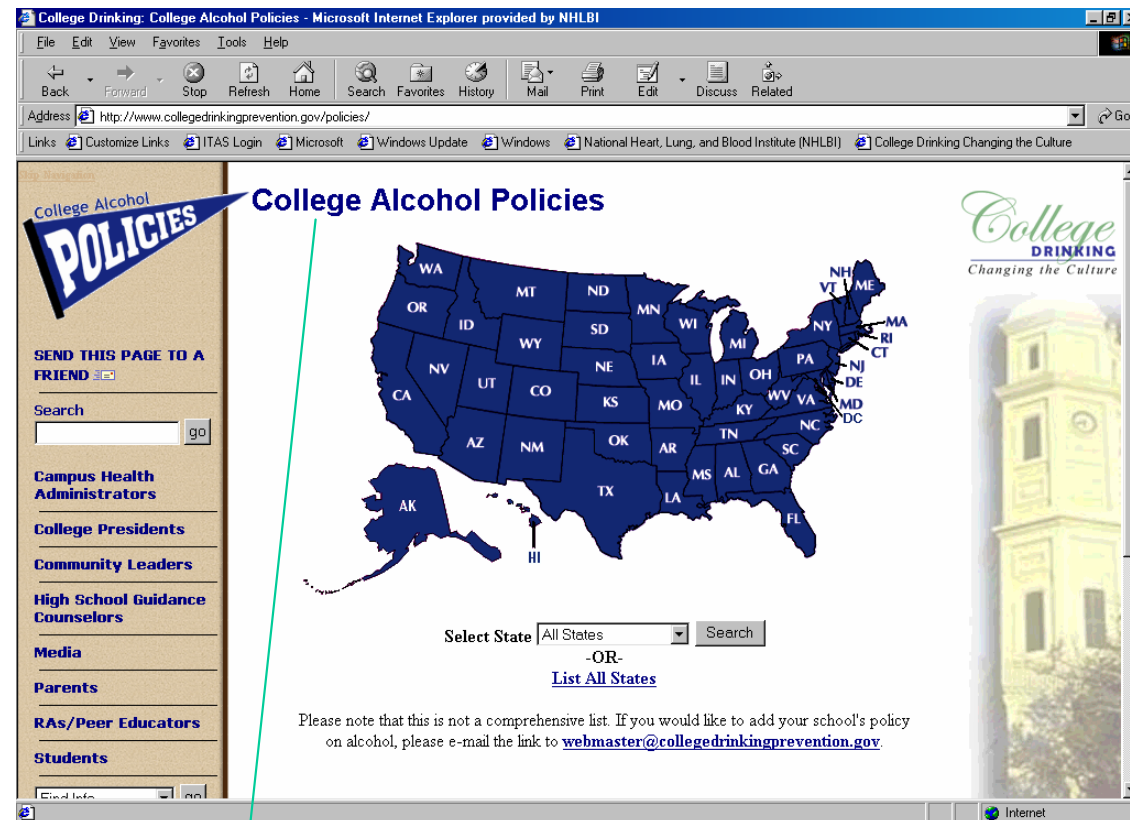
Have a statistic you want to showcase?
– back it up with the research by providing the source information...*make it easy for the viewer to find out more!*

The screenshot shows a Microsoft Internet Explorer browser window displaying the website <http://www.collegedrinkingprevention.gov/Faculty/>. The browser's address bar and menu bar are visible. On the left side of the page, there is a vertical navigation menu with categories: Future Brochure, College Presidents, Community Leaders, High School Guidance Counselors, Media, Parents, RAs/Peer Educators, and Students. A search box is located below the menu. A yellow sticky note is placed over the search box and the text below it, which reads: "More than 600,000 students between the ages of 19 and 24 are assaulted by another student who has been drinking. View Source". A second browser window, titled "Source - Microsoft Internet Explo...", is open over the main content area. It displays the following source information: "Source: Hingson, R., Heeren, T., Zakocs, R., Kopstein, A. and Wechsler, H. Magnitude of alcohol-related morbidity, mortality, and alcohol dependence among U.S. College students between the ages of 18 and 24. Journal of Studies on Alcohol 63 (2): 136-144, 2002." The browser's taskbar at the bottom shows several open applications, including "Inbox - Micro...", "3 1/2 Floppy (A)", "Microsoft Powe...", "College Drinkin...", and "Source - Mi...". The system clock in the bottom right corner shows "3:13 PM".

Using Research

continued

- **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

continued

- Make it customizable

Students & College Drinking: Alcohol cost Calculator - Microsoft Internet Explorer provided by NHLBI

Address <http://www.collegedrinkprevention.gov/students/calculator/calculator.aspx>

Links [Customize Links](#) [ITAS Login](#) [Microsoft](#) [Windows Update](#) [Windows](#) [National Heart, Lung, and Blood Institute \(NHLBI\)](#) [College Drinking Changing the Culture](#)

Designed by Tim Badaczewski, a college student at Frostburg State University.

Students
Examining the Culture of College Drinking

Navigation (Click Buttons)

Add It Up

Alcohol cost Calculator

Alcohol Cost Calculator

Average number of drinks consumed in one setting	Price Per Drink	Times You Drink a Week	Average Monthly Subtotal
<input type="text"/>	X \$ <input type="text"/>	X <input type="text"/>	= \$ <input type="text"/>
			Yearly Total \$ <input type="text"/>

Compute

Search go

Send this page to a friend

THE FACTS
CHOICES
PRESSURE

Drinking and driving do not mix! About one-half of all fatal traffic crashes among those aged 18 to 24 involve alcohol—many of those killed in this age group are college students.

