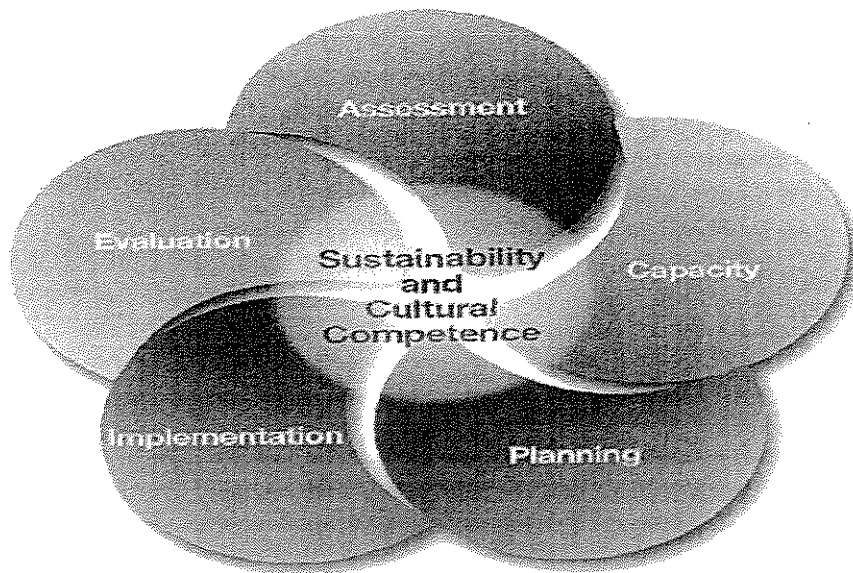


Wisconsin SPF-SIG: Planning

Information Sheets



Info Sheet 1: Defining Measurable Goals and Objectives

Key points regarding Goals and Objectives for WI SPF SIG grantees:

The goals and objectives should be in alignment with the needs assessment findings and address the problem statements. **It is critical for SPF SIG grantees to adopt a reasonable number of goals and objectives for which they will be able to successfully report and measure changes overtime.** It is more important to identify a few key outcomes and objectives relative to the specific problems identified in the needs assessment, than to adopt a large number of broad goals and objectives.

Additionally, the goals and objectives should be time sensitive.

An example, for a new coalition, during year one it may be appropriate to focus on goals and objectives related to building local capacity by increasing community awareness and key stakeholder support of the priority and data collected regarding Intervening Variables and Contributing Factors.

This might be accomplished by conducting one-on-one meetings with key stakeholders, organizing and providing training required to implement a specific strategy, establishing necessary links with media representatives, etc.

During year two, the coalition could meet intermediate types of outcomes such as key stakeholders becoming actively involved in implementing the selected strategies or increasing their level of involvement in the strategy.

This is when the coalition might have a few strategies up and running, possibly needing some revisions to meet unanticipated challenges. Other strategies that required more groundwork will just be ready to "launch."

By years three through five, some of the longer-term changes will become apparent as the capacity building efforts and implementation of strategies that occurred during the first few years starts to really pay off.

At this point, grassroots efforts might have grown to the point that small changes can appear in the community's social norms (there is an increase in the number of parents who do not include alcohol at family events such as graduations or wedding dances do not provide an open bar) and the coalition's efforts might start to influence local policy.

Goals

Goals are broad, generalized statements about what you are trying to achieve. Goals should be descriptive of future outcomes - "what should be."

They are the "end" and not "the means" to the end. Determine goals by asking, "How do we want things to be?" or "What would we like to see happen as a result of our efforts?"

Note- you cannot always "solve" a problem. You CAN work toward a goal and, in the process, impact the problem! However, goals are often glittering generalities. We need to "put feet under them" by moving on to the next step.

Objectives

As you consider the gap between the current situation (Problem Statement) and the desired outcome (Goal) will be bridged, you begin to identify Objectives. The objectives are the steps needed to get from here to there. They are the measures that serve as the basis by which to evaluate the work of the coalition, in other words, they help to determine whether or not

you are successful in achieving the goal. They should be specific, measurable, appropriate, realistic, and time-bound. Objectives should be designed to cover a single end result. They are conditions to be achieved rather than activities to be performed and

You can transform your goals into OBJECTIVES by asking-

“How do we get from there (PROBLEM) to here (GOAL)?”

or “What are some specific, concrete ways we can accomplish these goals?”

Note: Objectives are really the other side of outcomes. An *objective* is how a coalition specifically states what it hopes to accomplish and by when. At the other end, when evaluators measure what has been accomplished, they refer to these same measures as *outcomes*.

