

SPF SIG Evaluation Plan

Coalition: YOUnG People Matter

County: Stark

Target Substance: Alcohol

Target Population: 18-20 year old students at participating IHE

Sub-target Population: N/A

Number of Strategies: 2

COMs Approved: Yes.

Survey Attached: Yes.

Type(s) of Strategies: Media Messages and Alternative Drug-Free Activities

Strategy: Media Messages & Alternative Drug-Free Activities

Theory of Change: *If* the YOUnG People Matter Coalition implements a media campaign focused on the realistic effects of alcohol, *then* the perception of disapproval of alcohol use among underage students will increase.

If the YOUnG People Matter Coalition implements a media campaign focused on educating students about the immediate and negative consequences of alcohol use *then* there will be a decrease in the rate at which students experience the harmful effects of alcohol.

If the YOUnG People Matter Coalition implements alternative drug-free activities on campus in conjunction with the media campaign *then* underage drinking among students on campus will decrease.

CLI: Q163

Prevention Intervention Name	Strategy Name	Strategy Type
Alcohol Prevention on XYZ Campus	Are You the One? #kNOwRegrets?	Environmental Strategy
	Young People Matter	Alternative Drug-Free Activities

Short-term Outcome: Perception of disapproval attitude
 Percentage of students seeing a prevention message
 Number of quality alcohol-free events on campus

Long-term Outcome: Underage use of alcohol
 Experience harmful effects of alcohol

Continued on next page.

Indicators

Priority (CLI – Part 1)	Indicator	Indicator Type	NOM or Other	Survey Item
Underage Use of Alcohol	30-day use (alcohol, cross-tabbed for UA use)	Consumption	NOM	Q9 cross-tabbed with Age
Underage Use of Alcohol	Perception of disapproval attitude	Intervening Variable	NOM – 2014 Other – 2012	Q10
Underage Use of Alcohol	Experience harmful effects of alcohol	Intervening Variable	Other	Q14- % reporting “At least once in the past two months” for one or more of the 10 experiences.
Underage Use of Alcohol	Percentage of students seeing a prevention message	Intervening Variable	NOM (youth only)	Q19
Underage Use of Alcohol	Number of quality alcohol-free events on campus	Intervening Variable	Other	See Alternative Drug-Free Activities Sub-Form for Reporting Requirements

CLI Part 2: Environmental Strategies Sub-Form
Alternative Drug-Free Activities Sub-Form