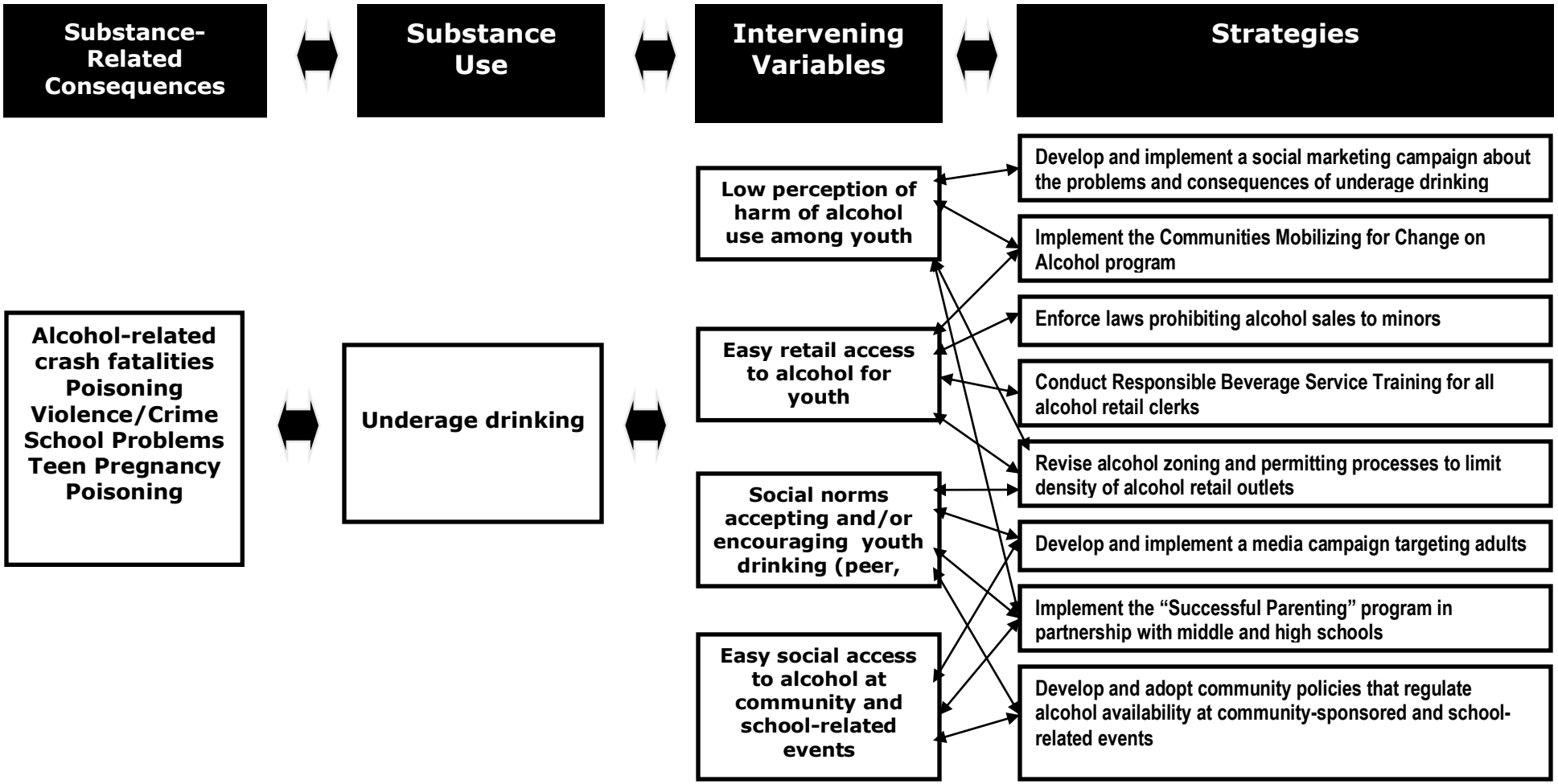
Example Logic Model for Substance Abuse Prevention Planning – Underage Drinking



Transforming health: using system thinking to create vibrantly effective prevention systems that can significantly improve health and well-being. Kentucky School for Alcohol and Other Drug Studies. Presented August 18, 2015. Copyright © 2008. Laurie Barger Sutter. Permission is granted to copy and use this handout provided this copyright notice remains intact. lauriesutter@hotmail.com 402.730.4864

