



# **BSAPTR'S ONLINE PREVENTION COMMUNITY**

**[WWW.KEEPPUSHIN.ORG](http://WWW.KEEPPUSHIN.ORG)**

## **The New Face of Prevention**



**Management Update  
October 9, 2009**

## MEETING OBJECTIVES

- Provide OPC Project Overview
- Preview Functionality and Preliminary Content
- Illustrate How OPC Can Support BSATR Prevention Objectives
- Solicit Pre-launch Management Input
- Review Launch Plans
- Review How You Can Help




# “ONLINE PREVENTION COMMUNITY” WEBMAG & SOCIAL NETWORKING

## Objectives

- ❖ Design and implement “*webmag*”/*interactive website* (blogging, chat, social networking, video conferencing, email and text blasting) with capabilities of Facebook, YouTube, Twitter, etc.
- ❖ Leverage capacity of technology and new communication channels to engage larger audiences (12-30 years old) with messages that enhance protective factors and advance substance abuse prevention objectives.
- ❖ Utilize new social networking site to create “online prevention community” focused on individual and collective contributions to the betterment of our city.

## Background

- ❖ **What is [www.keppushin.org](http://www.keppushin.org)?**
    - The first initiative in the country to utilize all of the available technology in a social media marketing platform to engage the community in prevention.
    - An integrated communication system that can facilitate Information Dissemination, Environmental Change, Community Based Change, Education, Problem Identification and Referral strategies.
  - ❖ **What it is not!**
    - A replacement for direct face to face contact, individual assessment and interventions.
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# WWW.KEEPPUSHIN.ORG WALK THROUGH



- Site is still in development
  - More content needed for HIV, Youth Division, Communicable Disease and Treatment.
  - Too much internal language/acronyms
  - Work remains on formatting, sped and navigation .
- Preliminary Focus Group
  - Youth (11-14), parents and educators gave highest marks
  - Young adults (19-24) toughest to engage in areas other than celebrities, music and global views.



# LAUNCH PLANS TARGETING SIF/SIG GOALS

- Email/Text blast Safety and Enforcement notification in 48228
- 30 day usage assessments (real time data collection)
- Join YDI Campaign
- *Real Talk Film Series part 1 (Be a part of the Solution-Real Prevention Strategies)*
- *Tone Tone Keep Pushin Video/PSA*
- Prevention Campaigns that influence Social Norms/acceptance of alcohol misuse/abuse /youth violence
- Keep Pushing Peace Contest-school, community and web-based
- [WWW.Keeppushing.org](http://WWW.Keeppushing.org) Launch Preview Event & Community Partner Engagement

There were **552** alcohol related crashes in Detroit in 2008

In 2008 there were **33** fatal alcohol related crashes in Detroit

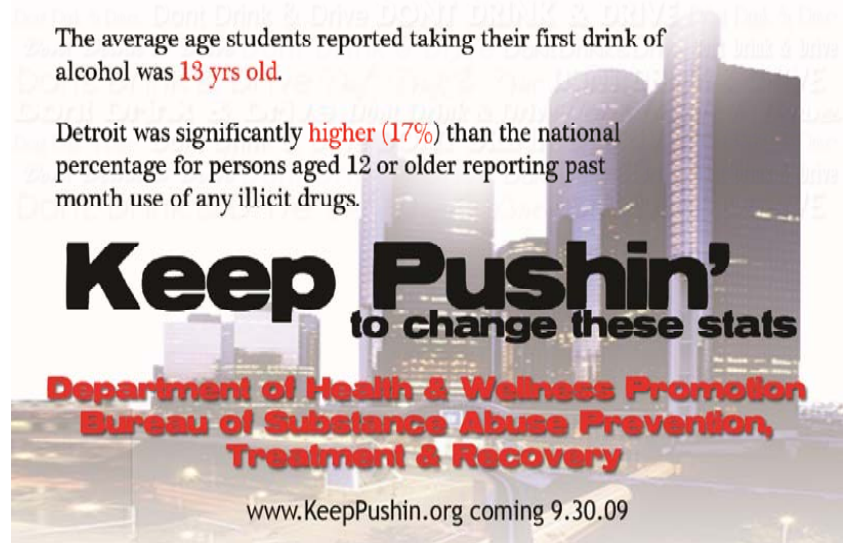
Zip Code **48228** had the highest number of intersections where alcohol-related crashes took place from 2002-2008

The majority of alcohol-impaired drivers involved in crashes were **Men** (77% compared to 23% women)

The majority of alcohol-related car crash fatalities involve drivers who are between the **ages of 21-34** yrs. old

The average age students reported taking their first drink of alcohol was **13 yrs old**.

Detroit was significantly **higher (17%)** than the national percentage for persons aged 12 or older reporting past month use of any illicit drugs.



**Keep Pushin'**  
to change these stats

Department of Health & Wellness Promotion  
Bureau of Substance Abuse Prevention,  
Treatment & Recovery

www.KeepPushin.org coming 9.30.09



## WHAT WE NEED FROM YOU

- Support Social Network by registering and starting a group.
- Assign a representative to the Prevention Implementation Advisory Committee to assist in campaign development and Phase II refinements.
- Support the Oct 30<sup>th</sup> launch by email blasting your contacts.
- Promote joining the network and sign on activity by encouraging students and parents to text ***pushin*** to 69302 to enter contest to win ipod. Metro PCS participation pending.



# NEXT STEPS

## MARK YOUR CALENDARS AND PDA'S

- [WWW.Keppushing.org](http://WWW.Keppushing.org) Launch Preview Event & Community Partner Engagement (Date TBD)
- Wednesday, November 18, 2009, Prevention Implementation Advisory Committee-1pm-2pm
- Management 30 day Challenge-Be A Part of The Solution
  - Goal 2000 Friends in the Online Prevention Community

