

## SPF SIG Evaluation Plan

**Coalition:** Wood County Prevention Coalition  
**County:** Wood  
**Target Substance:** Alcohol  
**Target Population:** 18-25 year old students at Bowling Green State University  
**Sub-target Population:** N/A  
**Number of Strategies:** 1  
**COMs Approved:** March 5, 2014; updated June 5, 2014  
**Survey Attached:** Yes  
**Type(s) of Strategies:** Community Norms

### Strategy: Community Norms

**Theory of Change:** *If the Wood County Prevention Coalition utilizes a community norms campaign, then the perception of disapproval of alcohol use among underage students will increase.*

*If the Wood County Prevention Coalition utilizes a community norms campaign, then the perception of risk or harm associated with alcohol use will increase.*

*If the perception of disapproval and the perception of risk or harm associated with alcohol use increases, then students will be less likely to engage in high-risk alcohol use.*

*If BGSU students are engaging in high risk alcohol use at a decreased rate, then they will experience negative consequences associated with alcohol at a decreased rate.*

### CLI: Q163

Prevention Intervention Name	Strategy Name	Strategy Type
Community Norms Campaign	Falcons Flock Together	Environmental Strategy

**Short-term Outcomes:** Perception of risk or harm (binge drinking)  
Perception of disapproval attitude

**Long-term Outcomes:** Underage use of alcohol  
2-week use (binge drinking)  
Experience harmful effects of alcohol

\*Continued on next page.\*

### Indicators

<b>Priority (CLI – Part 1)</b>	<b>Indicator</b>	<b>Indicator Type</b>	<b>NOM or Other</b>	<b>Survey Item</b>
Binge Drinking	2-week use (binge drinking)	Consumption	Other	BGSU Survey Q3  ACHA-NCHA Survey – Added Items Q2
Underage Use of Alcohol	30-day use (alcohol, cross-tabbed for UA use)	Consumption	NOM	BGSU Survey Q2 cross-tabbed with age  ACHA-NCHA Survey – Added Items Q1 cross-tabbed with Age
Binge Drinking	Perception of risk or harm	Intervening Variable	NOM	ACHA-NCHA Survey – Added Items Q3
Underage Use of Alcohol	Perception of disapproval attitude	Intervening Variable	Other	ACHA-NCHA Survey – Added Items Q4
Experience harmful effects of alcohol	Experience harmful effects of alcohol	Intervening Variable	Other	BGSU Survey Q7 (For each respondent, percent of categories with “none” as response)

**CLI Part 2:**

Environmental Strategies Sub-Form