



**OHIO CENTER
of EXCELLENCE**
FOR BEHAVIORAL HEALTH
PREVENTION & PROMOTION

Localizing the “Talk. They Hear You.”[®] Campaign to Strengthen Protective Factors for Youth Substance Use Prevention in Ohio

Final Report | August 2025

Responding to a Community-Identified Need to Strengthen Protective Factors for Youth Substance Use Prevention

The Substance Abuse and Mental Health Services Administration (SAMHSA) reports that over 80% of young people between 10 and 18 years of age credit their parents as the primary influence on their decision to not drink alcoholⁱ. This finding highlights the significant role that caregivers play in encouraging healthy choices. The Ohio Healthy Youth Environments (OHYES!) survey documented a decline in the number of youth ages 12-18 that reported sharing conversations with parents or caregivers about the risks associated with substance use since the 2022-2023 school year.ⁱⁱ

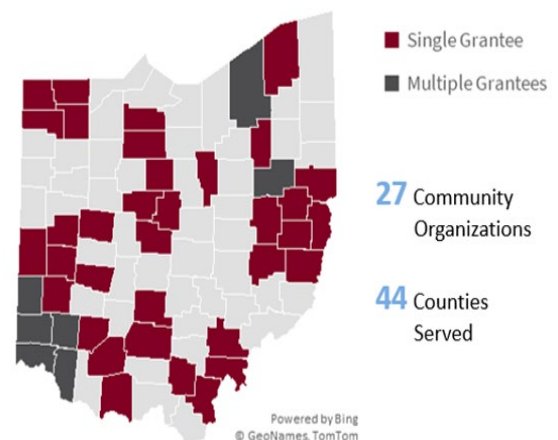
To address this decline and promote communication, the Ohio Center of Excellence for Behavioral Health Prevention and Promotion (The Center), administered by Ohio University's Voinovich School of Leadership and Public Service in collaboration with the Pacific Institute for Research and Evaluation (PIRE), implemented a multi-tiered approach to disseminate the Substance Abuse and Mental Health Services Administration's (SAMHSA) evidenced-based media campaign titled **"Talk. They Hear You."**[®] (TTHY) across the state. The campaign was selected as a data-driven response to underage alcohol consumption and youth vaping in Ohio, designed to address these issues by promoting a key protective factor: conversations between adults and youth about substance use.



"Talk. They Hear You." Campaign Goals

1. Increase awareness of the prevalence and risk of underage drinking and substance use.
2. Equip parents with the knowledge, skills, and confidence to prevent underage drinking and substance use.
3. Increase parents' actions to prevent underage drinking and substance use.

Ohio Counties Receiving Grant Funding



To compliment the statewide TTHY campaign, the Center competitively awarded \$10,000 grants to 27 community organizations across 44 Ohio counties. These grants allowed the organizations to amplify and affirm the statewide effort with locally relevant messaging. Messaging was coordinated and across both statewide and local efforts; however, this report primarily focuses on the community grant branch of the initiative.

Financial support for this initiative came from the Substance Use Prevention, Treatment and Recovery Services Block Grant supplement authorized through the American Rescue Plan Act of 2021 (H.R. 1319) and made possible by the Ohio Department of Mental Health and Addiction Services (Ohio MHAS). The TTHY Initiative was intended to span January 1 to June 30, 2025; however, Ohio University received a pause order from OhioMHAS for this project, with federal guidance mandating a new end date of March 24, 2025.

Sustaining Programs and Organizations

As a condition for funding, grantees were required to engage in a dedicated **learning community of practice**ⁱⁱⁱ designed to support TTHY implementation while simultaneously encouraging community coalition growth and sustainability. The learning community provided a valuable workforce development opportunity by allowing grantees to earn continuing education credits in Prevention, Health Education and/or Social Work.

Virtual Learning Community Sessions

- ✓ Kickoff and Introducing Logic Chains
- ✓ Data Inputs and Outputs
- ✓ Completing the Logic Chain
- ☐ Reporting
- ☐ Putting it All Together
- ☐ Community Reflection and Celebration

Note: The final 3 meetings did not occur due to the work stoppage order.

