

## SPF SIG Evaluation Plan

**Coalition:** The Hancock County Community Partnership

**County:** Hancock

**Target Substance:** Non-medical Use of Prescription Drugs

**Target Population:** 18-25 year olds living in Hancock County

**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 Hancock County Community Partnership utilizes a community norms media campaign 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	I Am Enough	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	Q9
NMUPD	30-day use (any other drug)	Consumption Proxy	NOM	Q8d
NMUPD	Perception of Disapproval Attitude	Intervening Variable	Other	Q13
NMUPD	Perception of Social Acceptance	Intervening Variable	Other	Q14

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