

SPF SIG Evaluation Plan

Coalition: Prevention Partnership of Sandusky County

County: Sandusky

Target Substance: Alcohol

Target Population: 18-25 year olds living in Sandusky County (emphasis on 18-25 year old students at the Terra Community College)

Sub-target Population: N/A

Number of Strategies: 1

COMs Approved: March 4, 2014

Survey Attached: Yes

Type(s) of Strategies: Media Messages

Strategy: Media Messages

Theory of Change: *If* the Sandusky County Prevention Partnership implements media strategies to educate young adults about the harmful use of alcohol *then* young adults in Sandusky County will report increased perception of risk and harm regarding alcohol use.

If the Sandusky County Prevention Partnership implements media strategies to educate young adults about legal and responsible use of alcohol *then* young adults in Sandusky County will report increased knowledge of legal and responsible alcohol use.

If young adults in Sandusky County have an increased perception of risk and harm regarding alcohol use and/or increased knowledge of legal and responsible alcohol use *then* the rate of binge drinking in Sandusky County among young adults will decrease and the rate young adults drinking legally and responsibly will increase.

CLI: Q163

Prevention Intervention Name	Strategy Name	Strategy Type
Media Messages Campaign	Think Before You Drink	Environmental Strategies

Short-term Outcome: Perception of risk or harm (alcohol)
Knowledge of AMA guidelines for moderate alcohol use (alcohol)

Long-term Outcome: 30-day use (binge drinking)
30-day use (cross-tabbed for underage consumption)

Continued on next page.

Indicators

Priority (CLI – Part 1)	Indicator	Indicator Type	NOM or Other	Survey Item
Binge Drinking	30-day use (binge drinking)	Consumption	Other	Q9
Underage Use of Alcohol	30-day use (alcohol, cross-tabbed for UA use)	Consumption	NOM	Q8 cross-tabbed with Q1
Responsible Use of Alcohol	Knowledge of AMA Guidelines	Intervening Variable	Other	Q24
Perception of Risk or Harm	Perception of risk or harm (5 or more drinks)	Intervening Variable	NOM	Q10

CLI Part 2: Environmental Strategies Sub-Form