Learning Community Structural Supports

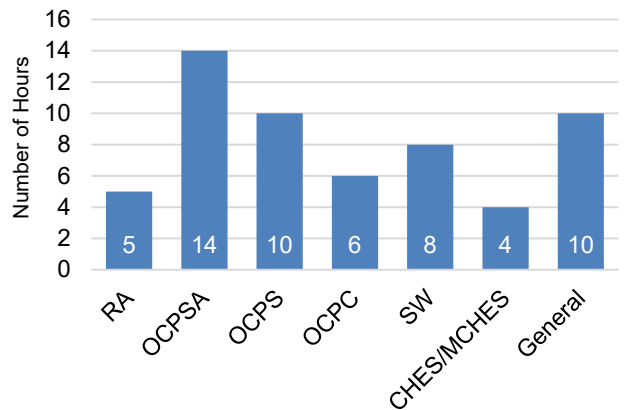


Data-Driven Strategies

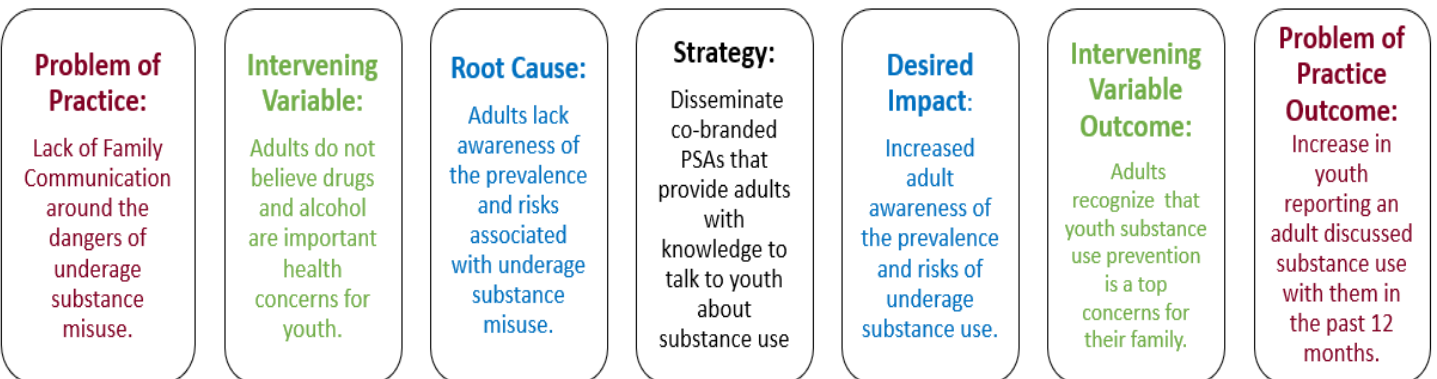
Grantees were also responsible for developing logic chains: visual representations of the many factors that influence youth substance use. A logic chain facilitates purposeful strategy selection by illustrating: “If we do (these) strategies, we expect to get (these) outcomes.”

By creating a logic chain, grantees were empowered to **leverage local data, environments, and culture**. As a result, more effective strategies were developed that resonated with local communities and created a meaningful impact.

Continuing Education Hours Earned Through Learning Community Participation



Sample Grantee Logic Chain: 1N5 (serving Hamilton, Butler, Clermont, Clinton, Warren, Brown, Ross, and Highland Counties)



Reaching Communities with the Right Message and the Right Resource at the Right Time

Grantees used communication strategies and channels that are as unique as the communities they serve. The information below and the grantee examples on the following page highlight how this project amplified the statewide campaign and added value to communities. This was achieved through local investment and the implementation of methods that aligned with community values.

Demonstrating Local Impact



50% of Ohio counties reached.



42,800 print materials distributed.



2,048 social media impressions generated.



Over **6.7M impressions** were delivered through billboards.



PSAs aired at **15 movie theaters**.

Supporting Local Businesses



\$57,000 invested in local economies.



Relationships with **40 local business** were developed or strengthened.

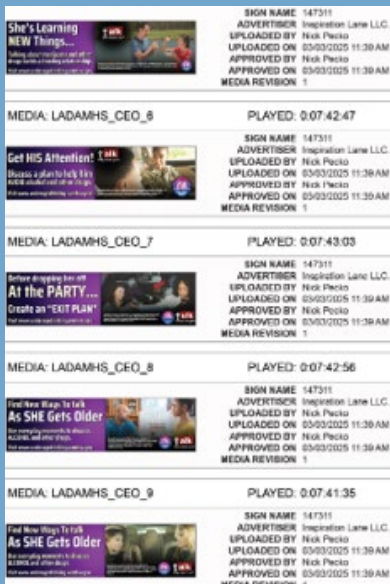


74% of grantees supported local businesses for products or services.

