

SPF SIG Evaluation Plan

Coalition: Coalition for a Drug-Free Mahoning County

County: Mahoning

Target Substance: Non-medical Use of Prescription Drugs

Target Population: 18-25 year olds attending an IHE located in Mahoning County

Sub-target Population: N/A

Number of Strategies: 1

COMs Approved: May 21, 2014

Survey Attached: Yes – need to add one item to be in compliance with SAMHSA’s NOMs

Type(s) of Strategies: Community Norms

Strategy: Community Norms

Theory of Change: *If* the Coalition for a Drug-Free Mahoning County works with the IHE to implement a community Norms campaign regarding the NMUPD *then* students who are not currently engaging in the NMUPD will be empowered in their decisions to refrain from NMUPD.

If students are empowered in their decisions to refrain from NMUPDs *then* the percentage of students reporting NMUPD will stay the same or decrease.

CLI: Q163

Prevention Intervention Name	Strategy Name	Strategy Type
Community Norms Campaign	Penguins Study <i>au nautrel</i>	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	Q24, Q25, Q26d
NMUPD	30-day use (any other drug)	Consumption Proxy	NOM	Q28
NMUPD	Perception of Disapproval Attitude	Intervening Variable	Other	Q6, Q7, Q8

CLI Part 2: Environmental Strategies Sub-Form