

Logic Model - Details Report

Organization: Southern Hills Alcohol & Drug Center

Substance Abuse Prevention Work Plan - Underage Drinking

Substance Related Consequence	Substance Use Behavior	Intervening Variables	Strategies
<p><u>Crime and Delinquent Behavior</u></p> <ul style="list-style-type: none"> - Alcohol Poisoning - Death - DUI/DWI - Family Functioning - Health Consequences/Illness - Lack of School Success - Motor Vehicle Crashes - Overdoses - Pregnant Women / Teens - School Drop outs - Suicide - Violent and Delinquent Behavior 	<p>Alcohol Use</p>		<p>Enforce laws prohibiting alcohol sales to minors</p> <p>Develop and implement a media campaign targeting adults</p> <p>Develop and adopt community policies that regulate alcohol availability at community-sponsored events</p> <p>Revise alcohol permitting processes to limit density of alcohol retail outlets</p> <p>Conduct Responsible Beverage Service Training for all alcohol retail clerks.</p> <p>Develop and disseminate materials on the dangers of drinking and driving and participating in Highway Safety campaign dissemination.</p>

Logic Model - Details Report

		<ul style="list-style-type: none"> - Retail Access/Availability - Social Access - Family Norms Accepting of Behavior - Social Norms Accepting of Behavior - Other Norms Accepting of Behavior - Perceived Risk/Harm - Attitudes and Beliefs - Enforcement/Adjudication - Price and Promotion - Promotion/Advertising - Laws and policies Regulating Sales, Use, Possession - Mental Health - Family Function - Domestic Violence - Age of First Use - (R)C - Irresponsible servers and sellers - (R)C - Ready availability of dangerous substances - (R)F - Family attitudes favorable to drug use (Parents use drugs) - (R)F - Family members with a history of alcohol or other drug abuse - (R)I/P - Early initiation of problem behaviors (Begins using at a young age) - (R)I/P - Favorable attitudes towards substance use - (R)I/P - Thinks most friends use (Perception of peer use) - (R)S - Favorable staff and student attitudes toward substance use - (R)S - Parents and community members are not actively involved - (P)F - Healthy beliefs and clear standards for behavior
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South Dakota Prevention Workplan

Provider: 101 - Southern Hills Alcohol & Drug Center

Planning Category: Capacity Development Workplan

Assessment Summary:

Coalition Membership and Meeting Records

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 Native American community representatives, the coalition also has few members representing parents, clergy, media representatives, business people and prevention service recipients. 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.

Problem Statement:

Lack of membership by all sectors and demographic groups in community coalition

The membership of the community coalition is not representative of all sectors and demographic groups within the community. In particular, members of the Native American community are not represented on the coalition. There is also low number of members.

Target Population:

n Direct Targets:

Age: Age Not Known

Gender: Male and Female

Race: American Indian/Alaska Native, White

Ethnicity: Not Hispanic or Latino

n Indirect Targets:

Business and Industry, Civic Groups/Coalitions, General Population, Government/Elected Officials, Religious Groups, Teachers/Administrators/Counselors

Goal:

Increase membership of the community coalition to reflect the demographics of the community and all sectors.

Long-Term Outcome:

By May 31, 2013, at least two new youth and parent representatives, two youth or adult service recipients, and at least one new representative from the clergy, media, Native American community and business sectors will be actively involved in the coalition.

Long-Term Outcome Indicators:

By March 31, 2011, coalition membership will increase by 25%.

By March 31, 2012, coalition membership will increase by 50%.

Objective: Increase the number of youth, parents, clergy, media representatives, business people, prevention service recipients, and representatives from the Native American 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 February 1, 2011, at least 30% of community members will perceive participation in the coalition to be beneficial to themselves and to the community at large.

Intermediate Outcome Indicator(s):

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Strategy: Recruit new coalition members representative of the community through face-to-face contacts.						
Activities	Timeline		Who Is Responsible	Process Indicators	Outputs	Short-Term Outcomes
	Start Date	End Date				
Complete a list of at least ten potential candidates for each sector targeted for growth.	10/1/2010	12/31/2010	Recruitment Task Force	Percent of list completed per timeline	Number of names generated by the Recruitment Task Force	By January 01, 2011, all community members will be aware of the existence, vision, mission and activities of the community coalition.
Assemble a Recruitment Task Force from the coalition to head up recruitment efforts for each sector.	7/1/2010	9/1/2010	Prevention Networker and coalition Board of Directors	Percent of Task Force recruited per timeline	Recruitment Task Force appointed by coalition Board of Directors and recorded in minutes.	
Identify coalition members who might have a tie to each person on the list and determine who will contact them.	10/1/2010	12/31/2010	Recruitment Task Force, Prevention Networker	Percent of coalition members identified per timeline	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.	10/1/2010	12/31/2010	Recruitment Task Force	Percent of talking points completed per timeline	Talking Points	
Determine responsible person and timeline for each contact on the list.	10/1/2010	12/31/2010	Recruitment Task Force, Prevention Networker	Percent of responsible persons and timelines identified for each contact per timeline	Timelines and responsibility centers appear on the Recruitment Plan	
Complete contacts and report back results.	1/1/2011	3/31/2011	Recruitment Task Force, Prevention Networker	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.	7/1/2010	5/31/2011	School staff, coalition members, and Prevention Networker	Youth leadership event held as scheduled	Number of youth in attendance at event. Number of youth recruited for coalition.	
Revise recruitment plan and make additional contacts until objectives are met.	4/1/2011	5/31/2011	Recruitment Task Force	Percent completion of plan and contacts made per timeline	Revised written plan completed	

