

River Hills Prevention Connection/ Impact Prevention  
SPF-PFS Strategic Plan Map: Lawrence County

**Population of Focus:**  
Youth Ages 12-17 years old in Grades 9th-12th

**Statement of the Community's Readiness to Address the Problem of Practice:** Lawrence County stakeholders are not aware that there is a problem with underage drinking.  
According to the 6 key informant interviews conducted in the Spring of 2018, Lawrence County is in the "Denial and Resistance" stage (2) 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 high school students reporting that their parents have talked with them in the past 12 months about the dangers of tobacco, alcohol, or drug use.
- **If** we increase the number of youth reporting that their parents talk to them about the dangers associated with alcohol, tobacco, or drug use, **then** we can expect to see a decrease in the number of youth reporting that their parents do not talk to them about the dangers of tobacco, alcohol or drug use as evidenced by OHYES! Data.
- **If** we see a decrease in the number of youth reporting that their parents do not talk to them about the dangers of tobacco, alcohol or drug use, **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 Strategy(ies)	Demonstrating Capacity Inputs: Human / Material Resources	Time Line	Expected Outcomes for the Local Conditions (Shorter-term Outcomes)	Outcome for the Intervening Variable (Mid-term Outcome)	Problem of Practice Outcome (Longer-term Outcome)
<p>Description of <b>Problem of Practice</b> Underage drinking in the past 30 days in grades 9-12</p> <p>Data to Support the <b>Problem of Practice:</b> Underage drinking in the past 30 days, 12.5% of 9<sup>th</sup> graders and 36.6% in 12<sup>th</sup> graders reporting OHYES! Data assessment 2017</p>	<p>Description of <b>Intervening Variable</b> Intervening Variable #1 Family Communication regarding risks of alcohol consumption</p> <p>Intervening Variable: #2 Youth report that parents disapprove of them drinking alcohol</p> <p>Data to Support the <b>Intervening Variable:</b> #1: 47 % youth reported to have talked with at least one of their parents about the danger of tobacco, alcohol or drug use. OHYES! 2017 Data Assessment</p> <p>#2: 83.4% of youth reported wrong or very wrong when asked "How wrong do your parents feel it would be for you to have one or two alcoholic beverages nearly every day?" OHYES! 2017 Data Assessment</p>	<p>Description of <b>Local Conditions</b> Parents are not talking with youth about the risks of alcohol consumption</p> <p>Youth reporting that they are not talking with their parents about alcohol</p> <p>Data to Support the <b>Local Conditions:</b> Parent respondents indicate that they are awkward having conversations regarding risks of alcohol. Parent Focus groups November 2018 (qualitative data listening sessions)</p> <p>Youth respondents reported that their parents do not talk to them about the risks of alcohol. Youth focus groups. November 2018 (qualitative data-listening sessions)</p>	<p><b>Strategy #1:</b> <b>CSAP Type:</b> Environmental <b>Media Campaign</b> <b>Talk. They Hear You</b></p>	<p><b>Budget for Strategy #1:</b> <b>SPF-PFS Budget:</b> \$9,800.00</p> <p><b>Percentage of Total SPF-PFS Budget:</b> _____</p> <p><b>In-Kind:</b> \$</p> <p><b>Total Budget:</b> \$</p>	<p><b>Timeline for Strategy #1:</b> <b>DATE: September 1, 2019</b> To November 1, 2019</p> <p><b>DATE :</b> Media Campaign etc.</p>	<p>Parent respondents indicate that they are awkward having conversations regarding risks of alcohol. Parent Focus groups November 2018</p> <p>Youth Respondents reported that their parents do not talk to them about the risks of alcohol. Youth focus groups. November 2018</p> <p><b>Shorter-term Outcomes</b> Youth will report that their parents are talking with them about the risks of alcohol consumption. Youth focus groups.</p> <p><b>Not measured</b></p>	<p>Increase the percentage of youth who report having family communication regarding alcohol use and the risks.</p> <p>Increase the percentage of students who report their parents disapprove of underage drinking (or feel it is wrong for their child to consume alcohol).</p> <p><b>Mid-term Outcome</b> Increase the % of 9<sup>th</sup>-12<sup>th</sup> grade youth who report that parents talk to about the dangers of tobacco, alcohol, and drug use</p> <p>Increase the % of youth who report their parents disapprove of underage drinking, (or report consumption to be wrong or very wrong) as measured by OHYES! Data Assessment)</p>	<p>To Reduce Underage Drinking among youth between the ages of 12-17 in Lawrence County as evidenced by the OHYES! data assessment</p> <p><b>Outcome</b> 9<sup>th</sup>-12<sup>th</sup> grade youth will report a decrease in 30-day use of alcohol in Lawrence County measured by OHYES! Data Assessment</p>