Measurable objectives state:

When will the outcome occur- Identify the time frame for success.

What are the desired outcomes- A change in the related contributing factor.

Who is involved- The people, sectors of the community, organizations, etc. who will be impacted a result of the change in the environment or who can help to bring about that change.

Proficiency level- Identify the criteria for success (a measurable decrease in problem behavior/situation or increase in a desired behavior/situation.)

How progress is measured (Indicators or Data Points)- What data gathering tool or activity such as surveys, local or state data sources, community input (i.e. focus groups) and direct observational methods (i.e. compliance checks) will be used to measure the expected change? Remember you need to ensure that the coalition has the resources/capacity (time, staff, funding, etc.) to conduct the measurement or collect the appropriate data.

Example: By (date), decrease the percentage of teens who report binge drinking in the past 30 days by 2% as measured by the YRBS. (Note- for ease in establishing a baseline and evaluating progress, you can provide the specific question on the YRBS.)

Information adapted from-

“Action Planning Model” provided by Midwest Regional Center for Drug Free School at a regional training retreat, 1990.
“Building a Coalition from the Ground Up” Training Module, “Approaches to Prevention Evaluation” Training and Substance Abuse Prevention Specialist Training manual, Module 4- Evaluation from CSAP’s Central CAPT, 2720 Highway 10, Mounds View, MN 55112

“How to Write Measurable Goals and Objectives” from the Indiana Department of Education.

“Considerations for Defining Measurable Goals and Objectives” from the California SPF Prevention Regional Training Binder at <http://www.ca-cpi.org>

Info Sheet 2: Wisconsin SPF SIG Pre-Approved Strategies

The following strategies have been pre-approved for use with Wisconsin SPF SIG grantee funding. The purpose of this pre-approval listing is to expedite the strategy selection process within grantee communities, allowing coalitions to avoid the rigorous process of reviewing the literature for evidence of effectiveness. As a result, SPF SIG Coalitions can spend their time learning about each of these strategies and trying to determine which will provide the best fit for their community, with the knowledge that they are supported as evidence-based by the State SPF SIG Program.

However, if grantees wish to implement a strategy not included on the pre-approved listing, justification for its selection (including a logical argument regarding why it should be expected to provide results, plus documentation of credible research) must be submitted for approval by completing and submitting Addendum A in the *Wisconsin SPF-SIG Planning: Toolkit*.

Strategy Selection Criteria

The criteria used for selecting a strategy as evidence-based included the following (*with some exceptions*):

- The strategy has evidence of effectiveness in impacting at least one of the three SPF SIG prevention priorities.
- The strategy has a direct focus (at least in part) on the prevention of alcohol related problems.
- The strategy has strong and well documented evidence of effectiveness, consisting of a recommendation by a federal agency or substance abuse prevention organization, or through peer-reviewed literature, preferably a meta-analysis.
- The strategy does not have highly mixed or conflicting evidence of effectiveness (with the exception of some strategies that are only approved as a secondary activity to a comprehensive alcohol prevention approach.)
- The strategy is applicable for racial and ethnic minority populations, in particular Native Americans.

Information Sheet 2: Pre-approved Strategies

Community Strategies

	Prevention Strategies	SPF SIG Priorities	Intervening Variables	Readiness
1.	Enhance law enforcement capacity and commitment to address alcohol laws	Underage use Binge drinking Impaired driving	Enforcement Retail Access Social Access Social Norms Low perceived risk	All stages
2.	Promote the prosecution and adjudication with sanctions of alcohol law violations within the municipal and circuit court systems	Underage use Binge drinking Impaired driving	Enforcement Retail Access Social Access Social Norms Low perceived risk	Preplanning +
3.	Conduct alcohol age compliance checks and issue citations to retailers selling alcohol to youth	Underage use Binge drinking Impaired driving	Enforcement Retail Access Social Norms Low Perceived Risk	All stages
4.	Establish procedure for "party patrols" targeting open parties in residential settings that are unlicensed taverns and outdoor areas with a history of attracting underage drinkers.	Underage use Binge drinking Impaired driving	Enforcement Social Access Social Norms Low Perceived Risk	All stages
5.	Develop police policy to investigate citizen complaints of over-serving (125.07)	Binge drinking	Retail Access Social Norms Low Perceived Risk	Denial/ Resistance +
6.	Develop procedure for citizens' complaints about a "disorderly house" and similar violations that may result in disciplinary action against a licensee. (125.12)	Binge drinking Underage use Impaired driving	Retail Access Social Access Social Norms	Denial/ Resistance +