Example Substance Abuse Prevention Provider Work Plan

*(**Note**: this is for demonstration purposes only, and is not meant to portray or prescribe all the activities of an actual work plan)*

Assessment Summary:

Data collection and analyses reveal that alcohol use is the priority substance abuse issue for youth ages 12-20. According to community archival, survey and social indicator data:

- 60% of youth between the ages of 12 and 20 reported drinking alcohol within the past 30 days
- Only 25% of youth ages 12 to 20 report perceiving underage drinking to be harmful
- Law enforcement data showed that during recent compliance checks, only 65% of local alcohol retail outlets refused to sell alcohol to underage youth
- A recent community survey found that 45% of parents surveyed agreed with the statement that "drinking is a rite of passage for kids, so it's better for them to drink at home"
- Alcohol is available for sale at all community events, including those oriented to families with children

Problem Statement: 60% of SD youth ages 12 to 20 report drinking alcohol in the past 30 days.

Target Population:

- **Direct Target:** Youth, ages 12-20
- **Indirect Targets:** Alcohol retail employees, parents, community members

NOTE: these are all "Universal" target populations)

Goal: Decrease 30-day alcohol use by youth aged 12 to 20.

Long-Term Outcome: By June 30, 2015, 30-day alcohol use among youth ages 12 to 20 will decrease by 20% to an overall rate of 48%.

Long-Term Outcome Indicator(s):

- By June 30, 2012, 30-day alcohol use among youth ages 12 to 20 will decrease by 5% to an overall rate of 57%.
- By June 30, 2013, 30-day alcohol use among youth ages 12 to 20 will decrease by 10% to an overall rate of 54%.
- By June 30, 2014, 30-day alcohol use among youth ages 12 to 20 will decrease by 15% to an overall rate of 51%.

 Copyright © 2008. Laurie Barger Sutter. Permission is granted to copy and use this handout provided this copyright notice remains intact. lauriesutter@hotmail.com 402.730.4864

Objective 1: Increase the perception of harm of underage alcohol use among youth ages 12 to 20

Intermediate Outcome: By June 30, 2013, 80% of youth ages 12 to 20 will report perceiving underage alcohol use to be harmful.

Intermediate Outcome Indicator(s):

- By June 30, 2011, 40% of youth ages 12 to 20 will report perceiving underage alcohol use to be harmful.
- By June 30, 2012, 60% of youth ages 12 to 20 will report perceiving underage alcohol use to be harmful.

Strategy: Develop and implement a social marketing campaign to educate youth about the problems and consequences of underage drinking

Activities	Timeline		Who Is Responsible	Process Indicators	Outputs	Short-Term Outcomes
	Start Date	End Date				
Conduct research to identify evidence-based practices and principles for developing and conducting social marketing campaigns.				Progress in completion of research per established timelines	Research findings	By [month/date/year], [%] of youth ages 12 to 20 will have increased knowledge about the problems and consequences associated with underage drinking
Identify key communication venues for youth target populations, including web-based social networking sites as well as print and broadcast media.				Progress in compilation of list per established timelines	List of communication venues	
Convene a youth work group to design social marketing campaign.				Progress of completion of campaign per established timelines	Campaign messages	
Schedule and recruit youth to participate in focus groups to review and provide feedback for any needed campaign modifications.				Percent of persons recruited and focus groups scheduled per numbers needed and established timelines	Focus group schedule and feedback; number of participants	
Place social marketing campaign elements in selected venues.				Percent of campaign material placed in selected venues per established timelines	Number of: paid media spots; public service announcements (PSAs); persons reached via media campaign, Twitter or other venues; website "hits."	

 Copyright © 2008. Laurie Barger Sutter. Permission is granted to copy and use this handout provided this copyright notice remains intact. lauriesutter@hotmail.com 402.730.4864

