ADAPT Coalition/Young Adult Alcohol Prevention Initiative - Columbiana County
Ohio Strategic Prevention Framework (SPF) Community Logic Model
Priority Substance: Alcohol
Target Consumption Patterns: Underage use of alcohol among 18-20 years olds; lack of knowledge regarding responsible use of alcohol among young adults (21-25 years old).
Target Population: 18-25 year olds living in Columbiana County, Ohio

Problem Statement
Approximately one-third of Columbiana County's 18-20 year olds report that they have consumed alcohol in the past 30 days. The majority of young adults who are of legal age to purchase alcohol in Columbiana County did not know the American Medical Association guidelines on moderate alcohol use.

Description of the Problem	Intervening Variables	Strategies
Current Use of Alcohol by Young Adults Aged 18-20 • 31% of Columbiana County 18-20 year olds surveyed reported drinking an alcoholic beverage within the past 30 days. (*Data Source: Columbiana County Individual Level Survey 2011-12*) • 42% of Columbiana County 18-20 year olds surveyed report that they drink alcohol. (*Data Source: Columbiana County Individual Level Survey 2011-12*)	**There are strong social norms present in Columbiana County that negatively influence perceptions of underage alcohol use** • Of the 18-25 year olds surveyed in Columbiana County who reported ever drinking alcohol, 94% said their friends often or sometimes encourage them to drink. (*Data Source: Columbiana County Individual Level Survey 2011-12*) • Of the 18-25 year olds surveyed in Columbiana County who reported ever drinking alcohol, 85% said their friends have never tried to stop them from getting drunk. (*Data Source: Columbiana County Individual Level Survey 2011-12*) • A Community Readiness Assessment conducted in 2011 indicated that Columbiana County residents consider young people drinking alcohol a "rite of passage" and "culturally accepted." "If they are old enough to be shot in combat, they can do what they want." *(Data Source: Tri-Ethnic Community Readiness Assessment Interviews with Key Informants 2011)*	**Media (Information Dissemination)**
Age of First Use of Alcohol • 78% of 18-25 year olds in Columbiana County report age of first use of alcohol at 20 or younger, with the mean age of first use at 16 years old. (*Data Source: Columbiana County Individual Level Survey 2011-12*)	**Underage alcohol users in Columbiana County are accessing alcohol at a high rate from known adults** • 70% of 18-25 year olds surveyed reported persons under 21 are getting alcohol at home with parent knowledge. *(Data Source: 18-25 year olds sampled as part of the Columbiana County Community and Parent Survey 2011-2012 [n=119])* • 85% of all respondents to the Columbiana County Community and Parent Survey perceive that underage drinkers are getting their alcohol at home without parent knowledge. *(Data Source: Columbiana County Community and Parent Survey 2011-2012. 850 total respondents).* • 72% of the community surveyed perceive underage drinkers are getting alcohol from adults who host parties. *(Data Source: Columbiana County Community and Parent Survey 2011-2012. 850 total respondents).*	**Access and Availability**
	There is a low perceived risk of harm associated with the use of alcohol among young adults in Columbiana County, coupled with a lack of education about responsible use of alcohol. • Only half of the Columbiana County 18-20 year olds and 41% of the 21-25 year olds surveyed felt that people were at great risk of harming themselves when they binge drink. (*Data Source: Columbiana County Individual Level Survey 2011-12*) • Along with this low perceived risk of harm is a lack of education about responsible use of alcohol among young adults in the county. Seventy percent of the young adults aged 18-25 who were surveyed did not know the American Medical Association guidelines on moderate alcohol use for men and women who are 21 years of age or older and do not have health conditions that prohibit them from using alcohol. (*Data Source: Columbiana County Individual Level Survey 2011-12*	**Media (Information Dissemination)**