

ADAP Strategy/Activity Planning Tool

STRATEGY	ALCOHOL ECHECKUP FOR COLLEGE
Goal	Reduce high risk drinking among persons aged 12 to 25
Evidence based?	Yes
IOM Category	Universal Direct
CSAP Strategy type	Problem Identification and Referral

KEY ACTIVITIES:

*Description of key activities (**fidelity steps**) that will be completed to fully implement the strategy*

1. Establish relationship with college.
2. Collaborate on gathering data on target population
3. Analyze data, identify specific population to be targeted for Alcohol eCheckup and develop need statement including “costs” of high risk drinking
4. Purchase annual subscription of Alcohol eCheckup
5. Work with developer to tailor or customize program to campus to include local referrals for additional assessment and treatment services.
6. Develop plan to rollout Alcohol eCheckup with college officials
7. Draft letter from college official to go to students identified to be targeted with Alcohol eCheckup
8. Employ multiple media channels, including posters, print ads, social networking info, radio PSA’s to bring target audience to Alcohol eCheckup
9. Identify and Utilize incentives to ensure student participation Note: Incentives cannot exceed a value of \$30 per participant.
10. Rollout eCheckup
11. Track student use, including demographics of participants as needed for NOMs reporting
12. Continue to distribute promotional materials
13. Assess impact
 - collect information/data
 - analyze
 - share results
 - propose improvements based on data

Additional indicators to be reported to ADAP:

- a. Please indicate the total number of **new** individuals reached by this intervention during the past quarter. If no **new** individuals were reached by this intervention during the past quarter, please enter 0.

Source:

eCheckup to Go materials