

Handout 8

Appendix D: Community Logic Model

Priority: Underage Drinking

Risk Factors to be addressed: Retail Access

Problem Statement	Goals	Objectives	Evidence-Based Strategies	Activities	Evaluation
<p>According to the 2007 YRBS and youth focus groups, 66% of students surveyed self reported that they thought alcohol was easy to obtain in town.</p> <p>According to the monthly 2007 DCL county compliance check data, over the last 6 months, Windsor County Licensees that sold alcohol to minors ranged from 14-25%</p>	Reduce Retail Access to alcohol those 21 and younger	<p>1. Increase percentage of alcohol retailers who complete merchant education class by 20% as measured by attendance by July 2009</p> <p>2. Decrease the number of alcohol retailers who sell to minors by 5% as measured by DLC county compliance checks by July 2009</p>	Clerk/Merchant Education Program	<p>Collaborate with and support DLC to implement Merchant Education Program</p> <p>Plan and hold merchant recognition awards/celebration</p>	<p>Documentation of completed Merchant Education Program;</p> <p>County Compliance Data from DLC July, 2009</p>

REQUIRED – this completed logic model is required to be submitted as a part of your community strategic plan for each priority.

Priority: Underage Drinking

Risk Factors to be addressed: Parental Monitoring

Problem Statement	Goals	Objectives	Evidence-Based Strategies	Activities	Evaluation
According to the 2007 Parents Survey, 32% of parents surveyed reported they did not call ahead to parties their children attended, 55% of parents reported leaving their young person home alone for the weekend and 45% did not think their young people were experimenting with alcohol	Increase Parental Monitoring Activities	<p>Increase by 10% the number of parents who report monitoring their youths parties or activities as measured by the Parent's Survey in March 2009</p> <p>Increase by 10% parental awareness of the rates of underage drinking in the community as measured by the Parent's Survey in March</p>	<p>Parent Education Program</p> <p>Local media</p>	<p>Parent education program</p> <p>Target existing data & messages to parents and community through local media (newspaper, forums, physicians, workplace, etc...)</p>	<p>Parent program evaluation tools, Parent Survey, process evaluation re: meetings with sectors</p> <p>Track message dispersment and conduct Parent's Survey pre and post local media campaign</p>