Objective: Increase the cultural competence of the coalition, particularly with regard to the Native American populations.

Intermediate Outcome: By May 01, 2011, 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 Native American and other ethnic minority members of the community.

Intermediate Outcome Indicator(s):

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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 Outcomes
	Start Date	End Date				
Translate materials as needed	8/1/2010	9/1/2010	Prevention Networker and Cultural Diversity Committee	Percent of needed translations completed	Translated materials	By May 31, 2011, the community coalition will have increased knowledge of the unique needs, concerns and cultural considerations of Native American and other ethnic minority members of the community with regard to substance abuse prevention.
Recruit persons to conduct face-to-face interviews and implement assessments	9/1/2010	12/1/2010	Prevention Networker and Cultural Diversity Committee	Percent of persons needed completed per established timelines	List of interviewers and assessment administrators	
Complete community survey and assessment of cultural competence	12/1/2010	2/1/2011	Prevention Networker and Cultural Diversity Committee	Percent of survey completed per established timelines	Completed assessment of cultural competence	
Develop or acquire assessment tools and survey	6/1/2010	8/1/2010	Prevention Networker and Cultural Diversity Committee	Percent completion of development or acquisition of assessment tools and survey per timeline	Tools and survey	
Develop plan for improving cultural competence based on assessment	3/1/2011	5/1/2011	Prevention Networker and Cultural Diversity Committee	Percent and/or sections of plan completed per established timelines	Written plan for increasing cultural competence	
Evaluate survey and assessment results	2/1/2011	2/28/2011	Prevention Networker and Cultural Diversity Committee	Percent of data returned and analyzed per timelines	Assessment data and report	
Identify venues for survey administration	9/1/2010	12/1/2010	Prevention Networker and Cultural Diversity Committee	Percent of number of venues needed identified	List of venues	
Present Cultural Competency Plan to coalition for approval and implementation	5/1/2011	5/31/2011	Prevention Networker and Cultural Diversity Committee	Plan is being implemented according to established timelines	Plan is formally approved by the coalition	

South Dakota Prevention Workplan

Provider: 101 - Southern Hills Alcohol & Drug Center

Planning Category: Substance Abuse Workplan

Assessment Summary:

Analysis of school-based surveys, Motor Vehicle Crash Report, and Youth Risk Behavior Survey

- 2008 Southern Hills Leadership and Resiliency Initiative Survey (Custer, Edgemont, and Hot Springs)
 - 71% (average between 3 communities) of youth between the ages of 12 and 19 reported drinking alcohol in their lifetime (more than just a few sips)
 - 21% of youth surveyed reported they have been drunk or very high from consuming alcohol in the last 30 days.
- 2009-10 Pride Survey Questionnaire for Grades 6-12 for Hot Springs School
 - 64% of 11th graders report using alcohol in the past year
 - 72.6% of students perceive regular alcohol use as Moderate Risk or Great Risk, where as their perception of harm regarding the use of tobacco ranged from 87% to 100%.
 - 72% of 12th grade students perceive parents feel it is wrong or very wrong for students to use alcohol.
 - 26.7% of 12th graders perceive friends feel it is wrong or very wrong for students to use alcohol.
 - The average age of first use for alcohol was 13 years old out of 154 valid responses.
 - 65% of 12th graders perceive alcohol as fairly easy or very easy to get.
 - The most alcohol use is reported by youth on weekends at a friend's home.
- ** Although the survey results show a high perception of harm-the percentages of youth who acknowledge using seems high which shows inconsistency in the reporting.
- 2008 South Dakota Motor Vehicle Crash Report
 - In 2008 over 16 percent of the alcohol-related crash deaths happened to persons 20 years old or younger and that number increased in 2009
- 2007 South Dakota Youth Risk Behavior Survey
 - 24% of youth survey had ridden in a vehicle driven by someone who had been drinking; and 13% of youth had driven a vehicle when they had been drinking in the past 30 days

Problem Statement: High percentage of use among youth and norms favorable towards use.

