

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 | | |
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| 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 grades 9-12 | Description of Intervening Variable Intervening Variable #1 Family Communication regarding risks of alcohol consumption | Description of Local Conditions Parents are not talking with youth about the risks of alcohol consumption | <u>Community-Based Process</u> WHAT: SPF planning framework-PDC Coalition FOCUS: Coalition IOM: Universal, Indirect | <u>People/Partners</u> • Impact Prevention • River Hills Prevention Connection Coalition <u>Methods/Processes</u> • Prevention Data Committee | <u>Funding</u> • SPF-PFS-19 • ADAMHS Board <u>Timing</u> Monthly | Parent respondents indicate that they are awkward having conversations regarding risks of alcohol. Parent Focus groups November 2018 | Increase the percentage of youth who report having family communication regarding alcohol use and the risks. | To Reduce Underage Drinking among youth between the ages of 12-17 in Lawrence County as evidenced by the OHYES! data assessment |
| | | | <u>Problem Identification & Referral</u> WHAT: PI & R Plan (SPF-PFS-14) FOCUS: Identified Youth IOM: Indicated, Direct | <u>People/Partners</u> • Impact Prevention • Schools, Churches <u>Method/Process</u> • Plan details referral process | <u>Funding</u> • SPF-PFS-19 • ADAMHS Board <u>Timing</u> As needed | | | |
| Data to Support the Problem of Practice: 10.1% of 8th graders reported past 30-day use with an increase of 28.2% of students reporting past 30-day use in the 12th grade population. Creating an 18.1 percentage point increase in consumption in the past 30 days from 8th to 12th grade students. OHYES! Data assessment 2021 | Data to Support the Intervening Variable: #1: 25.6 Percentage of 8th grade students reported discussing the dangers of substance use with a parent during the past year in comparison to 4.3% of 12th grade students. Creating a 21.3% decrease in communication between the grades. OHYES! Data Assessment Spring 2021 #2: 85.02% 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! 2021 Data Assessment | Data to Support the Local Conditions: Parent respondents indicate that they are awkward having conversations regarding risks of alcohol. Parent Focus groups November 2018 (qualitative data listening sessions) 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) | <u>Environmental Strategy: Media Campaigns</u> WHAT: SAMHSA’s Talk. They Hear You Campaign FOCUS: Parents and Youth IOM: Universal, Indirect | <u>People/Partners</u> • Impact Prevention • IHeart Media <u>Methods/Processes</u> • Newspaper, Social Media, Radio, Web, Printer | <u>Funding</u> • SPF-PFS-19 = \$6000 • Ohio Community Impact Initiative <u>Timing</u> Ongoing | Shorter-term Outcomes Youth will report that their parents are talking with them about the risks of alcohol consumption. Youth focus groups. Not measured | <u>Mid-term Outcome</u> Increase the % of 9 th -12 th grade youth who report that parents talk to about the dangers of tobacco, alcohol, and drug use | <u>Outcome</u> 9 th -12 th grade youth will report a decrease in 30-day use of alcohol in Lawrence County measured by OHYES! Data Assessment |
| | | | WHAT: Focus Groups for Social Norms Campaign FOCUS: Youth IOM: Universal Direct | <u>People/Partners</u> • Impact Prevention • Youth <u>Methods/Processes</u> • Focus groups | <u>Funding</u> SPF-PFS-19 <u>Timing</u> 3 rd Quarter (April-June 2023) | | | |
| | | | <u>Prevention Education</u> WHAT: Botvin LifeSkills curriculum FOCUS: Youth IOM: Universal, Direct | <u>People/Partners</u> • Impact Prevention • Teachers and School Administrators <u>Methods/Processes</u> • Train-the-trainer & instruct as backup | <u>Funding</u> • SPF-PFS-19 = mileage • ADAMHS Board Funding <u>Timing</u> Throughout school year | | | |
| | | | <u>Information Dissemination</u> WHAT: Promotional Items to support Talk. They Hear You Campaign FOCUS: Parents and Youth IOM: Universal, Direct | <u>People/Partners</u> • Impact Prevention • Community Partners <u>Methods/Processes</u> • Health fairs and community events | <u>Funding</u> • SPF-PFS-19 = \$250 and in-kind from local parks • ADAMHS Board Funding <u>Timing</u> Ongoing | | | |
| | | | <u>Alternative Activities</u> WHAT: Parties in the Parks FOCUS: Parents/caregivers and youth IOM: Universal (direct) | <u>People/Partners</u> • Impact Prevention, Local Parks & Recreation Departments, Sheriff Department; Schools, Impact (YLP) Ironton Alive • Community serving/civic groups <u>Methods/Processes</u> • Drug Free Community Events for families to engage and communicate for free. | <u>Funding</u> • SPF-PFS-19 = \$375 and in-kind local donations <u>Timing</u> Summer (June-August) | | | |