



Homeland Security and Governmental Affairs Committee

**Peer-to-Peer: Preventing Substance Abuse**

Development of a National Academic Partnership Campaign  
to Help Address America's Insatiable Demand for Drugs

Program Narrative and Technical Approach

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## **CURRENT SITUATION**

America needs to continue its search for innovative and creative strategies to reduce use, abuse, and demand for drugs. Growing substance abuse is crippling and destroying lives, families, and communities and has encouraged transnational criminal activity, which is a genuine threat to the homeland.

## **SOLUTION**

A Peer-To-Peer (P2P) methodology is an innovative and tested approach that can be adapted and utilized to help inform and empower youth to help curb America's insatiable demand for drugs. A P2P strategy enlists America's young people to engage in community-based problem solving and become part of the solution to curb substance abuse while enrolled in an appropriate university course and earning academic credit.

This approach is modeled after the successful "P2P: Challenging Extremism" (P2P:CE) global university initiative currently being implemented by EdVenture Partners at over 100 universities in 30 countries, with the goal to help make the world a safer place from hate speech, violence, terror, and extremism.

"P2P: Challenging Extremism", or P2P:CE as it is known, is a public-private sector partnership between the White House National Security Council, U.S. Department of Homeland Security, U.S. Department of State, the National Counterterrorism Center (NCTC), Facebook, and my organization EdVenture Partners (EVP). The support of this partnership allows EdVenture Partners to mobilize our academic partners to create and manage programs throughout the world.

***"The P2P: Challenging Extremism initiative is now the forefront of counter messaging efforts for the U.S. Government."***

***National Counterterrorism Center (NCTC)***

## **RATIONALE**

The premise of the P2P strategy is this: "Who better to educate, inform, and affect behaviors of young people through credible, authentic, and peer-appropriate social and digital media campaigns regarding drug use, abuse, and prevention than the very same audience who uses drugs?"

It makes perfect sense – empowering tech-savvy digital natives to mobilize the friends, neighbors, and communities they already know intimately. Consequently, they are in an ideal position to identify and enact effective community-based solutions that will be called on to push back on drug use and abuse through genuinely creative approaches in their communities.

The P2P model is currently being used effectively to challenge extremism domestically and around the world. Similarly, it is prudent to consider implementing a pilot P2P academic program on America's two- and four-year college and university campuses. P2P zeros in on the distributive power of the Millennial and Gen Z audience in

targeting and influencing their peers through various youthful campaigns, social and digital media strategies, and tactics focused on drug use, abuse, and prevention.

## **OVERALL OBJECTIVE**

Measurably engage large networks of America’s youth through social and digital media initiatives, products, and tools to push back on drug use and abuse and promote drug awareness, abstinence, and prevention through the activation of peer-driven education and behavior changing campaigns on campuses and in their local communities.

## **PROGRAM OVERVIEW**

EdVenture Partners will develop, manage, and implement a customized “P2P: Challenging Substance Abuse” initiative leveraging our unique academic partnership model approach across the country.

Over the course of the spring 2017 academic term, EdVenture Partners will market the program and secure the participation of up to twenty (20) colleges and universities.

Sample coursework and classes for the program might include:

Addictions: Assessment, Intervention & Treatment	Family Dynamics of Addiction
Addictive Disorders	Influencing Public Opinion
Advertising Management	Integrated Marketing Communications
Community Tolerance & Social Engagement	Marketing Communications
Contemporary Social Problems	Public Interest Communications
Designing Persuasive Communication	Social Movements & Persuasion
Drugs and Society	Social and Digital Media
Entrepreneurship for Social Change	Youth, Drugs and Culture

Students at selected colleges and universities will form a student-run agency. Each university team will learn and discuss the challenges of America’s insatiable demand for drugs through a “*situation of interest*” contained within an expertly written project brief which tasks students to develop and implement their own unique campaign that helps halt the pervasiveness of drug and substance abuse on their campus, community and/or state. (Note: EdVenture Partners will collaborate with leading SME’s in the field to write the Project Brief.)

Students will begin the program by performing primary research on the defined target audience (example, persons under age 30). Their research is designed to determine current thoughts, perspectives and specific reference to the causes and effects of chemical abuse, addiction, and the process of recovery in their communities. Utilizing their research findings, student teams will design, implement, and measure the success of a social or digital initiative, product, or tool aimed at accomplishing the program objectives. These successes may include:

- Motivating or empowering youth to become involved in constructive dialogue about the cause, assessment, treatment, and recovery of adolescent substance abuse.
- Catalyzing other students to create their own initiative, products, or tools to that address the cause, assessment, treatment, and recovery of adolescent substance abuse.
- Building communities of interest/networks focused on living shared values that result in constructive dialogue about the cause, assessment, treatment, and recovery of adolescent substance abuse.