	Prevention Strategies	SPF SIG Priorities	Intervening Variables	Readiness
7.	Implement <i>saturation patrols</i> during targeted time periods such as the post closing hours.	Impaired driving	Enforcement Social Norms Low Perceived Risk	Vague awareness +
8.	Establish law enforcement led class on appropriate policies and practices for sellers/licensees cited for violations	Underage use Binge drinking Impaired driving	Enforcement Retail Access Underage Use	All stages
9.	Create program and protocol for entering private homes to check for underage drinking with prior consent of owner. (Coordinares with #1 Family/Home Strategies)	Underage use	Social Access Perceived Risk Social Norms Enforcement	Preplanning
10	Establish police policy requiring drivers under age 21 with BAC greater than 0.00 receive Absolute Sobriety violations and minor in possession citations.	Underage use Impaired driving	Enforcement Low Perceived Risk	Vague awareness +
11	Implement a <i>Parents Who Host Lose the Most – Don't Be a Party to Teenage Drinking Campaign – Public Information</i> <u>Only in conjunction with other evidence-based strategies</u>	Underage use	Underage Use Social access Social Norms	Denial/ resistance +
12	Media campaigns: Educate and advocate for specific outcomes with pre-approved materials using purchased media. <u>Only in conjunction with other evidence-based strategies</u>	Underage use Binge drinking Impaired driving	Retail Access Social Access Social Norms Low Perceived Risk	All stages
13	Media advocacy <u>Only in conjunction with other evidence-based strategies</u>	Underage use Binge drinking Impaired driving	Retail Access Social Access Social Norms Low Perceived Risk	All stages

	Prevention Strategies	SPF SIG Priorities	Intervening Variables	Readiness
14	<p>Post prominent signs in licensed outlets stating MLDA, or risk of Fetal Alcohol Syndrome. <u>Only in conjunction with other evidence-based strategies</u></p>	<p>Underage use Binge drinking Impaired driving</p>	<p>Retail Access Social Norms Low Perceived Risk</p>	<p>All stages</p>
15	<p>Social norms campaign.</p> <p><i>NOTE: To receive approval the underlying healthy community norm related to the project goal must be identified.</i></p>	<p>Underage use Binge drinking Impaired driving</p>	<p>Social Access Social Norms Low Perceived Risk</p>	<p>All stages</p>
16	<p>Establish evidence based "best practices" for local retailers including; no consumption based drink specials, all staff RBS trained, refusal to serve all patrons under age 21, annual review of ID check procedure and identifying intoxicated patrons with law enforcement. Off premises "Class A" retailers agree to restriction on "tastings" and restrictions on POS advertising.</p>	<p>Underage use Impaired driving</p>	<p>Enforcement Social Norms Retail Access</p>	<p>All stages</p>
17	<p>Develop municipal standards and procedures for awarding, renewing, suspending and revoking alcohol licenses</p>	<p>Underage use Binge drinking Impaired driving</p>	<p>Retail Access Social Access Social Norms Low Perceived Risk</p>	<p>All stages</p>

	Prevention Strategies	SPF SIG Priorities	Intervening Variables	Readiness
20	Limit the number of Class B licenses that do not serve food	Underage use Binge use Impaired driving	Retail Access Enforcement Social Norms	Preplanning
21	Limit the number of Class A licenses	Underage use Binge use Impaired driving	Retail Access Enforcement Social Norms	Preplanning
22	Adopt ordinances <i>limiting tasting events at Class A licenses</i> <u>Only in conjunction with other evidence-based Strategies</u>	Underage use Impaired driving	Retail Access Social Norms	Preplanning
23	Require Class "B" Temporary Licenses to include conditions requiring secure perimeter, ID checks, RBS, sober servers	Underage use Binge drinking	Retail Access Social Access Social Norms	Vague Awareness
24	Adopt comprehensive <i>beer keg registration ordinance</i> with ban on unregistered kegs in community	Underage use Impaired driving Binge drinking	Social Access Social Norms Retail Access	Preplanning
25	Adopt <i>sober server ordinance</i> requiring BAC of 00.00 for seller/servers on duty	Underage use Impaired driving	Retail Access Social Norms	Preplanning
26	Require an ID check for delivery of alcohol to a private residence	Underage use	Retail Access Social Access	Preplanning
27	Adopt ordinance banning consumption-based drink specials, such as flat fee and time limited pricing.	Binge drinking Impaired driving	Retail Access	Preplanning
28	Prohibit alcohol use on public property or limit to specific venues/situations	Underage use Binge drinking	Social Access Social Norms	Vague Awareness