Strategy: Implement the Communities Mobilizing for Change on Alcohol program						
Activities	**Timeline**		**Who Is Responsible**	**Process Indicators**	**Outputs**	**Short-Term Outcomes**
	Start Date	**End Date**				
Obtain curriculum and materials				Curriculum and materials are purchased and received per established timelines.	Curriculum and materials	**Short-Term Outcome:** By [month/date/year], [%] of community members will have increased knowledge about the problems and consequences associated with underage drinking
Recruit additional coalition members, including youth				Percent of: 1) recruitment materials completed, 2) meetings with potential members held, and 3) coalition members recruited per established time lines.	List of key sectors and potential members and supporters to be recruited, informational materials on the coalition effort, talking points, notes from meetings with potential new members, number of members recruited	
Train community coalition members				Percent of coalition members trained per established timelines	Number of trainings held; number of members trained	
Conduct face-to-face mobilizing				Percent of meetings with community stakeholders conducted per established timelines	Number of meetings conducted with community stakeholders	
Conduct environmental assessment of existing community laws and policies impacting accessibility of alcohol				Percent of persons recruited to conduct assessment per total numbers needed; percent of analysis completed per established timelines	Number persons recruited; completed environmental assessment	

 Copyright © 2008. Laurie Barger Sutter. Permission is granted to copy and use this handout provided this copyright notice remains intact. lauriesutter@hotmail.com 402.730.4864

Objective 2: Increase the number of retail alcohol outlets that refuse to sell alcohol to minor youth aged 12 to 20.

Intermediate Outcome: By June 30, 2013 the compliance rate of retail alcohol outlets that refuse to sell alcohol to minors will increase to 95%.

Intermediate Outcome Indicator(s):

- By June 30, 2011 the compliance rate of retail alcohol outlets that refuse to sell alcohol to minors will increase to 75%.
- By June 30, 2012 the compliance rate of retail alcohol outlets that refuse to sell alcohol to minors will increase to 85%.

Strategy #1: Enforce laws prohibiting alcohol sales to minors

Activities	Timeline		Who Is Responsible	Process Indicators	Outputs	Short-Term Outcomes
	Start Date	End Date				
Recruit youth inspectors				Percent of needed youth recruited per the established timeline	Number of youth recruited	By [month/year] there will be an [%] increase in the knowledge and abilities of retail alcohol employees to refuse to sell alcohol to underage youth.
Train youth inspectors in compliance check protocols				Percent of youth trained per the established timeline	Number of youth trained	
Develop a schedule of alcohol outlets to be checked by law enforcement officers and youth inspectors				Percent of schedule completed per the established timeline	Schedule and list of outlets; inspection assignments	
Conduct compliance checks of alcohol retailers to identify sales to minors				Percent of compliance checks completed per the established timeline	Compliance check records and data	

Strategy #2: Conduct Responsible Beverage Service Training (RBST) for all alcohol retail clerks

Activities	Timeline		Who Is Responsible	Process Indicators	Outputs	Short-Term Outcomes
	Start Date	End Date				
Develop training materials				Material development progress per established timelines	Written training materials	By [month/year] there will be an [%] increase in the knowledge and abilities of alcohol servers to refuse to serve alcohol to underage youth.
Train individuals to serve as RBST trainers				Percent of trainers trained	Number of trainers trained	

 Copyright © 2008. Laurie Barger Sutter. Permission is granted to copy and use this handout provided this copyright notice remains intact. lauriesutter@hotmail.com 402.730.4864

Schedule alcohol clerk, bartender and server trainings				Percent of training sites and dates scheduled per established timelines	Schedule of training	
Recruit training participants				Percent of persons recruited per established timelines and schedules	Number of persons recruited	
Hold clerk, bartender and server trainings				Percent of trainings completed per established timelines	Number of trainings held; numbers trained	
Strategy #3: Revise alcohol zoning and permitting processes to limit density of alcohol retail outlets						
Activities	**Timeline**		**Who Is Responsible**	**Process Indicators**	**Outputs**	**Short-Term Outcomes**
	Start Date	**End Date**				
Conduct a literature search to identify model policies				Progress in completion of literature search per established timelines	Literature search findings/ model policies	By [month/year] local policy makers will have [%] increased knowledge of: 1) the impact of alcohol outlet density on underage drinking, and 2) models policies that have proven successful in reducing alcohol outlet density.
Identify key policy makers who have power over the decision-making process				Progress in identifying policy makers per established timelines	List of policy makers and contact information	
Schedule and hold meetings with policy makers to determine and engage support				Progress in scheduling and holding meetings per established timelines	Meeting schedule and notes	

 Copyright © 2008. Laurie Barger Sutter. Permission is granted to copy and use this handout provided this copyright notice remains intact. lauriesutter@hotmail.com 402.730.4864

Objective 3: Decrease access to alcohol in the home by youth aged 12 to 20.

