

NEW HAVEN CSC INITIATIVE 2015-2020

- **Increased coalition sector representation to include 12 youth-serving organizations**
- **Administered student health survey to 2,000+ students**
- **Increased student visibility of OneStep Campaign to 80%**
- **Increased harmful perceptions about: underage drinking by 13% vaping by 49%**

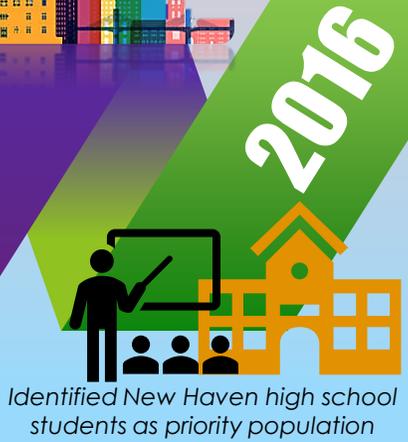
Established New Haven Prevention Council (NHPC) and developed partnership with New Haven Public Schools (NHPS)



Conducted community needs assessment, which showed social access to alcohol and peer norms as primary risk factors



Hired CSC coordinator and evaluator; identified alcohol as primary substance



Identified New Haven high school students as priority population

Administered New Haven High School Student Health Survey at NHPS

Prioritized student-led campaign focused on promoting healthy lifestyles through changing peer norms



Completed Alcohol Sticker Shock Campaign with local NH liquor stores to reduce social access



Pilot implementation of OneStep Campaign at Wilbur Cross High School



Developed OneStep social marketing campaign, with key messages to **Get Involved**, **Get Connected**, and **Get Healthy**

22 unique marketing tools developed using peer norms data



Robust Implementation of OneStep Campaign with health ambassadors called OneStep Influencers



Increased presence of OneStep Campaign at NHPS events & activities



OneStep Influencers carried out various health promotion activities including OneStep Monthly Challenges, weekly NHPC info tables, Get Involved Fair & Get Healthy Fair

- **Decreased past 30-day youth alcohol use by 10%**
- **Decreased youth social access to alcohol by 5%**

Instagram followers @OneStepWC & @NH.Prevention

2,000+

students attended OneStep sponsored events

