



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

Presented By Joan Romaine, MPH

The National Institute on Alcohol Abuse and Alcoholism Bethesda, MD









- 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



- 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

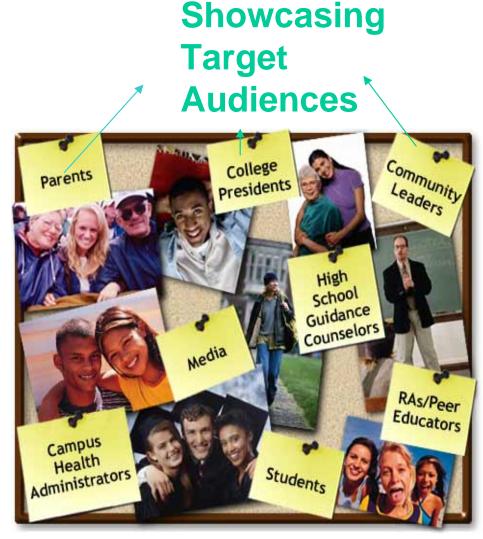
continued

Changing the Culture





Links Research JUST THE **Framewor** 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



Abuse and Alcoholism

- 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





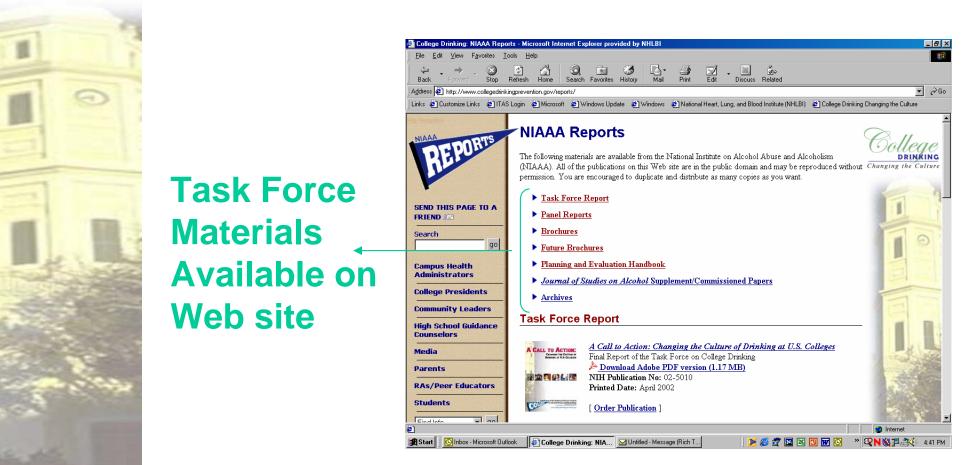




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Using Research

continued

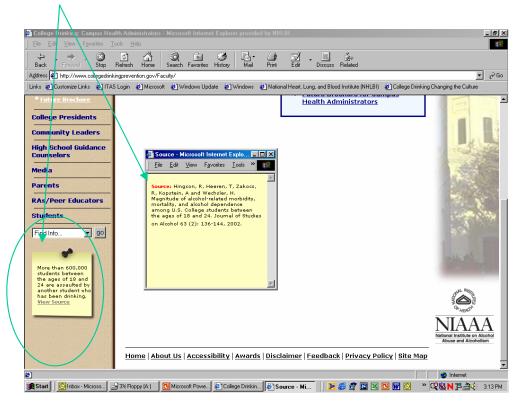




Using Research

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!





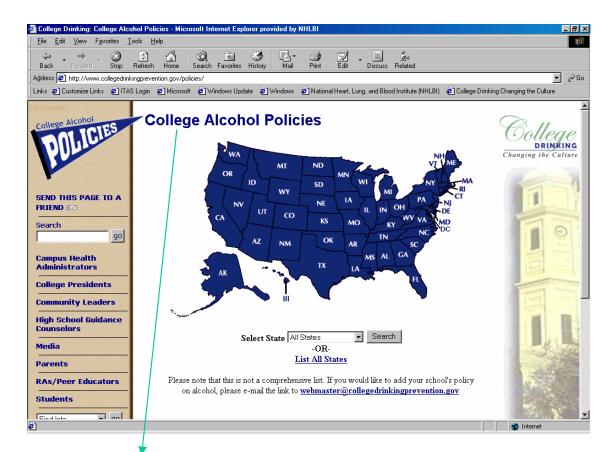




Using Research

continued

• Be innovative and unique!