Intermediate Outcome: By June 30, 2013, parents who report attitudes favorable to allowing youth access to alcohol in their homes will decrease by 66% to an overall rate of 15%.

Intermediate Outcome Indicator(s):

- By June 30, 2011, parents who report attitudes favorable to allowing youth access to alcohol in their homes will decrease by 33% to an overall rate of 30%.
- By June 30, 2012, parents who report attitudes favorable to allowing youth access to alcohol in their homes will decrease by 50% to an overall rate of 23.5%.

Strategy #1: Develop and implement a media campaign targeting adults

Activities	Timeline		Who Is Responsible	Process Indicators	Outputs	Short-Term Outcomes
	Start Date	End Date				
Conduct research to identify evidence-based practices and principles for developing and conducting media campaigns.				Progress in completion of research per established timelines	Research findings/ practices and principles	[%] of parents of youth ages 12 to 20 will have increased knowledge about the problems and consequences associated with underage drinking
Develop public service announcements (PSAs).				Progress of completion of PSA scripts per established timelines	PSA scripts	
Schedule and recruit people to participate in focus groups to review and provide feedback for PSAs.				Percent of persons recruited and focus groups scheduled per established timelines	Focus group schedule and feedback; number of participants	
Recruit local broadcasters to air PSAs.				Percent of local broadcasters recruited per established timelines	Number of PSAs aired	

 Copyright © 2008. Laurie Barger Sutter. Permission is granted to copy and use this handout provided this copyright notice remains intact. lauriesutter@hotmail.com 402.730.4864

Strategy #2: Implement the "Successful Parenting" program in partnership with middle and high schools						
Activities	**Timeline**		**Who Is Responsible**	**Process Indicators**	**Outputs**	**Short-Term Outcomes**
	Start Date	**End Date**				
Purchase curriculum and program materials				Curriculum and materials are purchased and received per established timelines.	Curriculum and materials	[%] of parents of youth ages 12 to 20 will be knowledgeable about the problems and consequences associated with underage drinking
Train program coordinators and school staff				Percent of staff trained per established timelines	Number of trainings held; number of staff trained	
Recruit program participants				Percent of program participants recruited per established timelines	Number of participants recruited	
Conduct pre-tests and hold sessions				Percent of sessions held per established timelines; degree to which sessions are implemented on time and with fidelity	Number of sessions held; number of participants; implementation records; pre-test data and findings	
Conduct evaluations and post-tests				Percent of evaluations and post-tests completed; evaluation and post-test scores	Post-test data and findings	

 Copyright © 2008. Laurie Barger Sutter. Permission is granted to copy and use this handout provided this copyright notice remains intact. lauriesutter@hotmail.com 402.730.4864

Objective 4: Decrease the availability of alcohol at community and school-related events.

Intermediate Outcomes:

- By June 30, 2014, the number of community and school-related events at which alcohol is unavailable or significantly restricted will increase by 33%.

Intermediate Outcome Indicator(s):

- By June 30, 2011, serving sizes of beer sold at the county fair will be reduced from 24 to 12 ounces.
- By June 30, 2012, alcohol sales at the county fair will be consolidated into one location.
- By June 30, 2012, alcohol sales at the annual school fundraiser will be discontinued, or the event will moved to an off-campus location with attendance restricted to adults ages 21 and older.
- By June 30, 2013, alcohol sales at the county fair will be restricted to a single, enclosed area located away from family-oriented events, with access restricted to adults able to provide verification of age.
- By June 30, 2013, alcohol sales at all venues where youth athletic events are taking place will be suspended until the events are concluded (e.g., golf course lounges; stadium, arena and athletic facilities concessions)

Strategy: Develop and adopt community policies that regulate alcohol availability at community-sponsored events

Activities	Timeline		Who Is Responsible	Process Indicators	Outputs	Short-Term Outcomes
	Start Date	End Date				
Identify key community and school-related events and the key event organizers and their affiliations and contact information.				Percent of information compiled per timeline	List of key community and school-related events and the key event organizers and their affiliations and contact information.	By [month/date/year], coalition members will be knowledgeable about: • alcohol availability and sales practices at community and school-related events, • State and local special use liquor license requirements and permitting processes • effective policies and practices to reduce
Analyze the alcohol policies that are currently in effect at those events, and identify any key alcohol sponsorships.				Percent of research completed per timeline	List of the alcohol policies that are currently in effect at events, and key alcohol sponsorships	
Review State and municipal liquor license regulations for special use permits and identify any needed or proposed changes.						
Research and identify model and/or best practice alcohol policies that can address existing problematic practices				Percent of information compiled per timeline	Model and/or best practices	

