

Logic Model: Connecting Priority Need to Strategies and Evaluation Measures-Community Norms 2010

Substance-Related Consequences / Problem Area & Supporting Data	Consumption Patterns & Supporting Data	Intervening Variables	Contributing Factors & Supporting Data	Strategies	Process Measures	Evaluation Measures (Immediate, Intermediate, & Longterm)		
<p>There is a lack of definition of community norms regarding underage use. According to the 2008 PNA data In Ingham County, 96% of 6th graders indicate parents think it's "very wrong" or "wrong" while 77.9% of 12th graders indicate parents think it's "very wrong" or "wrong". Student perceptions are different for 6th graders than for older students. In 2006, 92.4% of 6th graders indicate most adults in their neighborhood would think it's wrong for kids their age to drink alcohol, while 69.8% of 12th graders indicate most adults in their neighborhood would think it's very wrong or wrong for kids their age to drink alcohol.</p>	<p>1. 34.3 percent of youth in Ingham County say they would be "cool" if they drink alcohol regularly                      2. In Ingham County, 17.1% of 6th graders indicate they have tried alcohol but when ask if their best friends ever tried alcohol 16.6% said their friends tried alcohol while 74.1% of 12th graders indicate they have tried alcohol but when ask if their best friends ever tried alcohol 82.1 % said their friends tried alcohol</p>	Capacity Building	Coalition members currently lack of knowledge of written and unwritten community standards, codes, and attitudes that exist in Ingham County	<p>Look at what has worked in other communities and apply best practices                      Consider cultural aspects and connect with cultural based groups for input</p>	Community Norms Survey and focus groups conducted, results compiled and shared with ISAP			
				Review local ordinances governing liquor licenses in Lansing and E. Lansing.	Report and recommendations developed and shared with ISAP			
		Enforcement	Initial coalition review of school, workplace and professional or fraternal organizations, local festival policies related to substance abuse or management of alcohol sales showed both a lack of knowledge of best practice policies & practices, and a lack of consistent enforcement of policies & practices in Ingham County schools and organizations. According to the 2008 PNA Survey results Youth perception of Community Laws and Norms favoring drug use is 36.1% for 8th grade and 43.4% for 10th grade. This is slightly higher than the Mid-South Region at 39.3% for 8th grade and 41.9% at 10th grade.	Training and technical assistance for festivals and events and their alcohol policies to ID changes in physical design and policies	Number of trainings provided. Written Agreements signed as a result of T/A, Resources supplied, Number of compliance checks completed,	Policy Changes implemented, Baseline compliance checks at Lugnuts, Baseline incidents at Common Ground and Chili Cook-off	Recommendations implemented and comparisons to baseline made at Lugnuts, Common Ground and Chili-Cook-off	Reductions in youth and adult binge drinking rates in Ingham County
				Athletic and other extracurricular activities: policy development and enforcement, student athlete & parent orientation, coaches send consistent messages	Number of trainings provided. Policy changes as a result of T/A, Resources supplied. Satisfaction surveys and # Pre/post tests administered	Policy Changes identified and approved, training for coaches and parents developed in at least two school districts in Ingham County. Pre/post tests developed to measure changes in knowledge and attitude	Policy Changes implemented, training for coaches and parents implemented in at least two school districts in Ingham County. 80% of adult participants show changes in knowledge and attitude toward the negative impact of youth use and their role in preventing youth substance abuse.	Reductions in youth perceptions that community laws and norms favor drug use
		Community Norms		Media campaigns with alternate messages and social norm approach				
			Lack of positive messages that emphasize non-use, tolerant community norms and standards, and unclear/mixed messages to youth. Underage youth perceive that there is nothing else to do in the community. The 2008 PNA Survey results show that Ingham youth at all grade levels indicate significantly lower perceptions of opportunities for pro-social involvement in the community domain.	Connect youth to sources of information on non substance related activities via facebook, radio announcement and other youth focused means of communication.				Increase in youth perceptions of opportunities for pro-social involvement in the community

# SPF-SIG Logic Model Template Guidance Document

**Talking Points** - The accompanying logic model is designed to provide an example to assist your coalition in walking through the process of developing a logic model. This logic model is not intended to encompass all possible intervening variables, strategies, or steps but is designed to provide useful examples to the thought process of working through a logic model.