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



Using Interactivity











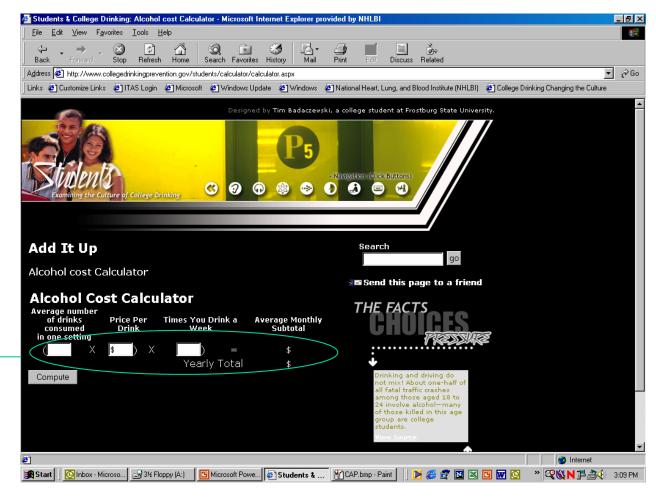
- Audio
- Video
- Games
- E-cards
- Calculators
- Feedback



Using Interactivity

continued

Make it customizable



Answers the question -- How does it affect me?





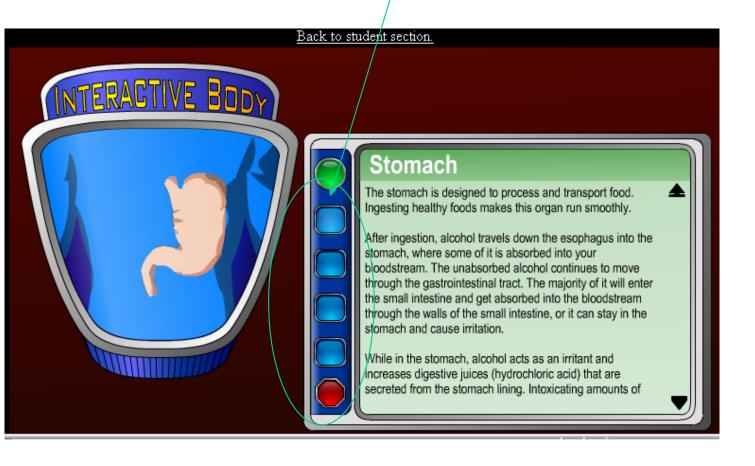


Using Interactivity

continued



Engage the viewer in a format that's fun and easy to use – like these push buttons









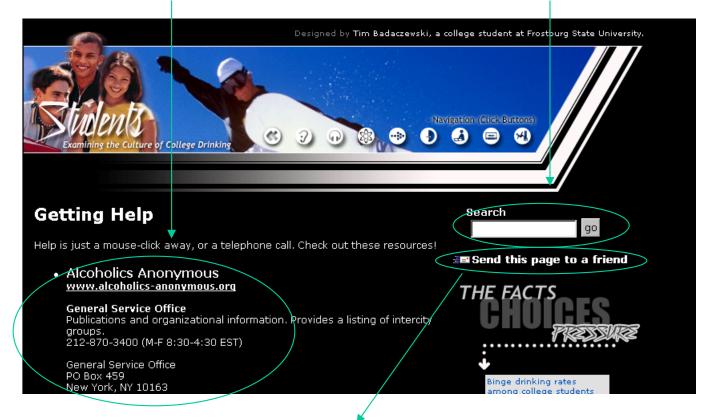
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Abuse and Alcoholism

Using Links, Search Engines and FAQs

Clickable link, phone and address

Search engine



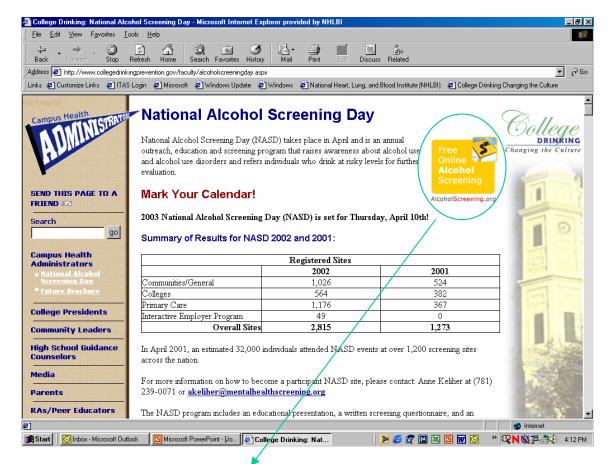
Send this page feature... *Easy to refer to someone else!*



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Using Links, Search Engines and FAQs

continued



Link to online screening tool







- 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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