## **PROGRAM BENEFITS**

By participating in an EdVenture Partners program, HSGAC will receive the benefit of EVP's unique P2P approach that has been tested and validated over 2,000 times on over 800 colleges and universities since 1990. Some benefits to HSGAC for electing to support a customized social marketing program include:

- Proof of performance from over 25 years of model testing with private and public sector, trade association, and non-profit clients spanning several industry sectors;
- Access to EVP's faculty and administration proprietary database and established relationships;
- Peer-developed strategies by Millennials and Gen Z;
- Campaigns in markets across the country that are activated and tested locally, providing program scalability of the best ideas;
- Measured advertising, marketing, online, and PR impressions;
- Ownership of all creative and IP developed through the program;
- Connection to specific majors and diverse student and community populations;
- Create student, faculty, and academic influencers; and
- Access to the campus environment during the academic term.

## **TECHNICAL APPROACH**

The "P2P: Preventing Substance Abuse" program will be broken into four phases: Program Planning; Program Period; Submission Review; and Program Closeout.

Below is a description of each program phase.

## Program Planning

### *Program Development*

EdVenture Partners will meet the HSGAC Project Manger (PM) to kick off the program. During this meeting HSGAC and EVP will collaborate to develop the program outline. Utilizing the project brief designed for the program, EVP will develop a timeline that outlines each phase of the program and a schedule for achieving the tasks described below:

- EVP will develop a password protected project portal for faculty and student participation that will be used to implement the program. The project portal is an online third-party project management system and shall be administered by EVP. The project portal allows for online communication, collaboration, resource sharing, tracking of tasks, calendaring of milestones and events, and shall provide for the process by which student teams will upload their program submission for review. A separate and unique project page shall be developed for each participating school within the project portal.

### *School Marketing and Selection*

- EdVenture Partners will market the program to targeted universities that offer the appropriate courses in which to host the program. EVP will work with HSGAC to secure up to twenty schools for program participation. School selection criteria may include, and is not limited to:
  - a. Four-year college or university which offers either undergraduate and/or graduate level courses;
  - b. Community colleges;
  - c. HBCU, HACU, Native American and Pacific Islander school designation;
  - d. Rural, suburban, and urban schools;
  - e. Offer the appropriate course in which to host the Program;
  - f. Have the willingness and ability of faculty to participate based on the sensitive nature of the subject matter; and
  - g. Schools with proven results and relationships with EVP will be given priority.
- After schools are selected, EVP program marketing may include:

- a. Introductory email notification to Deans, Chairs, and faculty at selected schools about the program;
- b. EVP faculty email/phone call invitation to review the program;
- c. In-person meetings with faculty and administration to review Program objectives;
- d. EVP Facebook announcement; and
- e. Continual email blasts with updated announcements and program details throughout the program registration process.

### Program Period

#### *Program Launch*

After selection of schools, EVP will work to perform the following tasks:

- a. Confirm participating schools;
- b. Send a roster of all participating schools to HSGAC PM;
- c. Post faculty and student supplemental resources on project portal;
- d. Conduct user test of the project portal and resolve any errors prior to live program launch;
- e. Communicate program objectives, timeline, rules and regulations, and deliverable requirements to each Student Team;
- f. Administer and distribute \$2,000.00 student budget funds per school to be utilized by program participants for research, creative, public relations, advertising, awareness building, and community engagement activities; and
- g. Answer questions from faculty throughout the program implementation period.

#### *Collect Program Submissions*

As determined in the Program Planning phase, each student team must electronically submit their campaigns to EVP. Within five (5) business days, EVP shall:

- a. Send each judge a link to download submissions for review and scoring; and

- b. Provide access to all program submissions to HSGAC.

### *Submission Scoring*

EVP shall facilitate the judging of the program submissions by ensuring:

- a. For the first round of scoring, HSGAC shall use the program scoring rubric to review and rank each student team submission; and
- b. The top three (3) schools shall be identified.

### *Final Presentation*

The top three (3) schools are determined and faculty and students are notified;

- a. Top domestic schools will be identified;
- b. Travel arrangements (air, ground, hotel and meal per diem) for fifteen (15) students and three (3) faculty to present their campaign strategy and results in Washington, D.C. to the HSGAC, senior U.S. Government leaders, industry practitioners, and media in a competition for scholarship awards for the national competition presentation (included in the program budget estimate);
- c. The top three (3) schools will receive a five thousand dollar (\$5,000), three thousand dollar (\$3,000), and one thousand dollar (\$1,000) scholarship awarded to first place through third, respectively, on behalf of the U.S. government based upon final competition judging (included in the program budget estimate).

