

SAPCA LOGIC MODEL: ALCOHOL

Problem Statement			Strategies	Activities	Outcomes		
Problem	But why?	But why here?			Short Term	Intermediate	Long-Term
<p>Too many youth in the City of Alexandria are using alcohol (44% of middle school youth have tried alcohol, 35% of high school youth have had at least one drink in the past 30 days YRBS & DA reports)</p>	<p>Alcohol is easy to get</p> <p>Data Sources: (Approx. 59% of youth reported that it was “sort of easy” or “very easy” for children to get alcohol— Qualitative Assessment of Alexandria Youth (QAAY), Youth On-line Survey, 9/30/08)</p> <p>Survey Question: If you wanted to get some beer, wine or hard liquor how easy would it</p>	<p>Youth drink at house parties</p> <p>Data Sources: (QAAY, law enforcement * We need to get this data Possible survey question could be: Who provides the alcohol that you drink at house parties? Where did that person(s) get it from?)</p>	Provide Information	Parents Who Host Lose the Most, Beach Week Campaigns, info on stickers on washing machines in multi-apartment complexes	<p>Increased juvenile arrests for underage drinking within 12 months (Data from law enforcement)</p> <p>Fewer students participating in beach week within 18 months. (Measure: Parent Survey question: Did you allow your teen to go to beach week?)</p>	<p>Within 2 years 50% of youth report that it is “easy” or “very easy” for them to get alcohol as measured by the QAAY and Youth Online Survey.</p> <p>Survey Question: If you wanted to get some beer, wine or hard liquor how easy would it be for you to get some?</p>	<p>Decrease in underage drinking among high school youth from 35% to 30% by 2013 as measured by the Developmental Assets Survey.</p> <p>Decrease in underage drinking among middle school youth from 44% to 39% by 2013 as measured by the Developmental assets survey.</p>
			Enhance Skills	Education activity to highlight policies/ordinances			
			Provide Support	Support parents to have non-alcoholic parties,	<p>Increased non-alcoholic alternatives to beach week within 12 months. (Measure: What did your teen do instead of participating beach week? Where did you get the idea to create an alternative activity?)</p>		
			Enhance access/Reduce barriers	Encourage parents to lock cabinets, raise funds for party patrols (if needed for overtime), all info should be in multiple languages			
			Change Consequences	Increase public recognition of party patrol, parent on board campaign via op-ed and website, funding for party patrols, compliance checks at vendors			
			Change the Physical Design	Sticker shock campaign at retailers	Community Youthmapping Project		

	be for you to get some?		Change Policy	Social Host Law/Ordinance (investigate if change is needed/possible and if not, just market)			
	<p>Social Norms: Youth believe that a majority of their peers are drinking alcohol. (Measure: 71% said at least one friend had tried drinking in the past 12 months)</p> <p>DA Survey Question: Think of your four best friends (the friends you feel closest to). In the past year (12 months), how many of your best friends have tried beer, wine, or hard liquor (for example,</p>	<p>Youth glamorize alcohol use</p> <p>Data Sources: Qualitative Assessment</p>	Provide Information	<p>Social norms campaign. Have a poster and PSA video contest for youth that focus on the fact that most students are not using these substances; resisting peer pressure; and the positive outcomes of not using these substances. Mass produce winning posters and post throughout schools and community.</p> <p>Disseminate and promote information on existing community activities.</p>	<p>Social norm campaign materials are developed and widely posted within 12 months (Survey question for youth: Have you seen the PSA materials?)</p> <p>Decrease in students glamorizing alcohol use (Measure: Teacher survey: Are students engaging in fewer conversations about alcohol?)</p> <p>Superintendent issues proclamation/directive within 12 months..</p>		<p>Within two years, youth report believing that only a minority of their peers drink. (Measure: DA Survey Question: Think of your four best friends (the friends you feel closest to). In the past year (12 months), how many of your best friends have tried beer, wine, or hard liquor (for example, vodka, whiskey or gin) when their parents didn't know about it?</p>
			Enhance Skills	Workshops for school staff, youth workers, and employers to teach them to stop conversations around alcohol use			
			Provide Support	Provide alternative activities worthy of glamorization. Encourage youth to glamorize natural highs. Engage youth leaders in some kind of campaign to stop these kinds of conversations.			