Dissemination Strategy	Counties Utilizing Strategy	Impressions
Community Events	Adams, Brown, Butler, Clark, Clermont, Clinton, Columbiana, Cuyahoga, Defiance, Delaware, Fulton, Gallia, Hamilton, Highland, Henry, Jackson, Jefferson, Logan, Meigs, Pickaway, Preble, Ross, Stark, Summit, Warren, Williams	7,264
Digital/Audio Ads or Public Service Announcements	Cuyahoga, Delaware, Gallia, Jackson, Meigs, Montgomery, Ross, Summit	226,056
Movie Theater Ads	Butler, Clark, Clermont, Delaware, Gallia, Hamilton, Jackson, Lake, Logan, Meigs, Pickaway, Sandusky, Seneca, Stark, Warren, Wayne	266,394
Printed Assets	Adams, Belmont, Brown, Butler, Carroll, Clark, Clermont, Clinton, Crawford, Cuyahoga, Defiance, Delaware, Fulton, Gallia, Guernsey, Hamilton, Harrison, Henry, Highland, Jackson, Lake, Logan, Lorain, Marion, Meigs, Montgomery, Pickaway, Preble, Ross, Sandusky, Summit, Tuscarawas, Warren, Williams	49,644
Outdoor Signage	Ashland, Athens, Belmont, Defiance, Fulton, Henry, Lake, Lorain, Pickaway, Sandusky, Wayne, Williams	6,776,830

Total Impressions: 7,326,188

Examples of Funded Work



Lake County ADAMHS Billboards.



Gallia Jackson Meigs ADAMH Board park messages



Sandusky County Public Health magnet sets and bookmarks.



Clark County Partners in Prevention Talk. They Hear You.® 2025 calendar excerpt.



St. Mary Development Corporation (Dayton) resident newsletter.



1N5 sponsored an ad in the Playbill for a Children's Theater of Cincinnati's production.

Insights from Project Directors

"The learning community meetings gave us new ideas to use data from the Ohio Department of Health and SAMHSA to help track and tailor our strategies for how to better communicate the topics that impact parents and youth the most."

Project Director, St. Mary Development Corporation, Dayton

"The Coalition membership was excited about the opportunity to localize a national and statewide campaign...We created a new partnership with the Chamber of Commerce by contributing content to their monthly newsletter and placing a message in the Annual Meeting placemat."

Marion and Crawford Prevention Programs

"This project helped us build relationships with a two family-owned coffee shops, Joy House and Scioto Valley Coffee, [they] are excited to partner with us to raise awareness about substance use."

Pickaway Addiction Action Coalition

"We learned about resources for local data, such as local health departments, PreventionFIRST!, and other non-profit organizations. Between February 14th- March 24, the messages reached 2,118 adults through 65 presentations to schools, workplaces, and community organizations."

1N5 serving Hamilton, Butler, Clermont, Clinton, Warren, Brown, Ross, and Highland Counties

Acknowledgements

The campaign's success was due to the efforts of the 27 community grantees. Thank you.

1N5

Adams County Medical Foundation/ Adams County Youth Coalition

Apple of HIS Eye, Inc.

Appleseed Community Mental Health Center

Clark County Partners in Prevention

Delaware Morrow Mental Health Recovery Borad/ Drug Free Delaware Coalition

East Central Ohio Educational Service Center

eXclusive Services

Family Recovery Center

Gallia Jackson Meigs Alcohol Drug and Mental Health Board/ Gallia County HOPE/ About Hope Always Meigs County

HOPE in Fostoria/CARSA

It's Not a Moment, It's a Movement

Lake County Alcohol Drug Addiction and Mental Health Services Board

Logan County Health Department

Lorain Urban Minority Alcohol Drug Abuse Outreach Program (UMADAOP)

Marion Crawford Prevention Programs

Maumee Valley Guidance Center

OneEighty/ Wayne County Coalitions

Prevention Awareness Support Services/ Morrow County Drug and Alcohol Awareness and Prevention Coalition

Pickaway Addiction Action Council

Recovery and Wellness Centers of Midwest Ohio

Red Oak Behavioral Health

Sandusky County Public Health/ Prevention Partnership Coalition of Sandusky County

St. Mary Development Corporation

Stark County Mental Health and Addiction Recovery

Thrive Therapeutics

Tomcat Bridgebuilders

Project Team

Ohio University's Voinovich School of Leadership and Public Service: Leslie Hoylman, Jen Morel, Dr. Holly Raffle, Dr. Zeyu Zhang

Pacific Institute for Research and Evaluation (PIRE): Dr. April Schweinhart

Ohio Department of Mental Health and Addiction Services: Karin Carlson and Valerie Leach

ⁱ SAMHSA. Talking to Kids about Alcohol and Other Drugs: 5 Conversation Goals.

<https://www.samhsa.gov/substance-use/prevention/talk-they-hear-you/parent-resources/conversation>

ⁱⁱ Ohio Department of Mental Health and Addiction Services (2024). Ohio Healthy Youth Environment Survey - Statewide Report for 2021-2024. Ohio Department of Mental Health and Addiction Services. www.ohyes.ohio.gov.

ⁱⁱⁱ Wenger, E., McDermott, R. A., & Snyder, W. (2002). *Cultivating communities of practice: A guide to managing knowledge*. Harvard Business School Press.