Internet

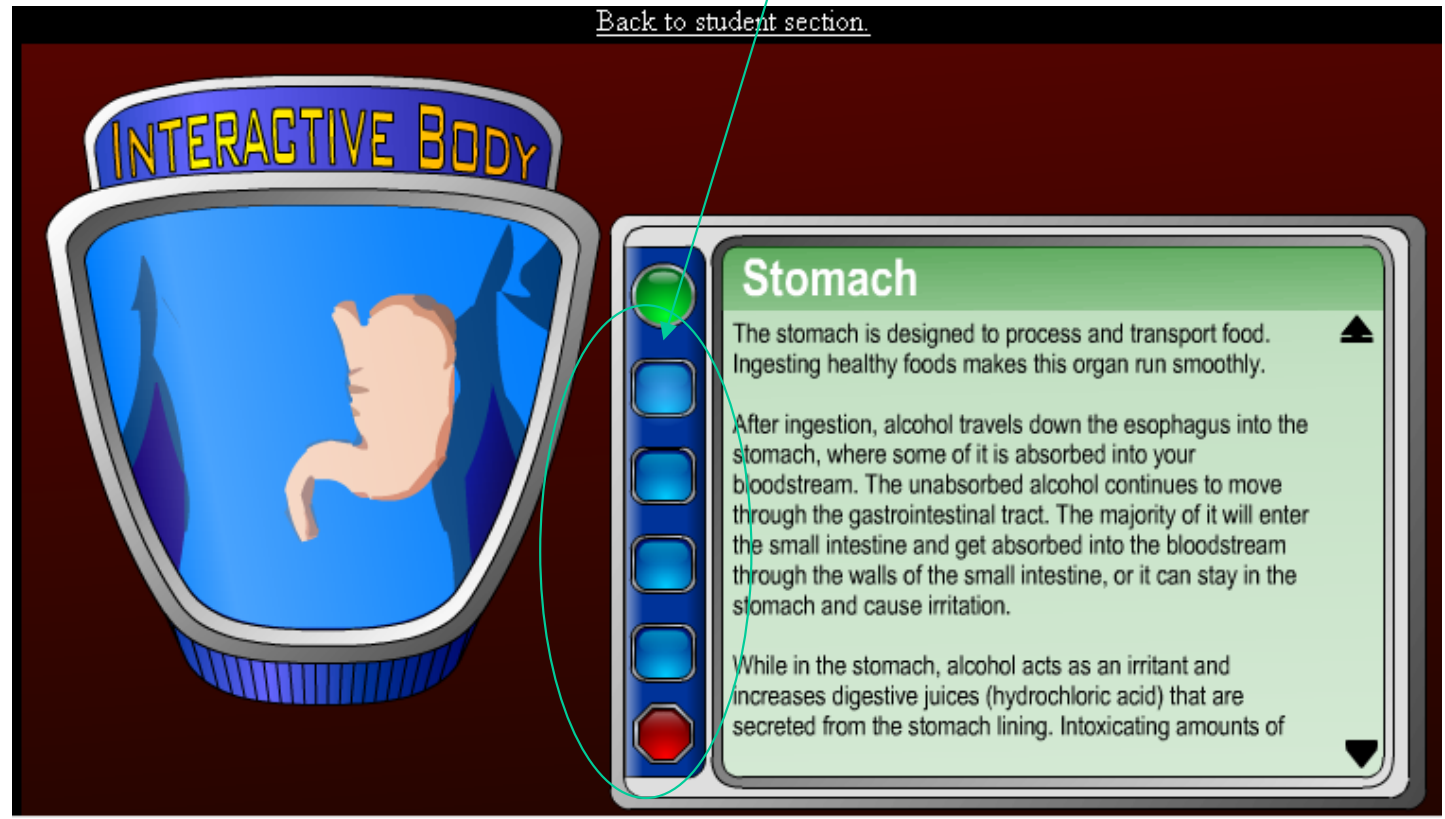
Start | Inbox - Microso... | 3 1/2 Floppy (A:) | Microsoft Powe... | Students & ... | CAP.bmp - Paint | 3:09 PM

Answers the question -- How does it affect me?

Using Interactivity

continued

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

Designed by Tim Badaczewski, a college student at Frostburg State University.

Students
Examining the Culture of College Drinking

- Navigation (Click Buttons)

Getting Help

Help is just a mouse-click away, or a telephone call. Check out these resources!

- **Alcoholics Anonymous**
www.alcoholics-anonymous.org

General Service Office
Publications and organizational information. Provides a listing of intercity groups.
212-870-3400 (M-F 8:30-4:30 EST)

General Service Office
PO Box 459
New York, NY 10163

Search go

Send this page to a friend

THE FACTS
CHOICES
PRESSURE

Binge drinking rates among college students

Send this page feature... Easy to refer to someone else!

Using Links, Search Engines and FAQs

continued

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 drink 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:

	Registered Sites	
	2002	2001
Communities/General	1,026	524
Colleges	564	382
Primary Care	1,176	367
Interactive Employer Program	49	0
Overall Sites	2,815	1,273

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 participant NASD site, please contact: Anne Keliher at (781) 239-0071 or akeliher@mentalhealthscreening.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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