

**SPF SIG Evaluation Plan**

**Coalition:** Portage Substance Abuse Prevention Coalition  
**County:** Portage  
**Target Substance:** Alcohol  
**Target Population:** 18-25 year old students at Kent State University  
**Sub-target Population:** 18-25 year old students at Hiram College  
**Number of Strategies:** 2  
**COMs Approved:** March 4, 2014  
**Survey Attached:** Yes  
**Type(s) of Strategies:** Media, Policy & Best Practices

**Strategy: Media**

**Theory of Change:** *If* the Portage Substance Abuse Prevention Coalition utilizes a media strategy that will inform KSU students about the benefits of healthy lifestyle choices *then* the perception of disapproval attitude toward alcohol on KSU’s campus will increase.

If the perception of disapproval attitude toward alcohol on KSU’s campus increases, *then* there will be a decrease in the rate of binge alcohol use among KSU students.

If the perception of disapproval attitude toward alcohol on KSU’s campus increases, *then* there will be a decrease in the rate of underage consumption among KSU students.

**CLI: Q163**

Prevention Intervention Name	Strategy Name	Strategy Type
Media Messages Campaign	Media Strategy-18to25.org	Environmental Strategy

**Short-term Outcomes:** Perception of disapproval attitude toward alcohol

**Long-term Outcomes:** 2-week use (binge drinking)  
 Underage Use of Alcohol

**Indicators**

Priority (CLI – Part 1)	Indicator	Indicator Type	NOM or Other	Survey Item
Binge Drinking	2-week use (binge drinking)	Consumption	Other	Q25
Underage Use of Alcohol	30-day use (alcohol, cross-tabbed for UA use)	Consumption	NOM	Q39 Cross-tabbed with Q2
Alcohol	Perception of Disapproval Attitude	Intervening Variable	Other	Q40

**CLI Part 2:** Environmental Strategies Series

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**Strategy: Policy and Best Practices**

**Theory of Change:** *If* the Portage Substance Abuse Prevention Coalition assists in the review and revision of existing KSU alcohol related policies with the City of Kent, KSU, and Healthy Kent *then* there will be a set of aligned alcohol related policies for KSU students.

*If* there is a set of aligned alcohol related policies, students are made aware of the policies, and the policies are enforced *then* the rate of students breaking the policies will decrease.

*If* the rate of students breaking the policies decreases *then* the perception of risk/harm related to alcohol use on KSU’s campus will increase.

If the perception of risk/harm related to alcohol use on KSU’s campus increases, *then* there will be a decrease in the rate of binge alcohol use among KSU students.

If the perception of risk/harm related to alcohol use on KSU’s campus increases, *then* there will be a decrease in the rate of underage consumption among KSU students.

**CLI: Q163**

<b>Prevention Intervention Name</b>	<b>Strategy Name</b>	<b>Strategy Type</b>
KSU Policy	Policy Review – City of Kent, KSU, Healthy Kent, PSAP Coalition	Community-based Process
	Policy Enactment, Establishment, or Implementation	Environmental Strategy
	Policy Dissemination	Information Dissemination

**Short-term Outcomes:** Aligned set of alcohol policies  
 Rate of students being referred to judiciaries for alcohol-related infractions  
 Perception of risk or harm (alcohol)

**Long-term Outcomes:** 2-week use (binge drinking)  
 Underage Use of Alcohol

\*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>
Binge Drinking	2-week use (binge drinking)	Consumption	Other	Q25
Underage Use of Alcohol	30-day use (alcohol, cross-tabbed for UA use)	Consumption	NOM	Q39 Cross-tabbed with Q2
School Policies	Alcohol Policy Review and Action Plan	Intervening Variable	Other	N/A – Document review of Alcohol Policy Review and Action Plan
School Policies	KSU Conduct Violations for Alcohol-related Infractions	Intervening Variable	Other	N/A – KSU Office of Student Conduct Data
Binge Drinking	Perception of risk or harm	Intervening Variable	NOM	Q41

**CLI Part 2:** Community-based Process Sub-Form (Policy Review – City of Kent, KSU, Healthy Kent, PSAP Coalition)  
 Environmental Strategies Sub-Form (Policy Enactment, Establishment, or Implementation)  
 Information Dissemination Sub-Form (Policy Dissemination)