In Fall River County alone in 2009 three youth were killed in alcohol-related crashes and in a school-wide survey of grades 6 thru 12, 71% of youth have consumed alcohol on one or more occasions in their lifetime. Students survey results show the average age of first use to be 13 years old.

Target Population:

- n Direct Targets:**
- Age:** 12-14, 15-17, 18-20
 - Gender:** No target gender
 - Race:** American Indian/Alaska Native, Asian, Black or African American, More Than One Race (not OMB required), Native Hawaiian/Other Pacific Islander, Race Not Known or Other (not OMB required), White
 - Ethnicity:** Not Hispanic or Latino
- n Indirect Targets:** Business and Industry, Children of Substance Abusers, Civic Groups/Coalitions, Employee Groups/Unions, Homeowners Associations, Older Adults, Religious Groups, Retailers, Women and Children

Goal: Reduce alcohol use for youth ages 12 to 20.

Long-Term Outcome: Reduce alcohol use by 10% for youth ages 12 to 20 by May 31, 2014.

Long-Term Outcome Indicators:

- Reduce alcohol use by 5% for youth ages 12 to 20 by May 31, 2012.
- Reduce alcohol use by 8% for youth ages 12 to 20 by May 31, 2013.

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Objective: Easy retail access to alcohol for youth

Intermediate Outcome: By January 01, 2013, the compliance rate of retail alcohol outlets that refuse to sell alcohol to minors will increase to 95%.

Intermediate Outcome Indicator(s):

- n By January 01, 2012, the compliance rate of retail alcohol outlets that refuse to sell alcohol to minors will increase to 85%.
- n By January 01, 2011, the compliance rate of retail alcohol outlets that refuse to sell alcohol to minors will increase to 75%

Strategy: 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	6/1/2010	7/1/2010	Prevention Networker and law enforcement officers	Percent of needed youth recruited per the established timeline	Number of youth recruited	By January 01, 2011, 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 of alcohol outlets to be checked by law enforcement officers and youth inspectors.	6/1/2010	8/1/2010	Prevention Networker and law enforcement officers	Percent of youth trained per the established timeline	Number of youth trained	
Develop a schedule with law enforcement to check alcohol outlets for compliance	6/1/2010	7/1/2010	Prevention Networker and law enforcement officers	Percent of scheduled completed per the established timeline	Schedule and list of outlets; inspection assignments	
Conduct compliance checks of alcohol retailers to identify sales to minors	8/1/2010	9/1/2010	Local law enforcement and youth inspectors	Percent of compliance checks completed per the established timeline	Compliance check records and data	

Strategy: Revise alcohol permitting processes to limit density of alcohol retail outlets

Activities	Timeline		Who Is Responsible	Process Indicators	Outputs	Short-Term Outcomes
	Start Date	End Date				
Identify key policy makers who have the power over the decision-making process	10/1/2010	11/1/2010	Prevention Networker and coalition members	Progress in identifying policy makers per established timelines	List of policy makers and contact information	By January 01, 2011, local policy makers will have increased knowledge of 1) the impact of alcohol outlet density on underage drinking, and 2) model policies that have proven successful in reducing alcohol outlet density.
Conduct a search to identify model policies	10/1/2010	12/1/2010	Prevention Networker and law enforcement officers	Progress in completion of research per established timelines	Research findings/model policies	
Schedule and hold meetings with policy makers to determine and engage support	11/1/2010	3/1/2011	Prevention Networker and coalition members	Progress in scheduling and holding meetings per established timelines	Meeting schedule and notes	

South Dakota Prevention Workplan

Strategy: Conduct Responsible Beverage Service Training for all alcohol retail clerks.						
Activities	Timeline		Who Is Responsible	Process Indicators	Outputs	Short-Term Outcomes
	Start Date	End Date				
Hold clerk, bartender and server trainings	9/15/2010	5/31/2011	Prevention Networker and/or law enforcement officers	Percent of trainings completed per established timelines	Number of trainings held; numbers trained	By January 1, 2011, there will be an increase in the knowledge and abilities of alcohol servers to refuse to serve alcohol to underage youth.
Schedule alcohol clerk, bartender and server trainings	8/15/2010	10/1/2010	Prevention Networker and law enforcement officers	Percent of training sites and dates scheduled per established timeline	Schedule of training	
Train individuals to serve as Responsible Beverage Service Training trainers	7/1/2010	8/1/2010	Prevention Networker and law enforcement officers	Percent of trainers trained	Number of trainers trained	
Develop training materials for Responsible Beverage Service Training for all alcohol retail clerks	6/1/2010	7/1/2010	Prevention Networker and law enforcement officers	Material development progress per established timelines	Written training materials	

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

Intermediate Outcome: By January 01, 2013, parents who report attitudes favorable to allowing youth access to alcohol in their homes will decrease by 50%, to an overall rate of 6%.

