Program Overview:
The Before One More campaign is intended to present a harm reduction approach to alcohol consumption by increasing knowledge and awareness of high-risk drinking practices and seeking to lower drinking-related risk for NDSU students. Specifically the Before One More (B41M) campaign is intended to address the following:
- Gaining knowledge about alcohol’s effects and standard drink sizes
- Calculating BAC and understanding its effects
- Recognizing and reacting to alcohol overdose
- Recognizing and avoiding high-risk alcohol consumption behaviors
- Recognizing and avoiding high-risk settings and activities related to alcohol consumption

Purpose/Rationale:
The information gathered in this evaluation is intended to assess the implementation of the campaign, the effectiveness in promotion of the campaign, and the effectiveness in promoting change concerning alcohol consumption behaviors. By assessing the efforts made in implementing and promoting the campaign, greater efficiency and effectiveness in reaching the target audiences and delivering campaign messages can be achieved. The assessment of the awareness, attitude, and behavior components will give an indication if the site content and delivery style is effective in promoting change and with which target groups. The results of the evaluation will help guide future decision-making regarding the Before One More campaign.

Methods:
A random, stratified sample of 9,999 NDSU undergraduate students was invited to participate in the Before One More campaign evaluation survey using Student Voice. Of those, a total of 1,910 responses were generated, for a response rate of 19.1%. The evaluation survey consisted of 79 items, including demographic information, quantitative and qualitative questions about the campaign website design and content, frequency and appeal of promotional materials, respondent drinking patterns and the degree to which visiting the website prompted change in respondent awareness, attitudes, or behaviors concerning alcohol consumption. For the purposes of this evaluation, the self-reported drinking levels of respondents were determined as follows: respondents who did not consume alcohol were defined as abstainers, those who consumed 1-3 alcoholic drinks a week were defined as light drinkers, those who consumed 4-11 drinks a week were defined as moderate drinkers and those who consumed 12 or more drinks a week were defined as heavy drinkers. Descriptive statistics were employed along with Chi square tests for independence, independent sample T-tests, ANOVA, and logistic regression to determine the effects of the site components and statistical significance of the results.

Demographics:
- 58.1% of respondents identified themselves as female, 41.7% as male
- 92.4% of the sample was White
- 54% of the respondents were involved in some kind of student organization
- 61.6% of respondents lived off campus
- The typical respondent was a white, female senior who lives off campus, is a member of a student organization and is employed part-time.
- Based on self-reported drinking levels of the total sample, 37.6% describe themselves as Abstainers, 15.7% as Light Drinkers, 23.5% as Moderate Drinkers, and 23.2% as Heavy Drinkers
- The sample was comprised of 24.2% Freshman, 21.2% Sophomores, 23.7% Juniors and 30.9% Seniors
Major Findings:

Website Traffic

- 12.6% of respondents reported visiting the Before One More website
- Of the 18 promotional materials, only six were effective in drawing viewers to the site: the Before One More t-shirts, Spectrum advertisements, NDSU homepage ad, the B41M video, the B41M Facebook page, and BAC cards
- Non-visitors:
  - Of those respondents who did not visit the website, 61.3% stated they haven’t gone to the website because they were unaware of its existence
  - Of those respondents who did not visit the website, 28.2% stated they haven’t gone to the website because they were uninterested or didn’t care about the campaign
  - Respondents who stated they were uninterested or did not care about the campaign cited reasons like: they did not drink, they already knew how to drink and handle themselves, they felt they knew what the message of the website was already, and they felt the website would “preach about not drinking”
- Website Visitors:
  - The typical site visitor was a white female freshman who lives on campus, is a member of a student organization, and is employed part-time.
  - 63.1% of website visitors stated they visited the website because they were “curious about the campaign”
  - Other reasons cited for visiting the website (each at over 20%) were “gaining knowledge about drinking and standard drinks”, and “learn how to calculate their BAC”
  - Website visitors were comprised of 43.4% abstainers, 18.1% light drinkers, 19.5% moderate drinkers and 19.0% heavy drinkers
  - Visitors, as a proportion of the drinking level of all respondents, comprised 10.1% of heavy drinker respondents, 10.2% of moderate drinker respondents, 14.3 % of light drinker respondents, and 14.2% of abstainer respondents
  - The majority of website visitors (77.6%) only briefly reviewed the site information

Website Appeal

- 59.3% of site visitors found information on the site that was new to them
- The three most frequent responses to what visitors like about the site were FAQs and facts about drinking (21%), the BAC calculator (21%), and information on the effects of BAC (17%)
- The three most frequent responses to what visitors thought could be improved about the site were better graphics/visual appeal (37%), needs more specialized info (18.5%), and more interactive/easier to use (14.8%)