 Copyright © 2008. Laurie Barger Sutter. Permission is granted to copy and use this handout provided this copyright notice remains intact. lauriesutter@hotmail.com 402.730.4864

related to alcohol availability at community and school-related events.						availability. By [month/date/year], the number of event organizers and policy makers and opinion leaders who are knowledgeable about the benefits of—and approaches to—decreased alcohol availability at community and school-related events will increase by [%].
Develop talking points and informational materials about proposed policy changes.				Percent of material developed per timeline	Written talking points, flyers, etc	
Identify school and community policy makers and opinion leaders whose support will help, or be instrumental to, change alcohol availability at community and school-related events (including law enforcement).				Percent of information compiled per timeline	List of school and community policy makers and opinion leaders	
Conduct targeted outreach to event organizers and identified school and community policy makers and opinion leaders to increase their awareness of the need for alcohol availability change at events and enlist their support.				Percent of meetings completed per timeline	Notes from meetings with event organizers and school and community policy makers and opinion leaders	
Identify alternative sources of revenue other than alcohol sponsorships to support events.				Percent of research on alternative sources completed per timeline	List of potential alternative sources of revenue other than alcohol sponsorships	
Work with event organizers to adopt and implement the policy changes.				Meetings are being held with organizers and policies are being implemented per timelines.	Meeting notes, implementation schedule and checklist	
Evaluate changes in: 1) attendance at the events, 2) attendee satisfaction with the event experience, and 3) law enforcement practices and outcomes.				Completion rates of surveys and other data points (e.g., law enforcement records)	Evaluation plan, data collection tools and protocols	

 Copyright © 2008. Laurie Barger Sutter. Permission is granted to copy and use this handout provided this copyright notice remains intact. lauriesutter@hotmail.com 402.730.4864

Example Substance Abuse Prevention Provider Work Plan - Capacity Development

Assessment Summary: Analysis of coalition membership and meeting records—compared to community demographic data—indicates that not all sectors of the community are currently engaged in, or represented by, coalition activities. In addition to an absence of Hispanic/Latino community representatives, the coalition also has few members representing parents, clergy, media representatives, business people and prevention service recipients. Focus groups and face-to-face interviews with members of these groups indicate that the work of the coalition is not well known, and people are unaware of the opportunities for—and the benefits of—participation in the coalition. In addition, members of the Hispanic/Latino community have expressed perceptions that some of the approaches used by the coalition are not culturally relevant, appropriate or accessible.

Problem Statement: The membership of the Community Coalition is not representative of all sectors and demographic groups within the community. In particular, members of the Hispanic/Latino community are not represented on the coalition.

Target Population:

Direct Targets: Parents, clergy, media representatives, business people, prevention service recipients, and representatives from the Hispanic/Latino community

Indirect Targets: Hispanic/Latino and other community opinion leaders, Chamber of Commerce, Interfaith association, school administrators

Goal: Membership of the Community Coalition will reflect the demographics of the community.

Long-Term Outcomes:

- By June 30, 2011, at least two new youth and parent representatives, two youth or adult service recipients, and at least one new representative from the clergy, media, Hispanic/Latino community and business sectors will be actively involved in the Coalition.
- By March 31, 2011, the Community Coalition will meet all National Standards for Culturally and Linguistically Appropriate Services in Health Care.

 Copyright © 2008. Laurie Barger Sutter. Permission is granted to copy and use this handout provided this copyright notice remains intact. lauriesutter@hotmail.com 402.730.4864

Objective 1: Increase the number of youth, parents, clergy, media representatives, business people, prevention service recipients, and representatives from the Hispanic/Latino community that are aware of: the work of the coalition, the benefits the coalition brings to the community, and opportunities to become involved in coalition work.

Intermediate Outcome: By December 30, 2010, at least 60% of community members will perceive participation in the coalition to be beneficial to themselves and to the community at large.

Strategy: ***Recruit new coalition members representative of the community through face-to-face contacts***.

