

SPF SIG Evaluation Plan

Coalition: Young Adult Alcohol & Drug Awareness Coalition
County: Lorain
Target Substance: Alcohol
Target Population: 18-25 year old students in Lorain County
Sub-target Population: N/A
Number of Strategies: 2
COMs Approved: March 4, 2014
Survey Attached: Yes
Type(s) of Strategies: Media

Strategy: Media / Community-based Process

Theory of Change: *If the Young Adult Alcohol & Drug Awareness Coalition includes 18-25 year olds in the development of a media messaging campaign via World Café Conversations then the media campaign will be culturally competent and relevant to the target population.*

If the Young Adult Alcohol & Drug Awareness Coalition implements a culturally competent and relevant media campaign, then perception of risk/harm of using alcohol will increase.

If the Young Adult Alcohol & Drug Awareness Coalition implements a culturally competent and relevant media campaign, then perception of disapproval of using alcohol will increase.

If the perception of risk/harm related to alcohol use increases and/or the perception of disapproval of using alcohol increases then will be a decrease in the rate of underage consumption among 18-25 year olds in Lorain County.

CLI: Q163

Prevention Intervention Name	Strategy Name	Strategy Type
Media Messages Campaign	World Café Conversations	Community-based Process
	And you wonder where they get it from?	Environmental Strategy

Short-term Outcomes: Culturally competent and relevant media campaign
 Perception of risk or harm (alcohol)
 Perception of disapproval (alcohol)

Long-term Outcomes: Underage Use of Alcohol

Continued on next page.

