

Attachement 13.1 - Underage Drinking Logic Model

| Problem Statement | | Strategies | Activities | Outcomes | | | |
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| Problem | But why? | | | But why here? | Short-term | Intermediate | Long-term |
| Goodhue County youth are using and abusing alcohol | Alcohol is easily accessible (MSS, Focus Groups, Informant Interviews) | The number of 9th & 12th grade students have had an older sibling/friend buy alcohol for (35% in 2007) | 1. Modify / change policies 2. Enhance Skills 3. Provide Info | 1. MN AST Ordinance 2. ZAP Training 3. Sticker Shock Campaign | Pass MN AST ordinance in all GC communities, train all LE personnel, implement sticker shock campaign | Decrease the number of adult providers in GC | Decrease access and use alcohol of GC youth under 21 as reported within the MSS |
| | | Students report taking alcohol from their homes (Youth Focus groups); 37%* GC Adults report "Not at all Difficult" for youth to take alcohol from home | 1. Reduce access/enhance barriers 2. Provide Support 3. Provide Info. | 1. Alcohol Access awareness campaign 2. Safe Homes Network 3. Parent Who Host campaign | Raise awareness of youth alcohol access, increase the number of Safe Homes in GC | Parents shut off underage alcohol access, increase the # of supportive parents who do not provide alcohol to youth in their homes | Decrease the occurrence of alcohol being taken from homes |
| | Permissive Attitudes of Parents/Family members | Youth report parent use with kids, party hosts and alcohol providers (Youth Focus Groups) | 1. Enhance Skills 2. Modify/ Change policies 3. Provide Info. | 1. ZAP Training 2. Social Host Ordinance 3. Parents Who Host Campaign | Implement ZAP Training, pass Social Host ordinance in each GC community, implement county-wide campaign | Increase the number of convicted adult provider, decrease the number of social hosts and parents who drink with their kids | Decrease the # of parents who drink with their kids and host underage drinking parties. |
| | Youth Report no/slight risk of harm from binge drinking | 21% of 9th & 12th grade youth report No or Slight Risk of Harm in Binge Drinking (MSS, CHI Surveys) | 1. Enhance Skills 2. Provide Information | 1. School Curriculum | Provide education regarding the dangers of binge drinking | Increase the awareness of the risk of harm in binge drinking | Decrease youth alcohol use and binge drinking |
| | Drinking and driving/riding with driver under the influence | 12th Grade: 32% Males & 16% Females drove drunk, 45% Males & 25% Females rode with driver under the influence (MSS) | 1. Provide Information | 1. Class Action School Curriculum 2. AlcoholEdu for High School | Implement curriculum into middle school and high school classes | Increase skills and awareness of drinking and drug use while driving | Decrease the percent of youth who drink and drive and who ride with a drive under the influence. |
| | Percent of use, age of onset, outdoor signage (MSS, CHI Surveys) | 40% of 6th, 9th & 12th grade youth have used alcohol in the past year | 1. Change consequences 2. Change physical design 3. Enhance skills 4. Provide Information | 1. Increase youth consumption and possession fines 2. Appropriate Alcohol Adversiting 3. Media Literacy 4. Social norm campaign | Raise awareness of youth alcohol use, provide youth media literacy education, examine alcohol density, advocate for increased fines and taxes. | Change perception of youth alcohol use, increase youth media literacy, pinpoint alcohol density hot spots, raise fines and taxes | Decrease youth alcohol use and Increase age of onset for alcohol |
| | | The average age of onset for alcohol is 13.9 yrs. Reduction of outdoor alcohol signage | | | | | |
| | Community attitudes & beliefs re: alcohol use (MSS, CHI Surveys) | 40% of 6th, 9th & 12th grade youth are NOT having ATOD conversations with their parents | 1. Provide Information | 1. Parent Education 2.. Drug-free Work Week Initiative 3. Faith-based Initiative | Educate parents of the importance of talking to their youth about the dangers of ATOD use | Increased percent of youth who are having conversations with their parents about the dangers of ATOD use. | Decrease reports of youth alcohol use |

* CHI Community Chemcial Health Survey - Randomly sampled Goodhue County adults