Knowledge Acquisition and Retention

- Quiz scores measuring knowledge about safe alcohol consumption were universally high regardless of reported levels of drinking, site visitation, or level of site review (approx. 80%)
- There were no statistically significant differences in quiz scores regardless of whether respondents visited the site, whether respondents briefly or thoroughly reviewed site information, or self-reported drinking level
Change in Awareness

• Those who thoroughly reviewed the site reported significantly higher percentages than those who only briefly reviewed the site regarding having a conversation with anyone about the campaign (69.2%) and having a conversation with anyone about their own drinking (55.6%)
• Moderate drinkers reported significantly higher percentages in thinking about the choices they make about drinking (81.8%) and thinking about changing the amount or way they drink (63.6%) than did heavy drinkers, light drinkers, and abstainers

Change in Attitudes and Behavior

• Risk avoidance was a more prevalent change than was actual change in consumption behaviors
• Those who thoroughly reviewed the site reported significantly higher percentages on Feeling more confident about being able to understand the effects of alcohol (96.3%), Feeling more confident about being able to make informed choices about alcohol use (96.3%) and Feeling more confident in being able to recognize and avoid risky situations related to alcohol consumption (92.6%)
• Moderate drinkers reported significantly higher percentages in Feeling more confident about being able to understand the effects of alcohol (95.5%), than light drinkers, abstainers, and heavy drinkers after reviewing the website.

Overall Change

• Summing Awareness, Attitude, and Behavior into a total Change score, there is a significantly higher level of change in those who thoroughly reviewed the website information as compared to those who only briefly reviewed it
• There was no statistical difference in Change scores between the various self-reported drinking levels

Implications:

The Before One More campaign depends greatly on drawing people to the website and engaging them to a sufficient enough degree that the site’s information increases visitors’ knowledge on alcohol consumption, raises awareness of high-risk consumption behavior, and prompts changes in attitudes and behaviors involving alcohol consumption. At issue is raising the visibility of the website to potentially draw more traffic, and ensuring the promotional materials are appealing enough to draw visitors to the site and the site is engaging enough to promote full exploration and return visits.

Considering that slightly over 60% of respondents knew nothing about the campaign, saturation of the most appealing promotional materials is necessary. The evaluation did provide some indications that electronic media that is engaging will likely be more effective than some other more innocuous, printed media materials. The evaluation also revealed that those not interested in the campaign may be suffering from some misconceptions about the site and campaign message. Countering those misconceptions may be useful in drawing in the higher risk groups of alcohol drinkers.

The site itself seems to be well-liked overall, though respondents indicated a lack of visual appeal. Respondents complained that the site needed more “eye appeal”, more graphics, more charts and less reading, more color and less white on pages, better web design, a better logo, use of “Flashy facts on home page to catch the eye”, more pictures, and that it looked too much like “other NDSU websites”. Some attempts should be made, within the format currently available, to increase this visual appeal. This may partly be accomplished through the use of more interactive components. Calculating their own BAC, whether through the available calculator or through the BAC card promotion is the type of interactive component that
appeared popular in the evaluation, and additional interactive components that have a personalized focus (another suggestion for improvement) should improve the impression visitors have of the site.

The universally high scoring on the quiz portion of the evaluation, regardless of how engaged with the site or what their alcohol experience has been, could indicate that a substantial amount of information on the website concerning alcohol is “old news” to some visitors. This was indicated by approximately 40% of visitors reporting not finding anything new on the site and the other 60% finding some new information on the site. Complaints that the site needs to be more personalized/student focused and needed links to studies/NDSU stats made up 11.2% of the suggested improvements and may be an issue of increased focus in future launches of the campaign.

Overall, the ability of the website to raise awareness and change attitudes and behaviors is moderate to low. The saliency of these items varies more universally by the level the site was explored and more specifically on the drinking level reported by the respondents. The changes exhibited are somewhat typical as it is expected that an education-only program may be limited in its potential to change as compared to other directed or motivational programs. It is expected that the different stages of change will be more observable in some groups than others. We see an increased awareness of alcohol consumption issues being raised in moderate drinkers and we see actual change in confidence regarding one alcohol issue with moderate drinkers.

Also of note is the effect that thoroughly reviewing the site information has on awareness, attitudes, and behaviors. The more the site is explored, the more evidence of change is seen. Exposure to the website is insufficient if the site is not engaging enough to prompt full exploration or if repeat visitation is minimal. Thus in regards to improving the campaign, more effort and focus should be made in promoting the site and increasing student engagement with the site. The factual content, while it could be expanded, is a more secondary concern. While we expect changes to be accomplished slowly through stages, it is crucial that visitors are drawn to the site and sufficiently engaged in order for the messages that the site is prompting to take hold to a sufficient degree to prompt reflection and change.