

# **CollegeDrinkingPrevention.Gov:**

*Developing a Web site as an Effective Tool  
for Dissemination of Report Findings and a  
Forum for Your Initiative*

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## **Treating Addictions in Special Populations: Research Confronts Reality**

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Presented By

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# Overview

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- **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

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- **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](http://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

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- **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

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- **Campus Health Administrators**
- **College Presidents**
- **Community Leaders**
- **High School Guidance Counselors**
- **Media**
- **Parents**
- **RAs/Peer Educators**
- **Students**



# Reaching Your Target Audience

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- 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 page features a navigation menu on the left with categories such as "College Presidents", "Community Leaders", "High School Guidance Counselors", "Media", "Parents", "RAS/Peer Educators", and "Students". A search bar is located below the "Students" category. A yellow sticky note is placed over the search bar, containing the text: "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 page, displaying the following citation: "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 main page also includes a "Health Administrators" link, a "National Institute of Health" logo, and the "NIAAA National Institute on Alcohol Abuse and Alcoholism" logo. The footer contains links for "Home", "About Us", "Accessibility", "Awards", "Disclaimer", "Feedback", "Privacy Policy", and "Site Map". The taskbar at the bottom shows the Start button, several open applications, and the system clock displaying 3:13 PM.

# Using Research

*continued*

- **Be innovative and unique!**

The screenshot shows a web browser window titled "College Drinking: College Alcohol Policies - Microsoft Internet Explorer provided by NHLBI". The address bar shows "http://www.collegedrinkingprevention.gov/policies/". The page content includes a blue banner with "College Alcohol POLICIES", a search bar, and a list of user roles: Campus Health Administrators, College Presidents, Community Leaders, High School Guidance Counselors, Media, Parents, RAs/Peer Educators, and Students. A map of the United States is displayed with state abbreviations. Below the map is a "Select State" dropdown menu and a "Search" button. A note at the bottom of the page reads: "Please note that this is not a comprehensive list. If you would like to add your school's policy on alcohol, please e-mail the link to [webmaster@collegedrinkingprevention.gov](mailto:webmaster@collegedrinkingprevention.gov)."

**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

The screenshot shows a Microsoft Internet Explorer window titled "Students & College Drinking: Alcohol cost Calculator - Microsoft Internet Explorer provided by NHLBI". The address bar shows the URL: <http://www.collegedrinkprevention.gov/students/calculator/calculator.aspx>. The page content includes a navigation bar with a "P5" logo and a "Students" banner. Below the banner is a section titled "Add It Up" with the heading "Alcohol cost Calculator". The calculator interface consists of a table with the following structure:

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"/>

A green oval highlights the input fields for the first three columns. Below the table is a "Compute" button. To the right of the calculator is a search box and a "Send this page to a friend" link. Further down is a section titled "THE FACTS CHOICES PRESSURE" with a text box containing the following information:

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.

The browser's taskbar at the bottom shows the Start button, several open applications (Inbox, 3 1/2 Floppy, Microsoft PowerPoint, Students &..., CAP.bmp - Paint), and the system tray with the date and time (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](http://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
<b>Overall Sites</b>	<b>2,815</b>	<b>1,273</b>

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](mailto:akeliher@mentalhealthscreening.org)

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

**Link to online screening tool**

# Using Newsrooms

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- **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

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**College Drinking Prevention Web site:**  
[www.collegedrinkingprevention.gov](http://www.collegedrinkingprevention.gov)

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