

Monadnock Voices for Prevention SPF-SIG Logic Model-Social Marketing Campaign

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>Social Norms</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>“Home is my castle” and other family practices</p> <p>18-34 year olds: missing work or being injured as a result of alcohol use</p> <p>18-34 year olds: getting drunk is ok</p> <p>Parents & youths believing that underage drinking is normal part of growing up</p> <p>Young adult: Perception of risk is low for harming self</p> <p>Link between sports & drinking</p> <p>Perceived lack of risk for supplying</p> <p>Bigger is better mentality</p>	Youth (potential drinkers) and Adults (potential enablers or sources of alcohol)	<p>Social Norms Campaign (“Actuality”?)</p> <p>Media Power Youth</p>	<p>If we dispel myths about unhealthy alcohol related behavior and promote positive behavior then we will improve health and safety information.</p> <p>If we educate the public to positive behavior that is normal practice for the community and social groups then we influence perceptions and behavior will be affected in a positive manner.</p>	<p>Utilize data and focus groups to identify social norms and appropriate, culturally sensitive methods of communication</p> <p>Delivery of messages through inclusive and widely utilized marketing/media formats</p> <p>Train the trainer session with 20 youth to develop social marketing messages</p> <p>25 adults trained in internet/social marketing technology</p> <p>Evaluation process developed</p>	<p>Regional distribution and penetration of messaging efforts.</p> <p>20 youth trained</p> <p>25 adults with technological capabilities for targeted social marketing</p> <p>Identification of targeted regional messages likely to be effective</p> <p>Evaluation plan documented</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>Policy and ordinance review, possible advocacy for changes</p>	<p>Reductions in drinking, as indicated by National Outcome Measures (“NOMs”)</p> <ol style="list-style-type: none"> 1. # of last 30 days on which you used alcohol. 2. Age at first use. 3. Frequency of binge drinking (5 or more drinks). 4. Perception of risk associated with binge drinking. <p>Additional items for young adult segment:</p> <ol style="list-style-type: none"> 5. Likelihood that you would work for an employer that tests employees for alcohol. 6. Frequency of speaking with friends or family about problems associated with alc use.