**Portage Substance Abuse Prevention Coalition, Portage County**
**Ohio Strategic Prevention Framework (SPF) Community Logic Model**
**Priority Substance: Alcohol**
**Target Population: 18-25 year old students at Kent State University**

**Problem Statement**

*Young adults, ages 18-25, at Kent State University report consumption, including binge use, of alcoholic beverages at a high rate.*

| Description of the Issue *or* Problem | Intervening Variables | Strategies |
|---|---|---|
| **30-day Alcohol Use**<br>86.7% of 18-25 year old KSU students reported alcohol consumption during the past 30 days, which is 21 percentage points higher than the reported rate of consumption by 18-25 year olds in the state of Ohio (65.4%).<br><br>Data Source: Kent State University Alcohol Survey, 2012; NSDUH, 2008-09.<br><br>**Binge Alcohol Use**<br>50% of 18-25 year old KSU students reported binge use of alcohol during the past 2 weeks.<br><br>Data Source: Kent State University Alcohol Survey, 2012 | **Easy access of alcohol for KSU 18-25 year old students (especially those under 21) through peers at festivals and/or house parties**<br>• **Social access to underagers.** 62% of KSU students under 21 chose "a friend's house" as the location they drink most often. By contrast, only 11% chose their own house and 5% chose their dorm room. Interestingly, 20% reported drinking at an "other" location, which may include college festivals or parties. *(Data Source: Kent State Alcohol Survey, 2012)*<br><br>**Retail access and availability play a substantial role in alcohol consumption by KSU 18-25 year old students.**<br>• **Retail availability of alcohol**. Within a one mile block in Kent, there are 21 alcohol selling establishments (e.g., bars, convenience stores, drug stores, restaurants) and growing due to new convention center opening within the next year *(Data Source: KSU Bar Assessment, 2012)*.<br>• **Heavy drinking in bars**. 17% of KSU 18-25 year old students report having six or more drinks on one occasion on a daily or weekly basis. Of this group of heavy drinkers, 41% of them drink most often at bars. *(Data Source: Kent State Alcohol Survey, 2012)*<br>• **Underage drinking in bars.** 3% of KSU students under the age of 21 report drinking alcohol at a bar more often than any other location. *(Data Source: Kent State Alcohol Survey, 2012)*<br><br>**Low perception of risk and overall acceptance of drinking behavior among target population (18-25 year old KSU students).**<br>• **Low perception of risk.** 71% of KSU 18-25 year old students do ***not*** perceive great risk of harming themselves physically and in other ways due to binge drinking *(Data Source: Kent State Alcohol Survey, 2012)*.<br>• **Low regret.** Two-thirds (63%) of KSU 18-25 year old students reported ***never*** feeling guilt or remorse after drinking during the past year. *(Data Source: Kent State Alcohol Survey, 2012)*<br>• **Acceptance of alcohol consumption.** 82% of KSU 18-25 year old students who drink alcohol have ***not*** been thinking about reducing the amount of alcohol they personally consume. *(Data Source: Kent State Alcohol Survey, 2012)*<br>• **Acceptance of getting drunk.** 52% of KSU 18-25 year old students agree or strongly agree it is OK for them to get drunk. *(Data Source: Kent State Alcohol Survey, 2012)* | **EXISTING POLICY ENFORCEMENT**<br><br>Support education and enforcement of KSU alcohol-related policy and local/state laws<br><br>**USE OF MEDIA**<br><br>Messaging to promote healthy choices and behavior |