

**SPF SIG Evaluation Plan**

**Coalition:** Young Adult Alcohol Prevention Initiative

**County:** Columbiana

**Target Substance:** Alcohol

**Target Population:** 18-25 year olds living in Columbiana County

**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 Young Adult Alcohol Prevention Initiative implements media strategies to educator young adults about the harmful use of alcohol then young adults in Columbiana County will report increased perception of risk and harm regarding alcohol use.*

*If the Young Adult Alcohol Prevention Initiative implements media strategies to educator young adults about the AMA guidelines for moderate alcohol use then young adults in Columbiana County will report increased knowledge of the AMA guidelines for moderate alcohol use.*

*If young adults in Columbiana County have an increased perception of risk and harm regarding alcohol use and/or increased knowledge of the AMA guidelines for moderate alcohol use then the rate of binge drinking in Columbiana County among young adults will decrease and the rate of young adults drinking within AMA guidelines will increase.*

**CLI: Q163**

Prevention Intervention Name	Strategy Name	Strategy Type
Media Messages Campaign (Underage)	Underage Drinking: Not a Minor Problem (General Public)	Information Dissemination
	Underage Drinking: Not a Minor Problem (Underage Young Adults)	Environmental Strategy
Media Messages Campaign	The Other Hangover (21+)	Environmental Strategy
	The Other Hangover (General Public)	Information Dissemination

**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.\*

