

MVP SPF-SIG Logic Model  
Buyer's Beware & Social Host Liability

Goals	Risk and Protective Factors	Target Population	Strategies	"If-Then" Statements	Objectives / Outputs	Short-term Outcomes	Intermediate Outcomes	Impacts
Reduce Underage and Binge Drinking	<p><b>Social Access</b></p> <p>Friends &amp; siblings purchase</p> <p>Low awareness of penalties</p> <p>Parents purchase</p> <p><b>Social Norms</b></p> <p>Parents believe better for kids to drink at home</p> <p>Youth believe parents don't get caught</p> <p>Available at family parties</p> <p>Perceived lack of risk for supplying</p>	<p>Parents</p> <p>Adults</p> <p>Young Adults</p> <p>Underage Servers</p>	<p><i>Buyer's Beware</i></p> <p><i>Social Host Liability</i></p>	<p>If youth and parents or other adults are sensitized to the risks associated with underage and binge drinking, they will be less likely to enable these activities.</p> <p>If adults are aware of penalties for supplying alcohol to minors, they will be less likely to do so.</p> <p>If the hospitality industry, vendors and the community become familiar with the Tip Line then they will increase utilization</p>	<p>To redesign Buyer's Beware graphics with assistance of Tobacco Coalition and Liquor Enforcement</p> <p>Develop relationships with media</p> <p>Develop strategies for distribution</p> <p>Develop evaluation process</p>	<p>Regional distribution of newly designed Buyer's Beware Material &amp; Social Host Liability Information</p> <p>Relationship with media developed</p>	<p>Youth, Young Adults, and Parents will report greater awareness of risks, and less tolerance for underage and binge drinking (as indicated by attitude questions on Social Norms surveys).</p>	<p>Reductions in drinking, as indicated by National Outcome Measures ("NOMs")</p> <ol style="list-style-type: none"> <li>1. # of last 30 days on which you used alcohol.</li> <li>2. age at first use.</li> <li>3. frequency of binge drinking (5 or more drinks).</li> <li>4. perception of risk associated with binge drinking.</li> </ol>