

reduced by 2012. Last Drink Survey results will be analyzed.	County Students Survey Question 1 and 2 Question #1, 5 and 6 of Last Drink Survey	Youth taken to PJAC	Data will be collected monthly by PJAC and LiveFree! Staff.	Data collected from 200 per month or 3,200 in 16 months.	daily and entered into the data analysis software and evaluated on a monthly basis.	Assessment Committee, SARG Coordinator, Research Associate, Evaluator, PJAC staff (Admission Screener and/or Assessor) and SARG Project Director
<p>1. Objective 1 from CCAP: Intervening Variable: Social norms- accepting and encouraging youth drinking</p> <ul style="list-style-type: none"> • S1: By December 31, 2009, there will be a decrease in the amount of youth that perceive their parents believe that alcohol use is not wrong or not very wrong by youth. • S2: By December 31, 2009, there will be a decrease in the amount of youth who feel that they will be perceived as “cool” if they drink alcohol regularly. 						
Immediate Outcome(s): By June 30, 2009, Social marketing campaign that will target parents to educate them on the effects of underage drinking and how their attitudes effect youth in the community.	Data from Intercept Survey (Questions to be determined) that measures effectiveness of social marketing campaign.	Parental attitudes and the Florida Youth Substance Abuse Survey in 2012; Intercept Survey	Reports will be reviewed when disseminated and will be compared to previous reports.	NA	Annually and Biannually	Tampa Bay Assessment Committee, SARG Coordinator, Research Associate, Evaluator and SARG Project Director
By June 30, 2009, Social marketing campaign that will target youth on the dangers of underage drinking and	Data from Intercept Survey (Questions to be determined) that measures	Perceived risk of alcohol use will be assessed by the Florida Youth Substance	Reports from Social marketing campaign and the FYSAS	NA	Quarterly, Biannually	Tampa Bay Assessment Committee, SARG Coordinator, Research

<p>the positive effects of living a substance free lifestyle. LiveFree! School clubs will work to educate youth on the dangers of alcohol use in their schools and communities.</p>	<p>effectiveness of social marketing campaign.</p>	<p>Abuse Survey in 2012; Intercept Survey</p>				<p>Associate, Evaluator and SARG Project Director</p>
<p>By December 31, 2009, 225 AlcoholEDU for Youth Sanction sessions will be provided to Pinellas County youth.</p>	<p># of sessions of AlcoholEDU completed and increase in knowledge gained from pretest to posttest</p>	<p>Outside the Classroom sends session information and test results to SARG Coordinator</p>	<p>Completed classes will be tallied by Outside the Classroom and reported to SARG Coordinator</p>	<p>NA</p>	<p>Monthly</p>	<p>Tampa Bay Assessment Committee, SARG Coordinator, Research Associate, Evaluator and SARG Project Director</p>
<p>Intermediate Outcomes(s): By December 31, 2009, an increase in awareness by parents and youth on the dangers underage drinking and the harmful effects of alcohol.</p>	<p>Attitudes and perceived risk of alcohol use will be assessed by the Florida Youth Substance Abuse Survey in 2012 and the Prevalence of Substance Use Among Pinellas County Students Survey question 13a; Intercept</p>	<p>State Surveys; County Survey and Intercept Survey</p>	<p>Reports will be reviewed when disseminated and will be compared to previous reports</p>	<p>NA</p>	<p>Biannually</p>	<p>Tampa Bay Assessment Committee, SARG Coordinator, Research Associate, Evaluator and SARG Project Director</p>

	Survey questions to be determined.					
<p>2. Objective 2 from CCAP: Intervening Variable : Enforcement of Sales, Use, Possession Regulations</p> <ul style="list-style-type: none"> E1: By December 31, 2009, the capacity to measure the amount of youth that report alcohol use to the PJAC at time of arrest will be established E2: By December 31, 2009, the amount of underage alcohol sales compliance checks preformed will increase 						
Immediate Outcomes(s): By December 31, 2009, a decrease in youth obtaining alcohol from retail stores as measured by A Last Drink Survey (Question #2). Baseline 30 days and compliance data.	Last drink surveys; Decrease in the number of arrests of retailers or employees of retailers selling to minors.	Data will be collected and tabulated by staff at the Pinellas Juvenile Assessment Center; Local Law Enforcement for compliance data	Data collected monthly by PJAC staff in face to face interview with youth brought to the PJAC; Staff tracking the number of compliance checks and results	Data collected from 200 per month or 3,200 in 16 months.	Last Drink Survey Data will be collected daily and entered into the data analysis software and evaluated on a monthly basis. Compliance check data collected monthly.	Tampa Bay Assessment Committee, SARG Coordinator, Research Associate, Evaluator, PJAC staff (Admission Screener and/or Assessor) and SARG Project Director
Intermediate Outcomes(s): By December 31, 2009, decrease in the #/% of licenses with sales to minors citations; Decrease in the #/% of compliance failures; Decrease in the # of arrests for selling to minors.	Monitoring the # of compliance check rates in the Cities of Clearwater and/or Pinellas Park.	ABT, PCSO, CPD, PPPD officers conducting compliance checks will provide the data	Observational measures of the number of violations and arrests	NA	Data will be collected and evaluated on a monthly basis	Tampa Bay Assessment Committee, SARG Coordinator, Research Associate, Evaluator and SARG Project Director

