

SPF SIG Evaluation Plan

Coalition: Coalition for a Drug-Free Clermont County

County: Clermont

Target Substance: Non-medical Use of Prescription Drugs

Target Population: 18-25 year olds living in Clermont County (emphasis on 18-25 year old students at the University of Cincinnati – Clermont Campus)

Sub-target Population: N/A

Number of Strategies: 1

COMs Approved: April 4, 2014

Survey Attached: Yes

Type(s) of Strategies: Community Norms

Strategy: Community Norms

Theory of Change: *If* the Coalition for a Drug-Free Clermont County utilizes existing social media tools to disseminate positive community norms messages *then* an awareness will develop among 18-25 year old residents that the majority of their peers disapprove of prescription drug misuse.

If 18-25 year old residents in the community are aware that the majority of their peers disapprove of prescription drug misuse, *then* majority of young adults in the community will be reinforced for their positive choices and the non-medical use of prescription drugs will stay the same or decrease.

CLI: Q163

Prevention Intervention Name	Strategy Name	Strategy Type
Community Norms Campaign	A Dose of Reality	Environmental Strategy

Short-term Outcome: Perception of disapproval attitude (NMUPD)

Long-term Outcome: 30-day use (NMUPD)

Indicators

Priority (CLI – Part 1)	Indicator	Indicator Type	NOM or Other	Survey Item
NMUPD	30-day use (NMUPD)	Consumption	Other	Q21d
NMUPD	30-day use (any other drug)	Consumption Proxy	NOM	Q21c
NMUPD	Perception of Disapproval Attitude	Intervening Variable	Other	Q11

CLI Part 2: Environmental Strategies Sub-Form