

## SPF SIG Evaluation Plan

**Coalition:** Franklin County Urban Coalition  
**County:** Franklin  
**Target Substance:** Marijuana  
**Target Population:** African-Americans ages 18-25 living in Franklin County's urban core (Linden, South Side, East Side, and West Side)  
**Sub-target Population:** None  
**Number of Strategies:** 1  
**COMs Approved:** April 7, 2014  
**Survey Attached:** Yes  
**Type(s) of Strategies:** Media Messages

### Strategy: Media Messages

**Theory of Change:** *If* the FCUC educates youth/young adults (age 18-25 years) about the harmful effects of using marijuana *then* perception of risk will increase.

*If* perception of risk increases among youth/young adults (age 18-25 years) *then* perception of disapproval regarding marijuana will increase.

*If* perception of disapproval regarding marijuana increases, then the rate of marijuana use among youth/young adults in the community will decrease.

### CLI: Q163

Prevention Intervention Name	Strategy Name	Strategy Type
Media Messages Campaign	#dopewithoutit	Environmental Strategy

**Short-term Outcome:** Perception of risk (Marijuana)  
Perception of disapproval attitude (Marijuana)

**Long-term Outcome:** 30-day use (Marijuana)

\*Continued on next page.\*

### Indicators

<b>Priority (CLI – Part 1)</b>	<b>Indicator</b>	<b>Indicator Type</b>	<b>NOM or Other</b>	<b>Survey Item</b>
Marijuana	30-day use (Marijuana)	Consumption	NOM	Marijuana Section, Q1
Marijuana	Perception of Risk or Harm	Intervening Variable	NOM	Marijuana Section, Q5
Marijuana	Perception of Disapproval Attitude (once or twice)	Intervening Variable	Other	Marijuana Section, Q2
Marijuana	Perception of Disapproval Attitude (1/month or more)	Intervening Variable	Other	Marijuana Section, Q3

**CLI Part 2:**

Environmental Strategies Sub-Form