	Prevention Strategies	SPF SIG Priorities	Intervening Variables	Readiness
29	Secure agreement with movie theatres not to air alcohol advertising prior to G or PG-13 movies.	Underage use	Social Norms Promotion	All stages
30	Ask retailers to remove alcohol advertising within 36 inches, 3 feet of the floor, such as point of purchase advertising at child height.	Underage use	Social Norms Promotion	All stages
31	Adopt alcohol industry guidelines for outdoor alcohol advertising near schools, churches, parks	Underage use	Social Norms Promotion	Preplanning
32	Prohibit alcohol advertising on publicly owned property. (transit systems, recreation centers)	Underage use Binge drinking	Social Norms Promotion	Preplanning
33	Reduce youth exposure to alcohol advertising through a survey of community alcohol advertising, followed by enforcing existing zoning laws, industry standards and related tools to reduce alcohol advertising	Underage use Binge drinking	Social Norms Promotion	Preplanning
34	Prohibit alcohol sponsorship of youth recreational activities <u>Only in conjunction with other evidence-based strategies</u>	Underage use	Social Norms Promotion	All stages
35	Ban single serving containers of alcohol (ban by volume) to discourage shoplifting.	Underage use	Retail Access Promotion	Preplanning

Family/Home Strategies

	Prevention Strategies	SPF SIG Priorities	Intervening Variables	Readiness
1.	Authorize police to enter property in owners absence if they suspect underage drinking (Coordinates with #9 Community Strategies)	Underage use Binge drinking	Enforcement Social Norms Low Perceived Risk	All stages
2.	Educate parents- about issues such as local underage drinking, youth access to alcohol, effective measures to reduce youth access and adolescent brain development research regarding damage due to alcohol use- via newsletters (school, athletic, other club/group); parent meetings associated with youth clubs, groups and athletics; and/or other venues	Underage use Binge drinking	Social Access Social Norms Low Perceived Risk	All stages
3.	Establish network for parents/adult family members to communicate/link with other parents who hold similar beliefs regarding homes that are free from alcohol abuse or access	Underage use Binge drinking	Social Access Social Norms	Denial/ Resistance +
4.	Reduce youth access to alcohol within the home	Underage use Binge drinking	Social Access	All stages
5.	Establish rules for young adults in family on providing alcohol to youth	Underage use Binge drinking	Social Norms Low Perceived Risk	All stages
6.	Consistently apply disciplinary action for rules violation (i.e. loss of allowance, loss of vehicle privileges, grounding, etc.)	Underage use Binge drinking	Enforcement Social Norms Low Perceived Risk	All stages
7.	Establish rules for adult alcohol use in the home (i.e. prohibiting alcohol at children's parties and other events held in the home).	Binge drinking Impaired driving	Social Norms	All stages

K-12 Education Strategies

	Prevention Strategies	SPF SIG Priorities	Intervening Variables	Readiness
1.	Enforce state law prohibiting the possession of alcohol on school grounds 125.09(2)	Underage use Binge Impaired driving	Social Access Enforcement Social Norms Low Perceived Risk	All stages
2.	Adopt practices to prevent students from bringing alcohol to school or school-related events	Underage use Binge drinking Impaired driving	Enforcement Social Norms Low Perceived Risk	All stages
3.	Educate parents, through school newsletters, PTA meetings and other venues about underage drinking in the community and effective measures to reduce youth access to alcohol	Underage use Binge drinking	Social Norms Low Perceived Risk	All stages

College/University Strategies

	Prevention Strategies	SPF SIG Priorities	Intervening Variables	Readiness
1.	Revise and Strengthen penalties for violation of campus alcohol policies	Underage use Binge drinking	Retail Access Social Access Enforcement Social Norms Low Perceived Risk	All Stages
2.	Require ID checks at all campus events where alcohol is available	Underage use Binge drinking	Social Norms Low Perceived Risk	All Stages
3.	Distribute campus alcohol policies and associated punishments to all incoming / returning students and parents, publicize them in campus venues (student housing, sports facilities, campus website, etc.)	Binge drinking	Social Norms Low Perceived Risk	All Stages
4.	Expand opportunities for students to make social choices that do not include alcohol <i>Note: only pre-approved if implemented in conjunction with other ongoing alcohol prevention activities.</i>	Binge drinking	Social Norms Low Perceived Risk	All Stages