### *Report of Findings*

- a. EVP will notify the top student teams who will be invited to present their findings to HSGAC;
- b. EVP, with the approval of the HSGAC, will identify a panel of judges made up of senior officials, law enforcement, local community leaders, and substance abuse professionals to act as a review panel during the presentation;
- c. The review panel will interview and prep on expectations and timelines for critiquing and providing feedback on each school's campaign;

- d. Top teams will present their research, campaigns, results, and recommendations of the panel in a public forum. These presentations shall include a question and answer session;
- e. After the presentations, EVP will post the three (3) top submissions on their corporate website and Facebook page for student and faculty viewing; and
- f. EVP to recognize the top teams for their campaign results.

Program Closeout

EdVenture Partners shall provide a final report that provides an overview of the program and outlines the problems, successes, and gaps of the program by July 31, 2017.

**PROGRAM BUDGET ESTIMATE**

For a pilot “P2P: Preventing Substance Abuse” program, twenty universities will be invited to participate. HSGAC will have the opportunity to learn a tremendous amount during this pilot, and will see a significant variety of campaigns being tried and implemented on this scale. A 20-campus amount is also EVP’s base requirement number of campuses for clients given the ramp-up and resource requirements and allocations of the organization.

Program Cost: \$260,000 firm fixed cost (does not include the student operating budget each university gets, as that is a variable budget amount each client decides upon.)

Suggested Student Operating Budget Additional Cost: \$2,000 per university (X 20 universities) = \$40,000

<b>Item</b>	<b>Category</b>	<b>Budget Estimate</b>
A	School Roster & Database Development	\$23,660.00
B	Program & Resource Development	\$70,410.00
C	University Marketing & Outreach	\$27,470.00
D	Project Portal Development	\$15,720.00
E	Student Operation Budgets	\$40,000.00
F	Program Implementation	\$113,740.00
G	University Awards	\$9,000.00
<b>Total Program Budget Estimate</b>		<b>\$300,000.00</b>

*“P2P is high impact, low cost and easy on U.S. taxpayer dollars.”  
House Committee on Homeland Security*



For the pilot of “P2P: Challenging Extremism” initiative, EVP implemented 20 university programs. For the second tranche it expanded to 45 schools. For the current Spring 2016 semester, we have 55 campuses. Since P2P:CE’s inception, we have implemented 128 P2P:CE programs on 98 different universities in 30 different countries.

For the Fall 2016 semester, we are funded for 150 universities in total, allocated as 50 domestic and 100 international.

## **PROGRAM PERFORMANCE MEASURES**

EdVenture Partners works with each participating school to establish benchmarks that can be used as an effective way to analyze results for each campaign. By establishing a benchmark of existing audience sentiment, identifying the attitude or behavior change that would show a message’s impact, and then using a combination of tools to periodically examine progress, the measure of a campaign’s effectiveness can be captured and reported to HSGAC. Measurement tools should be tailored to the knowledge, behavior, or attitude change the messaging campaign is intended to affect based on HSGAC’s objectives and would be used before, during, and following the campaign.

Intended outcomes can include: awareness building, knowledge creation, attitudinal shift, or behavior changes. Sample “P2P: Preventing Substance Abuse” program success measures for each team to capture might include:

- Number of people who access the web portal for the initiative, product, or tool.
- Number of people who “favorite” the web portal or digital platform or otherwise indicate their support for it.
- Number of people who join the initiative, participate in its activities, and/or download/use a product or tool. Teams should also measure the quality of involvement (participation in a single event vs. volunteering for ongoing activities, support for marketing a product or tool vs. simply downloading it once, etc.).
- Number of students on the team’s university campus who are aware of the initiative, product, or tool.
- Number of social media references to the initiative, product, or tool.
- Number of organizational partners and/or sponsors for the initiative, product, or tool.
- The degree to which the project is self-sustaining. Examples of potential measures include financial base for continued operation; number of individuals

or organizations that have agreed to continue the initiative, product, or initiative; number of independent “spin-off” initiatives and their reach; and products or tools that members of the target audience have created and plan to continue using (this is not an exhaustive list of potential measures).

- Tracking of any opposition to the initiative, product, or tool, analyzing the response, and providing recommendations on how to navigate the challenge moving forward.

