

## SPF SIG Evaluation Plan

**Coalition:** Hamilton County SPF SIG Advisory Council

**County:** Hamilton

**Target Substance:** Alcohol

**Target Population:** 18-25 year olds in Hamilton County

**Sub-target Population:** N/A

**Number of Strategies:** 1

**COMs Approved:** May 20, 2014

**Survey Attached:** Yes.

**Type(s) of Strategies:** Media Messages

### Strategy: Media Messages

**Theory of Change:** *If the Hamilton County SPF SIG Advisory Council implements a public education media campaign focused on the risk or harm associated with high risk drinking, then the perception of risk or harm related to binge drinking will increase.*

*If the perception of risk or harm related to binge drinking increases then the rate of binge drinking among 18-25 year olds in Hamilton County will decrease.*

**CLI: Q163**

Prevention Intervention Name	Strategy Name	Strategy Type
Media Messages Campaign	Less than U Think	Environmental Strategy

**Short-term Outcome:** Perception of risk or harm (binge drinking)

**Long-term Outcome:** 30-day use (binge drinking)

### Indicators

Priority (CLI – Part 1)	Indicator	Indicator Type	NOM or Other	Survey Item
Binge Drinking	30-day use (binge drinking)	Consumption	Other	Q2
Underage Use of Alcohol	30-day use (alcohol, cross-tabbed for UA use)	Consumption	NOM	Q1 cross-tabbed with Q11
Binge Drinking	Perception of risk or harm	Intervening Variable	NOM	Q3

**CLI Part 2:** Environmental Strategies Sub-Form