Activities	Timeline		Who Is Responsible	Process Indicators	Outputs	Short-Term Outcome(s)
	Start Date	End Date				
Assemble a Recruitment Task Force from the Coalition to head up recruitment efforts for each sector.	7/1/10	9/30/10	Project Director, Coalition Chair	Percent of Task Force recruited per time line	Recruitment Task Force Appointed by Chair and recorded in minutes	By June 30, 2010, all community members will be aware of the existence, vision, mission and activities of the Community Coalition.
Complete a list of at least ten potential candidates for each sector targeted for growth.	10/1/10	12/31/10	Recruitment Task Force	Percent of list completed per time line	Number of names generated by the Recruitment Task Force	
Identify coalition members who might have a tie to each person on the list and determine who will contact them.	10/1/10	12/31/10	Recruitment Task Force, Project Director	Percent of coalition members identified per time line	Completed Recruitment Plan developed and written by the Task Force	
Develop talking points for explaining the work of the coalition and opportunities and benefits of coalition membership.	10/1/10	12/31/10	Recruitment Task Force	Percent of talking points completed per timeline	Talking Points	
Determine responsible person and timeline for each contact on the list.	10/1/010	12/31/10	Recruitment Task Force, Project Director	Percent of responsible persons and time lines identified for each contact per time line	Timelines & responsibility centers appear on the Recruitment Plan	
Complete contacts and report back results.	1/1/11	3/31/11	Recruitment Task Force, Project Director	Percent of contacts and reports completed per timeline	Minutes record number of contacts completed and number of members from each sector recruited	
Hold youth leadership event specifically designed to gain youth involvement in the Coalition.	7/1/10	6/30/11	Youth Education Committee	Youth leadership event held as scheduled	Number of youth in attendance at event. Number of youth recruited for coalition.	

 Copyright © 2008. Laurie Barger Sutter. Permission is granted to copy and use this handout provided this copyright notice remains intact. lauriesutter@hotmail.com 402.730.4864

Revise plan and make additional contacts until objectives are met.	4/1/10	6/30/11	Recruitment Task Force, Project Director	Percent completion of plan and contacts made per time line	Revised written plan completed	

Objective 2: Increase the cultural competence of the coalition, particularly with regard to Hispanic/Latino populations.

Intermediate Outcome: By December 30, 2010, the Community Coalition will have a written plan developed and being implemented for addressing the unique substance abuse prevention needs, concerns and cultural considerations of Hispanic/Latino and other ethnic minority members of the community.

Strategy: Complete assessment of current cultural competency, then complete and implement a plan for improving cultural competency.

Activities	Timeline		Who Is Responsible	Process Indicators	Outputs	Short-Term Outcome(s)
	Start Date	End Date				
Develop or acquire assessment tools and survey	1/1/10	2/28/10	Cultural Diversity Committee	Percent completion of development or acquisition of assessment tools and survey per timeline	Tools and survey	By June 30, 2010, the Community Coalition will have increased knowledge of the unique needs, concerns and cultural considerations of Hispanic/Latino and other ethnic minority members of the community with regard to substance abuse prevention.
Translate materials as needed	3/1/10	3/31/10		Percent of needed translations completed	Translated materials	
Recruit persons to conduct face-to-face interviews and implement assessments	4/1/10	6/30/10		Percent of persons needed completed per established timelines	List of interviewers and assessment administrators	
Identify venues for survey administration	4/1/10	6/30/10		Percent of number of venues needed identified	List of venues	
Complete community survey and assessment of cultural competence	7/1/10	8/31/10		Percent of survey completed per established timelines	Completed assessment of cultural competence	
Evaluate survey and assessment results	9/1/10	9/30/10		Percent of data returned and analyzed per timelines	Assessment data and report	
Develop plan for improving cultural competence based on assessment	10/1/10	12/31/10		Percent and/or sections of plan completed per established timelines	Written plan for increasing cultural competence	
Present Cultural Competency Plan to Coalition for approval & implementation	1/1/10	3/31/11		Plan is being implemented according to established timelines	Plan is formally approved by the Coalition	

 Copyright © 2008. Laurie Barger Sutter. Permission is granted to copy and use this handout provided this copyright notice remains intact. lauriesutter@hotmail.com 402.730.4864

 Copyright © 2008. Laurie Barger Sutter. Permission is granted to copy and use this handout provided this copyright notice remains intact. lauriesutter@hotmail.com 402.730.4864