1. Logic models should visually display the connections between needs, strategies, expected outcomes and data.
2. Logic models assist the prevention field in choosing relevant and effective strategies by first understanding the prevalence and patterns of substance abuse problems and the factors that contribute to them.
3. This template stresses the importance of gathering data throughout the logic model development, while also noting that the rigor of the data  
a. A variety of data sources can be employed in the development of the logic model (national, state, regional, county or local data indicators, community / school surveys, local program pre/post tests, focus groups, key leader interviews, resource scan reports, etc.)
4. Capacity building strategies are ongoing and should be identified throughout the Strategic Prevention Framework process in order to impact and enhance community readiness. Community Readiness is the capacity of a community to implement programs, policies and practices that are
5. Outcome, process or system outcome measures may be included in the data evaluation section (i.e. evaluation for media campaign strategy should include process as well as outcome measures whereas developing a county implementation plan / agency action plan / or problem area logic model may include only process / system outcome measures.
6. Prioritization of target problem areas, intervening variables, and strategy decisions is a necessity within the logic model framework considering the limited prevention funding, sustainability of outcomes, and available resources to address identified target priorities.
7. Cultural competency is also a central issue within logic models and must be addressed appropriately throughout the logic model progression.

## **Logic Model Steps - Including Definitions of Terms**

### **SUBSTANCE-RELATED CONSEQUENCES / PROBLEM AREA & SUPPORTING DATA**

Identify the data from local, regional or state sources that shows that the substance-related problem area is a significant issue.

Example: Consequence – Alcohol Traffic Crash Deaths – Between 2001-2006, there were 268 alcohol-related traffic crash deaths in Detroit.

Resources ~

1. <http://www.michigantrafficcrashfacts.org/> (MI ARTCD data)

2. <http://www.cdc.gov/HealthyYouth/yrbs/index.htm> (CDC site – national data: Data on “youth risk behavior surveillance” and other relevant epidemiological topics; a great information site).
3. <http://oas.samhsa.gov/drugs.cfm> (national data on various types of drug use); also at this site, go to:
4. [http://www.michigan.gov/mde/0,1607,7-140-28753\\_38684\\_29233\\_44681---,00.html](http://www.michigan.gov/mde/0,1607,7-140-28753_38684_29233_44681---,00.html) (MIPHY)
5. [http://www.michigan.gov/mde/0,1607,7-140-28753\\_38684\\_29233\\_41316---,00.html](http://www.michigan.gov/mde/0,1607,7-140-28753_38684_29233_41316---,00.html) (Michigan YRBS)
6. <http://quickfacts.census.gov/qfd/states/26/26077.html> (Census information per county)

## CONSUMPTION PATTERNS

Identify the substance(s) that are being abused in relation to the consequence or problem area

Definition: The way in which people drink, smoke, and use drugs is linked to particular substance-related consequences.

## INTERVENING VARIABLES

Identify and list the variables you have selected to target in relationship to your identified consequence and consumption patterns.

Definition: Factors that have been identified as being strongly related to and influence the occurrence and magnitude of substance use and related risk behaviors and their consequences.


Example: Consequence / Problem Area – Alcohol Related Traffic Crash Deaths – Intervening Variables: Access and Availability of substances; Promotion of substances; Social norms regarding use; and Enforcement of existing laws.

 *Ask the coalition / workgroup* ~ What intervening variables contribute to the consequences and consumption patterns you wish to change?

## CONTRIBUTING FACTORS & SUPPORTING DATA

Identify the specific Risk and Protective / Causal Factors involving the intervening variable and the overall consequence or problem area. This step also requires the identification of specific data indicators that speak to the risk and protective / casual factors.

Definition: The specific issues in a community that comprise an Intervening Variable. They are identified through focus groups, surveys, observation, and other data gathering processes and are the key link to the identification of programs, policies, and practices that the prevention system will address.

 *Ask the coalition / workgroup* ~ What does the local data (county indicators, focus groups, key leader interviews, etc.) speak to regarding retail availability or laws and policies or social norms in your community?

## STRATEGIES

Identify a specific comprehensive strategy that will be implemented to address the contributing factor(s) -- e.g., compliance checks.