## **WHAT STUDENTS DO**

Students participating in the program will interact with EVP’s representatives throughout the course of the program. EVP works with students and faculty to support the performance of the following activities as part of their program participation:

- Develop, activate, and assess the results of a marketing campaign designed to achieve the HSGAC objectives;
- Conduct research within the defined HSGAC target audience to obtain statistical evidence and analysis of the drivers of the audience’s perception, attitudes, belief systems, and social concerns relating to substance abuse;
- Analyze primary and secondary research data as basis for validating strategies and tactics incorporated in a marketing campaign;
- Develop an initiative, product, or tool aimed at the defined target audience and accompanying advertising, social media, and public relations strategies necessary to gain awareness, engagement, and adoption for the initiative;
- Activate a marketing campaign on campus and in the local community utilizing \$2,000 marketing activity funds;
- Develop a system for tracking impact, audience education, and potential behavior change within the target audience; and
- Provide a detailed submission to EVP for the marketing campaign that includes: background and objectives, pre-campaign research, marketing strategies and outcomes, publicity strategies, post campaign research, measures of campaign effectiveness, and recommendations at the culmination of the program.

## **WHAT FACULTY DO**

The program is implemented in a classroom over the course of the Spring 2017

academic term. Therefore, the program becomes part of the curriculum and is guided by a faculty member throughout the term. The role of participating faculty includes:

- Review program materials in their entirety and receive all necessary department and administration approvals before fully accepting the invitation to host the program on campus;
- Incorporate the program elements into the course syllabus, allocating sufficient time for student participation and applying an acceptable percentage of the grade to the program;
- Provide open, friendly, and frequent communication with EVP representative assigned to assist in program implementation;
- Provide timely feedback to students on all strategies and tactics associated with the program;
- Ensure all strategies, tactics, and materials created by students are vetted for professionalism and acceptability by the university and the HSGAC; and
- Ensure completion of all required program elements in collaboration with EVP's representative.

END.

Submitted by EdVenture Partners

[www.edventurepartners.com](http://www.edventurepartners.com)

## Appendix

The following two pages:

P2P: Challenging Extremism Tri Fold

# PEER 2 PEER (P2P): CHALLENGING EXTREMISM



Global university initiative to counter hate and extremism by Facebook, the U.S. Department of State, and EdVenture Partners.

facebook



EdVenture  
Partners

Social media and propaganda by extremist groups is often targeted directly at **young, impressionable youth.**

**University students** are in the best position to educate their peers about how to **challenge** this messaging and **empower** each other through the development of a social or digital initiative, product, or tool to **counter** violent extremism.



#ChallengeExtremism

# EDVENTURE PARTNERS



**About EdVenture Partners**  
EdVenture Partners (EVP) is an organization dedicated to developing innovative industry-education partnership programs.

These experiential learning opportunities provide hands-on, real-world experience to students in tandem with providing social impact and community outreach solutions at colleges, universities, and high schools. EdVenture Partners has designed and managed programs at over 800 schools in North America and internationally.

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# PEER 2 PEER: CHALLENGING EXTREMISM

University students from around the world develop campaigns and social media strategies against extremism that are **credible, authentic, and believable** to their peers and **resonate** within their communities.

## How it works



Student teams, working with their professor, review client objectives and program resources.



Teams research the target market and create a strategy designed to best reach and influence their peers.



Each team receives \$2,000 (USD equivalency) to produce a real campaign that has measurable impact on their campus and in their community.



U.S. Department of State and the Facebook Global Digital Challenge will be recognizing the **top six teams** with scholarship awards ranging from \$5,000 to \$1,000. Top international team(s) also participate in a U.S. International Visitors Leadership Program (IVLP).



All campaign assets, resources, and results transferred to the client to be used as **actionable ideas** that can continue to be utilized in the effort to combat global extremism.

## Media coverage

The Wall Street Journal Time

PBS NewsHour Advertising Age

Al-Arabiya Foreign Policy

Daily Pakistan Yahoo News

National Public Radio allAfrica



University Participants

## The Peer 2 Peer Initiative

Jan 2015 - June 2016

- **95+** Universities
- **30+** Countries
- **3,000+** Student participants
- Mobile apps, cultural activities, videos, campus movements, social campaigns

"Those recruiting for ISIL aren't looking for people who are devout and knowledgeable about the tenets of Islam. They're looking for people who are gullible enough to believe that terrorists enjoy a glamorous lifestyle..."

- Secretary of State John Kerry

"Creating and promoting positive speech is an essential element to countering hate and extremism online - that's why Facebook is a strong supporter of P2P."

- Monika Bickert, Head of Product Policy, Facebook