	vodka, whiskey or gin) when their parents didn't know about it?		Enhance access/Reduce barriers	School staff, youth workers & employers stop conversations about glamorizing alcohol. An intervention that supports removal of alcohol glamorization content in local media (need youth consultant). – We need more information about this. Multicultural, multilingual			
			Change Consequences	Feature teens who participate in non-alcoholic activities			
			Change the Physical Design				
			Change Policy	School Practice – interrupting conversations re: party glamorization? Any other possible practice/directive option.			
	Parental approval of alcohol use (Measure: Survey question: Do	Parents ignore that their teens are at risk for drinking	Provide Information	Materials, messaging, presentations & workshops for parents on numbers, risks and legal consequences.	Increase in parents who admit that their teen could be at risk for drinking within 12 months. (Measure: Parent survey –After	Decrease in parents who allow drinking in their home with 2 years.	

	you allow your child to drink in the home? Do you think drinking is unhealthy and dangerous? Do you talk to your child about alcohol?)	<p>Measure: 10% allow drinking in the home, 81% think unhealthy and dangerous, 68% of youth talk with their parents about alcohol</p> <p>Survey Question from DA: Have you ever talked to your parents about smoking cigarettes, drinking alcohol, using marijuana or using other drugs?</p>		<p>Newspaper inserts, op ed ads</p> <p>Table tents at restaurants</p> <p>Flyer in back to school folders</p> <p>Letter from superintendent to parents</p> <p>Community forum for parents</p>	<p>watching this presentation do you now feel your child could be at risk?</p> <p>Materials are widely posted. (Measure: Survey question to teens/parents: Have you seen signs/posters?)</p> <p>Parents who attend workshop report behavior change after workshop. (Workshop participant survey: Do you feel your child is at an increased risk after participating in this workshop?)</p>	<p>Increase in parents who think drinking is unhealthy and dangerous within 2 years.</p> <p>Increase in parents who talk to their children about alcohol use within 2 years.</p>	
			Enhance Skills	Presentations/workshops for parents on numbers, risks	Ordinance passes within 12 months.	(Measure: Survey question: Do you allow your child to drink in the home? Do you think drinking is unhealthy and dangerous? Do you talk to your child about alcohol?)	
			Provide Support	<p>Parent support group, parent leadership group, SAPCA point person to provide info/resource, Support no alcohol parties (Parents Who Host)</p> <p>Hold Community of Concern Dinners at middle schools and high school</p>			
			Enhance access/Reduce barriers	Multicultural/multilingual			

			Change Consequences	Increase public recognition of parent leadership groups			
			Change the Physical Design	Locking away or removing alcohol from the house			
			Change Policy	Support changes to the current Social Host Laws – support delegates to introduce legislation			
	<p>Youth are disconnected from school and community.</p> <p>Data: 29% report a caring school climate. 45% of teens say there are not a lot of adults in the community they could talk to about something important.</p> <p>Survey Questions from DA:</p>	<p>Adults are quick to negatively judge teens</p> <p>Survey Question: Do you view teens that you see in the community in a positive or negative way?</p>	Provide Information	Start a “Teens Are People, Too” initiative – an ACPS/City-wide campaign that encourages adults to pause for a teen (pause concept taken from SCAN new campaign) and say hello & take a minute to acknowledge them as human beings instead of ignoring them or judging them negatively	<p>Decrease in adults who negatively judge teens within 12 months. (Measure: Community survey: Do you view teens that you see in the community in a positive or negative way?</p> <p>Survey Questions from DA:</p> <p>Now think back over the past year in school, how often did you hate being in school?</p>	<p>35% of teens report a caring school climate within 2 years</p> <p>50% of teens report there are adults in the community they could talk to within 2 years.</p>	
			Build Skills	Interactive workshops that provide training on effective youth/adult partnerships for SAPCA and other coalitions committees			
			Provide Support	Support Volunteer Alexandria’s efforts to place youth in			

	<p>Now think back over the past year in school, how often did you hate being in school?</p> <p>There are lots of adults in my community I could talk to about something important. – Students answered yes or no</p>			<p>volunteer/community service opportunities. Support community wide effort that recognizes youth who perform community service. Advocate and apply for funds for youth programs i.e. teen center for youth run by youth; after school and out of school.</p>	<p>There are lots of adults in my community I could talk to about something important. – Students answered yes or no</p>		
			<p>Enhance access/Reduce barriers</p>	<p>Multicultural and multilingual info resources. Locking away or removing alcohol from the house. Enhance access to rec center programs.</p>			
			<p>Change Consequences</p>	<p>Teen “mystery shopping” with scorecard – do they feel respected and cared for when they go to access services or shop.</p>			
			<p>Change the Physical Design</p>	<p>Signs promoting campaign</p>			
			<p>Change Policy</p>	<p>City proclamation/executive order w/ Business sign-off</p>			