3. Objective 3 from CCAP: Retail Access

- R1: By December 31, 2009, the amount of liquor serving establishments that serve to minors will decrease
- R2: December 31, 2009, the amount of convenience stores that have signs posted that they will not serve to minors will increase

Immediate Outcome(s): By June 30, 2009, culturally competent Responsible Beverage Server Training will be conducted in 25 retail establishments.	The # of RBSTs held and the # vendors and employees of vendors at each training	Data obtained from individuals conducting training	Sign-in sheets and attendance sheets	NA	Data will be collected after each training	Tampa Bay Assessment Committee, SARG Coordinator, Research Associate, Evaluator, RSBT team and SARG Project Director
Intermediate Outcome(s): By June 30, 2009, The Social Marketing campaign will be used based on Dr. Dennis Embry's Rewards and Reminders model to contact 25 retailers in the community.	The # of establishments singled out for the model each month	Social Marketing survey data	Staff tracking the # of compliance checks and results	NA	Data collected monthly	Tampa Bay Assessment Committee, SARG Coordinator, Research Associate, Evaluator and SARG Project Director

Goal 2: By June 30, 2010, develop the capacity to increase community cooperation from law enforcement, schools, businesses, medical and county agencies to address underage drinking by raising awareness and implementing evidence-based strategies.

Outcomes	Data collection					
	Who/what is the source of the data?	How will the data be collected?	If survey data, from how many people will data be collected?	What instruments/questions will be used to collect data?	How frequently will data be collected?	Who is responsible for collecting, analyzing and reporting data?
Long term Outcome: Increased participation of key stakeholders.	Increase in coalition membership of Law Enforcement. Number of signed MOUs and trainings attended by Law Enforcement.	Tabulated from coalition records; Executed MOUs; Attendance sheets from trainings	NA	Coalition rosters; Executed MOUs; Training Attendance Sheets	Monthly	Tampa Bay Assessment Committee, SARG Coordinator, Research Associate, Evaluator and SARG Project Director
Objective 1 from CCAP: December 31, 2009, develop the capacity to have a strong information sharing/data collection and evaluation unit to support efforts to reduce underage drinking						
Immediate Outcome(s): Partners identified for support and membership	# of partners identified and the level of their support in evaluating LiveFree! activities	Observational of number of partners.	NA	NA	Quarterly	Tampa Bay Assessment Committee, SARG Coordinator, Research Associate, Evaluator and SARG Project

						Director
Intermediate Outcomes(s): The Pinellas Epidemiology Network/Tampa Bay Assessment Committee will analyze data collected via Compliance Checks, Last Drink Survey, and other resources to keep continued focus on areas of concern.	Evaluate the process of the number of times the committee meets and monitor the progress of meeting all the other goals in this evaluation	Tabulated from many sources	NA	NA	Monthly	Tampa Bay Assessment Committee, SARG Coordinator, Research Associate, Evaluator and SARG Project Director
Objective 2 from CCAP: By December 31, 2009, area will be identified for social marketing campaign						
Immediate Outcome(s): Collaboration with local agencies will help to identify areas of concern	The Pinellas County Profile of Alcohol and Drug Indicators presented annually to Pinellas County Data Collaborative, JWB Children's Services Council, elected bodies, including School Board and county commission to identify areas need for prevention resources	All data sources in the Pinellas County Profile of Alcohol and Drug Indicators Federal, State and county reports and data from compliance checks and PJAC Last Drink Survey and Social	SARG Coordinator collects data from various sources. Mostly archival and state surveys	NA	Monthly Bi-Annually Published Annually	Tampa Bay Assessment Committee, SARG Coordinator, Research Associate, Evaluator and SARG Project Director

		Marketing				
Intermediate Outcomes(s): LiveFree! participates in Social Marketing state campaign informing youth, parents and retail establishments of dangers of underage drinking.	# of messages disseminated Intercept Survey will be given throughout Be the Wall Campaign	Tabulating the number of media pieces disseminated. Results from Intercept survey will be evaluated.		NA NA	Quarterly Bi-Annually	Tampa Bay Assessment Committee, SARG Coordinator, Research Associate, Evaluator and SARG Project Director