

Gallia County HOPE, Jackson SPARC, Meigs Prevention Coalitions (G-J-M Coalitions)

SPF-PFS Strategic Plan Map: **Gallia – Jackson – Meigs Counties**

Population of Focus: Youth Ages 8-17 in Grades 7th – 12th

Statement of the Community’s Readiness to Address the Problem of Practice:

According to the 9 key informant interviews conducted in the Spring of 2023, Gallia, Jackson, and Meigs Counties are in the “Vague Awareness” stage (3) of the community’s readiness and understanding of Underage Drinking (UAD) and the risks involved.

Theory of Community Change:

If we implement “Talk. They Hear You” *then* we can expect an increase in the number of youth reporting that their parents or caregivers have talked with them in the past 12 months about the dangers of alcohol.

If we increase the number of youth who report that parents/caregivers talk to them about the dangers of alcohol, *then* we can expect to see a decrease in the number of youth reporting that parents do not talk to them about the dangers of alcohol, as evidenced by the OHYES! Data.

If we see a decrease in the number of youth reporting that their parents do not talk with them about the dangers of alcohol, *then* we can expect a reduction in underage drinking as reported by youth who report consuming alcohol in the past 30 days.

Community Logic Model – Theory of Change			Theory of Action			Measurable Outcomes		
Problem of Practice	Intervening Variable	Local Conditions	Evidence-Based Strategies	Demonstrating Capacity Inputs: Human / Material Resources	Funding and Timing	Expected Outcomes for Local Conditions (Shorter-term Outcomes)	Outcome for Intervening Variable (Mid-term Outcome)	Problem of Practice Outcome (Longer-term Outcome)
Description of Problem of Practice Underage drinking in the past 30 days in ages 8-17	Description of Intervening Variable Intervening variable #1 Parental/Responsible adult communication about the risks of alcohol consumption Intervening variable #2 Youth report that parents disapprove of them drinking alcohol.	Description of Local Conditions Parents and responsible adults are not talking to youth about the risk of underage drinking	<u>Community-Based Process</u> •WHAT: SPF planning framework – PDC/Coalitions •FOCUS: Coalition •IOM: Universal, Indirect	<u>People/Partners</u> •G-J-M Coalitions •GJM ADAMH Board <u>Methods/Processes</u> •Prevention Data Committee	<u>Funding</u> •SPF-PFS-24 •Individual Coalition <u>Timing</u> •Monthly	Parents/responsible adult attitudes have a low perception of harm regarding alcohol consumption attributed to cultural acceptance and availability at community events. Parents/ responsible adult attitudes heavily indicated that parents do not perceive alcohol as harmful as other substances	Increased percentage of youth reporting that a parent/adult talked to them in the past year about risks/dangers of alcohol. Increased percentage youth reporting parental disapproval on alcohol consumption.	To Reduce Underage Drinking among youth between ages of 8-17 across Gallia, Jackson and Meigs Counties as evidenced by OHYES! data assessment
			<u>Problem Identification & Referral</u> •WHAT: PI & R Plan (SPF-PFS 24) •Focus: identified Youth •IOM: Indicated/Direct	<u>People/Partners</u> •G-J-M Coalitions •GJM ADAMH Board •Schools, Churches, Providers <u>Methods/Processes</u> •Plan details referral process	<u>Funding</u> •SPF PFS 24 •ADAMH Board <u>Timing</u> •As needed			
Data to Support the Problem of Practice: The 2019 OHYES! Data indicated that underage drinking in the past 30-days for ages 8-17 was 11.54%. The 2022-2023 OHYES! Data indicated an increase of past 30-day consumption for ages 8-17 to 16.18%. This is a 40.21% increase between the survey periods.	Data to Support the Intervening Variable: #1 55.99% of youth reported discussing dangers of alcohol or other substance use with a parent in past year (OHYES! 2022 Data Assessment) indicating a 10.32% an increase in communication to 2019 data. #2 87.38% of youth reported “wrong” or “very wrong” when asked how parents would feel to have one or two drinks of an alcoholic beverage every day. OHYES!2021 Data Assessment	Data to Support the Local Conditions: Community readiness assessment interviews revealed a low perception of harm regarding alcohol consumption, attributed to its cultural acceptance and availability at community events. Drinking is seen as a norm without the perception of harm, unlike other drug use. (2023 Community Readiness Assessment) Parental/adult attitudes heavily indicated that parents do not perceive alcohol as harmful as other substances (2024 Problem Identification Brainstorm Sessions)	<u>Environmental Strategy: Media Campaign</u> •WHAT: SAMHSA’s Talk. They Hear You Campaign •FOCUS: Parents/Caregivers and Youth •IOM: Universal and Indirect	<u>People/Partners</u> •G-J-M Coalitions •TotalMedia/WVOutdoor/BGHamrick •GJM ADAMH Board <u>Methods/Processes</u> •Social media, Radio, Print, Theaters, Signs, Web	<u>Funding</u> •SPF-PFS 24 = \$9600 <u>Timing</u> •Ongoing	Shorter-term Outcome Parents will be more comfortable talking to youth about the risk/dangers of underage drinking. Increased parental awareness of underage drinking and other substance risks (HIPS and TTHY Parent Night Out pre/post evaluation)	Midterm Outcome Increased % of youth ages 8-17 reporting that parents talk about the risks/dangers of alcohol use. Increased % of youth reporting parental disapproval (wrong or very wrong) Measured by OHYES! Data assessment)	Outcome 7 th -12 th grade youth will report a decrease in 30-day use of alcohol across Gallia, Jackson and Meigs counties as evidenced by OHYES! data assessment
			<u>Prevention Education</u> •WHAT: Hidden in Plain Sight/Talk They Hear You Parents Night Out •FOCUS: Parents •IOM: Universal and Direct	<u>People/Partners</u> •Gallia HOPE •Prevention Providers •Libraries, Teachers and School Administrators <u>Methods/Processes</u> •Train the trainer & instruct	<u>Funding</u> •Gallia HOPE Tobacco Funds •SPF-PFS 24 •In-kind local donations <u>Timing</u> •Throughout the year			
			<u>Information Dissemination</u> •WHAT: Promotional items to support Talk. They Hear You Campaign •FOCUS: Parents/caregivers and Youth •IOM: Universal and direct	<u>People/Partners</u> •G-J-M Coalitions •Community Partners <u>Methods/Processes</u> •Health fairs and community events	<u>Funding</u> •SPF-PFS 24= \$900 <u>Timing</u> •Ongoing			
			<u>Alternative Activities</u> •WHAT: Prevention Day at the Fairs & Family Game Nights •FOCUS: Parents/caregivers and youth •IOM: Universal and direct	<u>People/Partners</u> •G-J-M Coalitions, G-J-M Fair Boards, ADAMH Board •Schools, Churches, Libraries •Community partners <u>Methods/Processes</u> •Events at fairs to engage families	<u>Funding</u> •Coalition funds & in-kind local donations •SPF-PFS 24 <u>Timing</u> •Summer July-September			

Please be concise. You may not use more than one 11x17 page!