SAPCA LOGIC MODEL: TOBACCO

Problem Statement		Strategies	Activities	Outcomes		
Problem	But why?	But why here?		Short Term	Intermediate	Long-Term
<p>Too many youth in the City of Alexandria smoke cigarettes (15% of high school students report having smoked a cigarette in the past year YRBS & DA reports 06-07)</p>	<p>Cigarettes are easy to get</p> <p>(Measure DA Survey Question: How easy is it for students your age to get cigarettes? Approx. 61% of youth reported that it was “sort of easy” or “very easy” for them to get cigarettes— QAA Y, Youth On-line Survey, 9/30/08)</p>	<p>Stores sell to minors</p> <p>Data Sources:</p> <p>How do students your age get cigarettes?</p> <p>Teens reported a number of ways that they could gain access to cigarettes including: 1) having a stranger on the street or someone older that they know buy them; 2) stealing from their parents or relatives; 3) stealing from stores; 4) buying them from kids who sell them at school; 5) buying them from a store or off the street; 6) bumming them</p>	Provide Information	Vendor education	<p>Increase in busts of stores selling to minors (Measure: law enforcement data)</p> <p>Decrease in youth reporting that tobacco is easy for them to get within 2 years. (Measure QAA Y, Youth Survey)</p> <p>Increase in the tobacco tax.</p>	<p>Decrease in number of youth smoking cigarettes from 15% to 5% by 2013 as measured by YRBS and DA survey.</p>
			Build Skills	Workshop for vendors on not selling to minors - We card program training		
			Provide Support	Support Environmental Health Workgroup in decreasing smoking around rec centers and playgrounds		
			Enhance access/Reduce barriers	Information is provided in multiple languages		
			Change Consequences	Vendors who follow the law are publicly rewarded		
			Change the Physical Design	Signage in stores stating they won't sell to minors		

		off other people like friends or parents; 7) using a fake ID to purchase them; and 8) finding them.	Change Policy	<p>Require all Alexandria employees who sell tobacco to complete the We Card program.</p> <p>Support advocacy for an increase in the tobacco tax.</p>	within 12 months.		
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SAPCA LOGIC MODEL: MARIJUANA

Problem Statement		Strategies	Activities	Outcomes				
Problem	But why?	But why here?		Short Term	Intermediate	Long-Term		
<p>Too many youth in the City of Alexandria are using marijuana (20% of high school youth are current users; YRBS & DA reports 06-07)</p>	<p>Marijuana use is acceptable</p> <p>(Approx. 51% of the youth reported that 1-4 of their friends used marijuana—QAAY, 9/30/08) (42% of high school white youth reported lifetime marijuana use—YRBS, 2007)</p> <p>Data Sources: (Approx. 32% of the youth reported that it was unlikely they would become addicted to marijuana if they smoked often—QAAY, Youth On-line Survey, 9/30/08)</p>	<p>Parents do not express disapproval about marijuana use to their teens</p> <p>Data Sources: (10% of parents responded that they “never”, “were very uncomfortable”, or “a little uncomfortable” setting limits on the use of marijuana with their child—QAAY, 9/30/08)</p>	<p>Provide Information</p>	<p>Increased participation in parent workshops that show a change in behavior within 12 months (Measure: Participant surveys – Are you comfortable setting limits on the use of marijuana with your child?)</p>	<p>Decrease in youth reporting that their friends are smoking marijuana within 2 years. (Measures: QAAY & YRBS - How many of your friends are smoking marijuana?)</p> <p>Decrease in youth reporting that it is unlikely they will become addicted within 2 years. (Measures QAAY & YRBS How likely do you think it is that you will become addicted if you smoke marijuana?)</p>	<p>Decrease in high school youth who are using marijuana from 20% to 15% by 2013 as measured by YRBS and DA</p>		
			<p>Build Skills</p>	<p>Educational presentations about the dangers of marijuana use and its addictiveness, brochure dissemination</p>			<p>Education activity/ workshop teaching parents how to talk to their teens about the dangers of smoking marijuana</p>	<p>Campaign messages in different forms (Measures: copy of campaign materials)</p>
			<p>Provide Support</p>	<p>Social norms campaign on the dangers of marijuana use and reality of rates of use</p>			<p>Defeat of any bills attempting to legalize marijuana or medical marijuana</p>	
			<p>Enhance access/Reduce barriers</p>	<p>Funds for “party patrols”</p>				

			Change Consequences	Increase public recognition of parents who espouse the dangers of marijuana use			
			Change the Physical Design				
			Change Policy	Advocate against medical marijuana legalization if a bill is introduced in Alexandria			