	Prevention Strategies	SPF SIG Priorities	Intervening Variables	Readiness
5.	Alcohol warning signs	Binge drinking, Impaired driving	Retail Access Social Access Social Norms Low Perceived Risk	All Stages
6.	Socials norms campaign. <i>NOTE: To receive approval the underlying healthy community norm related to the project goal must be identified.</i> Require responsible beverage service training for campus facilities that sell or provide alcohol (sports arenas, concert halls, campus cafeterias, restaurants, pubs.)	Binge drinking Impaired driving	Retail Access Social Access Social Norms Low Perceived Risk	All Stages
8.	Reinstate or maintain Friday classes to shorten the elongated weekend.	Binge drinking	Retail Access Social Access	All Stages
9.	Reinstate or maintain Friday classes to shorten the elongated weekend.	Binge drinking	Social Norms Low Perceived Risk	All Stages
10	Restrict alcohol advertising and promotion on campus <i>Note: only pre-approved if implemented in conjunction with other ongoing alcohol prevention activities.</i>	Binge drinking	Social Norms Promotion	All Stages
11	Prohibit alcohol kegs on campus and campus-sponsored events.	Binge drinking	Retail Access Social Access Social Access Social Norms	All Stages
12	Enhance enforcement of alcohol laws and policies on campus property and at campus-sponsored events.	Underage use Binge drinking	Retail Access Social Access Enforcement Social Norms Low Perceived Risk	All Stages
13	Mass media campaign, including counter advertising.	Underage use Binge drinking	Social Norms Low Perceived Risk	All Stages
14	Prohibit alcohol within all student housing.	Underage use Binge drinking	Social Norms Low Perceived Risk	All Stages

Worksite Strategies

	Prevention Strategies	SPF SIG Priorities	Intervening Variables	Readiness
1.	Establish or review workplace policies to reduce alcohol impairment on the job, support impacted family members	Underage use Binge drinking Impaired driving	Social Access Enforcement Social Norms Low Perceived Risk	All stages
2.	Reprimand supervisors who fail to enforce the policies	Underage use Binge drinking Impaired driving	Enforcement Social Norms Low Perceived Risk	All stages
3.	Implement education/awareness campaigns within worksite. <u>Only in conjunction with other evidence-based strategies</u>	Underage use Binge drinking	Social Norms Low Perceived Risk	All stages
4.	Encourage businesses to adopt policies that decrease personal risk and support responsible alcohol use.	Underage use Binge drinking	Social Norms Low Perceived Risk	All stages

Healthcare Strategies

	Prevention Strategies	SPF SIG Priorities	Intervening Variables	Readiness
1.	Work with local healthcare providers /organizations to adopt a policy requiring that screening and brief motivational interventions are part of standard practice	Binge drinking	Social Norms Low Perceived Risk	All stages
2.	Adopt a policy for referral of patients who are believed to be alcohol dependant	Binge drinking	Social Norms Low Perceived Risk	All stages

Info Sheet 3: Strategies Not Likely to be Approved in WI SPF-SIG Work plans¹

Strategy (with Examples)	Some reasons why these strategies may not be effective	References for more information
Alternative Activities Drug Free Dances Recreational Activities	These activities alone do not provide essential critical social and thinking skills. No evidence that they impact the identified intervening variables	What Does Not Work In Prevention http://www.nde.state.ne.us/federalprograms/sdfs/promisingpractices/IneffectiveStrat.html
Instructional Programs that focus on Information Dissemination, Moral Appeal, Self-Esteem enhancement Awareness Days, assemblies for student audiences	One time events demonstrate little impact. Scare tactics can be counter productive - when exaggerated danger, false information, or biased presentations are delivered, teens tend to disbelieve the message and discredit the messenger, especially when youth have access to contrary information and experience.	What Does Not Work In Prevention http://www.nde.state.ne.us/federalprograms/sdfs/promisingpractices/IneffectiveStrat.html Research Supporting Alternatives to Current Drug Prevention Education for Young People http://www.drugpolicy.org/library/skager_drug_ed2003.cfm Don't Do It! Ineffective Prevention Strategies http://www.cde.state.co.us/cdeprevention/download/pdf/Ineffective_Damaging_Strategies.pdf Drug Prevention Programs Can Work: Research Findings The dangers of warnings
Self-esteem enhancement activities	Programs that are characterized by very little drug information but focus on the intrapersonal skills of participants demonstrate little impact on behaviors.	
Mock Car Crashes	Students tend to remember the destruction, sadness or horror of the experience without relating it to their future behavior, reflection or intention -- impact may be strongest on those who have already committed to not using.	
Deterrent Punishment Make an example of offenders	Parents and youth are likely to remain silent in order to protect the offender from punitive policies. Observers fear only the associated consequence of the offender.	Foster, S.E. & Richter, L. (2001). Malignant Neglect: Substance Abuse and America's Schools. National Center on Addiction and Substance Abuse. Columbia University.

¹ Some highly publicized programs have been shown to be ineffective, especially when not part of a comprehensive strategy