Intermediate Outcome Indicator(s):

- n By January 01, 2012, parents who report attitudes favorable to allowing youth access to alcohol in their homes will decrease by 40%, to an overall rate of 5%.
- n By January 01, 2012, parents who report attitudes favorable to allowing youth access to alcohol in their homes will decrease by 25%, to an overall rate of 3%.

Strategy: 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	11/1/2010	1/1/2011	Prevention Networker	Progress in completion of research per established timelines	Research findings/practices and principles	By January 01, 2011, parents of youth ages 12 to 20 will have increased knowledge about the problems and consequences associated with underage drinking.
Develop public service announcements (PSA's).	1/1/2011	2/1/2011	Prevention Networker	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 PSA's.	1/1/2011	4/30/2011	Prevention Networker and coalition members	Percent of persons recruited and focus groups scheduled per established timelines	Focus group schedule and feedback; number of participants	
Recruit local broadcasters to air PSA's.	5/1/2011	5/31/2011	Prevention Networker and coalition members	Percent of local broadcasters recruited per established timelines	Number of PSA's aired	

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Objective: Decrease the availability of alcohol at community events.

Intermediate Outcome: By May 31, 2013, the number of community events at which alcohol is unavailable or significantly restricted will increase by 50%.

Intermediate Outcome Indicator(s):

- n By May 31, 2012, alcohol sales and consumption at community events such as the 4th of July dance, demolition derby etc. will be restricted to a single, enclosed area located away from the family-oriented events, with access restricted to adults able to provide verification of age.
- n By May 31, 2012, alcohol sales at the county fair will be restricted to a single, enclosed area located away from the family-oriented events, with access restricted to adults able to provide verification of age.
- n By May 31, 2012, alcohol sales at the county fair will be consolidated into one location.

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.	9/1/2010	10/1/2010	Prevention Networker and coalition members	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 February 01, 2010, coalition members will be knowledgeable about: 1) alcohol availability and sales practices at community and school-related events 2) state and local special use liquor license requirements and permitting processes 3) effective policies and practices to reduce availability.
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).	10/1/2010	11/1/2010	Prevention Networker and coalition members	Percent of information compiled per timeline	List of school and community policy makers and opinion leaders	
Analyze the alcohol policies that are currently in effect at those events, and identify any key alcohol sponsorships.	9/1/2010	10/1/2010	Prevention Networker and coalition members	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.	9/1/2010	10/1/2010	Prevention Networker and coalition members	Percent of research completed per timeline	Research findings	

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Research and identify model and/or best practice alcohol policies that can address existing problematic practices related to alcohol availability at community and school-related events.	10/1/2010	11/1/2010	Prevention Networker and coalition members	Percent of information compiled per timeline	Model and/or best practices
Develop talking points and informational materials about proposed policy changes.	10/1/2010	12/1/2010	Prevention Networker and coalition members	Percent of material development per timeline	Written talking points, flyers, etc.
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 an	12/1/2010	2/1/2011	Prevention Networker and coalition members	Percent of meetings completed per timeline	Notes from meetings with event organizers, school and community policy makers, and opinion leaders
Work with event organizers to adopt and implement the policy changes.	1/1/2011	4/30/2011	Prevention Networker and coalition members	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.	5/1/2011	5/31/2011	Prevention Networker and coalition members	Completion rates of surveys and other data points (law enforcement records etc.)	Evaluation plan, data collection tools and protocols

Objective: Increase community awareness of consequences of drinking and driving and encourage designated drivers.

Intermediate Outcome:

By January 01, 2014, the number of individuals who perceive drinking and driving to be harmful will increase by 10%.

Intermediate Outcome Indicator(s):

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Strategy: Develop and disseminate materials on the dangers of drinking and driving and participating in Highway Safety campaign dissemination.						
Activities	Timeline		Who Is Responsible	Process Indicators	Outputs	Short-Term Outcomes
	Start Date	End Date				
Participate in Highway Safety Campaign to disseminate materials to establishments that serve alcohol, alcohol retailers, and media about the dangers and consequences of drinking and driving.	6/1/2010	5/31/2011	Prevention Networker	Percent of material disseminated, articles, and PSA's developed.	Written articles, PSA's, and flyers.	Increased knowledge about the dangers of drinking and driving and the consequences.
Develop a schedule with law enforcement to complete sobriety check-points	6/1/2010	9/1/2010	Prevention Networker and law enforcement authorities	Percent of scheduled completed per the established timeline	Schedule and list of checkpoints	
Conduct sobriety check-points to identify persons driving under the influence	9/1/2010	4/1/2011	Law Enforcement	Percent of check-points completed per the established timeline.	Sobriety check-point records and data	
Evaluate results of check point data and records	4/1/2011	5/31/2011	Prevention Network	Completion rates of check-points and check-point results	Evaluation results, data collection, and plan	