

**SPF SIG Evaluation Plan**

**Coalition:** Young Adult Prevention Initiative  
**County:** Fairfield  
**Target Substance:** Non-medical Use of Prescription Drugs  
**Target Population:** 18-25 year olds living in the City of Lancaster  
**Sub-target Population:** 18-25 year old students at the Ohio University Lancaster and Pickerington Campuses  
**Number of Strategies:** 3  
**COMs Approved:** March 4, 2014  
**Survey Attached:** Yes  
**Type(s) of Strategies:** Media Messages, Information Dissemination, Community-Based Process

**Strategy: Media Messages (City of Lancaster)**

**Theory of Change:** *If the Fairfield County Young Adult Prevention Initiative implements a media campaign, then it is more likely that 18-25 year olds will become more knowledgeable about the risks associated with prescription drug misuse.*

*If the Fairfield County Young Adult Prevention Initiative implements a media campaign, then it is more likely that 18-25 year olds will disapprove of self-medicating behaviors.*

*If the Fairfield County Young Adult Prevention Initiative implements a media campaign, then it is more likely that 18-25 year olds will make healthy lifestyle choices.*

*If the 18-25 year olds are more knowledgeable about the risks associated with prescription drug misuse, increase their disapproval of self-medicating behaviors, and make healthy lifestyle choices, then the community will experience a decrease in the non-medical use of prescription drugs among 18-25 year olds.*

**CLI: Q163**

| Prevention Intervention Name | Strategy Name    | Strategy Type          |
|------------------------------|------------------|------------------------|
| Media Messages Campaign      | Prescribe Change | Environmental Strategy |

**Short-term Outcomes:** Perception of risk or harm (NMUPD)  
 Perception of disapproval attitude (NMUPD)  
 Engage in healthy lifestyle choices  
 Engage in self-medicating behaviors (NMUPD)

**Long-term Outcomes:** 30-day use (NMUPD)  
 Lifetime use (NMUPD)

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**Indicators**

| Priority (CLI – Part 1) | Indicator   | Indicator Type       | NOM or Other | Survey Item                |
|-------------------------|---|----------------------|--------------|----------------------------|
| NMUPD                   | 30-day use (NMUPD)  | Consumption          | Other        | Q9f-i                      |
| NMUPD                   | 30-day use (Other Illegal Drugs)                              | Consumption Proxy    | NOM          | Q9e                        |
| NMUPD                   | Lifetime use (NMUPD)  | Consumption          | Other        | Q10                        |
| NMUPD                   | Perception of Disapproval Attitude (NMUPD)                    | Intervening Variable | Other        | Q11                        |
| NMUPD                   | Perception of Risk or Harm (NMUPD)                            | Intervening Variable | Other        | Q14                        |
| NMUPD                   | Healthy Lifestyle Choices                                     | Intervening Variable | Other        | Q7a & 7b on revised survey |
| NMUPD                   | Perception of Disapproval Attitude (Self-medicating behavior) | Intervening Variable | Other        | Q12 & 13 on revised survey |

**CLI Part 2:** Environmental Strategies Sub-Form

**Strategy: Policies/Best Practices (City of Lancaster)**

**Theory of Change:** *If the Fairfield County Young Adult Prevention Initiative develops infrastructure for prevention and wellness services for 18-25 year olds then there will be an increase in the cultural competence of agencies/organizations/institutions providing services/support for 18-25 year olds in the community.*

*If there is an increase in the cultural competence of agencies/organizations/institutions providing services/support for 18-25 year olds in the community, then there will be sustained efforts to focus on the wellness and prevention needs of 18-25 year olds in the community.*

*If there are sustained efforts to focus on wellness and prevention needs of 18-25 year olds in the community, then the community will experience a decrease in the non-medical use of prescription drugs among 18-25 year olds.*

**CLI: Q163**

| Prevention Intervention Name         | Strategy Name                     | Strategy Type           |
|--------------------------------------|-----------------------------------|-------------------------|
| Best Practices / Cultural Competence | Fairfield County: Focus on 18-25s | Community-based Process |

**Short-term Outcomes:** Cultural competence among agencies/organizations/institutions providing services/support for 18-25 year olds