Definition: Program, policy, or practice that addresses factors strongly related to and influencing the occurrence and magnitude of substance use and related risk behaviors and their consequences.

### Resource Links ~

[The Companion Piece for Strategy Development, ODCP 2008](#)

<http://www.thecommunityguide.org> This is the home page for a CDC resource that lists expert reviews of various literature and recommendations for evidenced based programs and policies. Three specific areas identified on the home page are alcohol, tobacco, and motor vehicle.

### **Primary Federal Strategies and Associated Evidence-based Programs:**

There are six federal prevention strategies as defined by the Center for Substance Abuse Prevention. All prevention services can be categorized under one of the six federal prevention strategies. The six federal strategies are as follows:

**1. Information Dissemination:** This strategy provides information about the nature and extent of drug use, abuse, and addiction and the effects on individuals, families and communities. It also provides information of available prevention programs and services. The dissemination of information is characterized by one-way communication from the source to the audience, with limited contact between the two. Examples of

Clearinghouses and other information resource centers

Resource directories

Media campaigns

Brochures

Radio and television public service announcements

Speaking engagements involving information sharing

Health fairs

**2. Education:** This strategy involves two-way communication and is distinguished from merely disseminating information by the fact that it's based on an interaction between the educator and the participants. Activities under this strategy aim to affect critical life and social skills, including decision-making, refusal skills, and critical analysis (e.g., of media messages). Examples of methods used for this strategy include the following:

Classroom and small group discussions

Parenting and family management classes

Peer leader and peer helper programs

Education Programs for youth groups

Groups for children of substance abusers

**3. Alternatives:** This strategy provides for the participation of target populations in activities that exclude drug use. The assumption is that because constructive and healthy activities offset the attraction to drugs, or otherwise meet the needs usually filled by drugs, then the population would avoid using drugs. Examples of methods used for this strategy include:

Drug-free social and recreational activities

Drug-free dances and parties

Youth and adult leadership activities

Community drop-in centers

Mentoring programs

**4. Problem Identification and Referral:** This strategy aims to identify those who have indulged in the illegal use of drugs in order to assess if their behavior can be reversed through education. It should be noted, however, that this strategy does not include any activity designed to determine if an individual is in the need of treatment. Examples of the methods used for this strategy include the following:

Driving while intoxicated education programs

Employee assistance programs

Student assistance programs

**5. Community-Based Process:** This strategy aims to enhance the ability of the community to more effectively provide prevention and treatment services for drug abuse disorders. Activities in this strategy include organizing, planning, enhancing the efficiency and effectiveness of service implementation, building coalitions, and networking. Examples of methods used for this strategy include the following:

Community and volunteer training (e.g., neighborhood action training, training of key people within the system)

Systematic planning

Multi-agency coordination and collaboration

Accessing service and funding

Community team building


**6. Environmental:** This strategy seeks to establish or change community standards, codes, policies, and attitudes, thereby influencing the incidence and prevalence of drug abuse in the general population. Examples of methods used for this strategy include the following:

The establishment and review of drug policies in schools

Technical assistance to communities to maximize local enforcement procedures governing the availability and distribution of drugs

The review and modification of alcohol and tobacco advertising practices

Product pricing strategies

 *Ask the coalition / workgroup* ~ What strategies, related to the contributing factors, can positively impact the intervening variables?

## **EVALUATION MEASURES**

Review data used in identifying the contributing factors for potential use as evaluation measures and ask the following questions.

1. Are data reliable, valid, and appropriate to measure change over time?
2. Are data collected regularly (at least one more time during project period)?
3. Are data readily available and accessible?
4. Consider other data options for measurement and ask the same questions

The overall evaluation design should answer the following questions.

1. Did we implement our strategies as planned?
2. Was there a change in the contributing factors we were targeting?
3. Was the primary problem reduced?
4. What other community conditions should we monitor that may also influence the outcomes?

Special Note: Outcome evaluation is a comprehensive process utilizing multiple approaches to best measure change. The completion of an Evaluation Plan that identifies methods of gathering data, data collection and reporting timelines, as well as ideal target rates and specific process measures will provide additional guidance in evaluating and documenting your intended outcomes over time.

 *Ask the coalition / workgroup* ~ How will you best measure change, and also include them in the development of an evaluation plan?