Efforts in the community to focus on the wellness and prevention needs of 18-25 year olds

**Long-term Outcomes:** 30-day use (NMUPD)  
Lifetime use (NMUPD)

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**Indicators**

| <b>Priority (CLI – Part 1)</b> | <b>Indicator</b>   | <b>Indicator Type</b> | <b>NOM or Other</b> | <b>Survey Item</b>   |
|--------------------------------|--|-----------------------|---------------------|--|
| NMUPD                          | 30-day use (NMUPD)   | Consumption           | Other               | Q9f-i  |
| NMUPD                          | 30-day use (Other Illegal Drugs)   | Consumption Proxy     | NOM                 | Q9e  |
| NMUPD                          | Lifetime use (NMUPD)   | Consumption           | Other               | Q10  |
| NMUPD                          | Cultural competence among agencies/organizations/institutions providing services/support for 18-25 year olds | Intervening Variable  | Other               | N/A<br>Delayed post-test following training series   |
| NMUPD                          | Community efforts to focus on wellness and prevention needs of 18-25 year olds                               | Intervening Variable  | Other               | N/A<br>Number of Agencies who attended the trainings that participate in a follow-up discussion group in August, 2014. |

**CLI Part 2:** Community-based Process Sub-Form

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**Strategy: Media Messages / Information Dissemination (Ohio University Lancaster Campus and Pickerington Center)**

**Theory of Change:** *If* the Fairfield County Young Adult Prevention Initiative implements a media campaign to increase awareness that prescription drug misuse is an issue among students attending the Ohio University Lancaster Campus and Pickerington Center *then* the campus community will move to a higher level of readiness on the NIDA Community Readiness Scale.

*If* the campus community moves to a higher level of readiness on the NIDA Community Readiness Scale *then* there will be an increase in community prevention efforts on campus.

*If* the Fairfield County Young Adult Prevention Initiative implements a media campaign, *then* it is more likely that students will become more knowledgeable about the risks associated with prescription drug misuse.

*If* the Fairfield County Young Adult Prevention Initiative implements a media campaign, *then* it is more likely that students will disapprove of self-medicating behaviors.

*If* the students are more knowledgeable about the risks associated with prescription drug misuse and increase their disapproval of self-medicating behaviors, *then* the campus community will experience a decrease in the non-medical use of prescription drugs among students.

**CLI: Q163**

| Prevention Intervention Name                | Strategy Name                         | Strategy Type             |
|---|---------------------------------------|---------------------------|
| Ohio University L/P Campus Media Initiative | Rx Drug Misuse Among College Students | Information Dissemination |
|   | Prescribe Change                      | Environmental Strategy    |

**Short-term Outcomes:** Perception of risk or harm (NMUPD)  
 Perception of disapproval attitude (NMUPD)  
 Community Readiness  
 Community Prevention Efforts

**Long-term Outcomes:** 30-day use (NMUPD)  
 Lifetime use (NMUPD)

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**Indicators**

| <b>Priority (CLI – Part 1)</b> | <b>Indicator</b>                           | <b>Indicator Type</b> | <b>NOM or Other</b> | <b>Survey Item</b>  |
|--------------------------------|--|-----------------------|---------------------|---|
| NMUPD                          | 30-day use (NMUPD)                         | Consumption           | Other               | Q9f-i   |
| NMUPD                          | 30-day use (Other Illegal Drugs)           | Consumption Proxy     | NOM                 | Q9e   |
| NMUPD                          | Lifetime use (NMUPD)                       | Consumption           | Other               | Q10   |
| NMUPD                          | Perception of Disapproval Attitude (NMUPD) | Intervening Variable  | Other               | Q11   |
| NMUPD                          | Perception of Risk or Harm (NMUPD)         | Intervening Variable  | Other               | Q12   |
| NMUPD                          | Community Readiness                        | Intervening Variable  | Other               | N/A.<br>Repeat Tri-Ethnic Community Readiness Assessment on campus.                             |
| NMUPD                          | Community Prevention Efforts               | Intervening Variable  | Other               | N/A<br>List of prevention efforts on campus not associated with the Prescribe Change initiative |

**CLI Part 2:** Information Dissemination Sub-Form  
Environmental Strategies Sub-Form