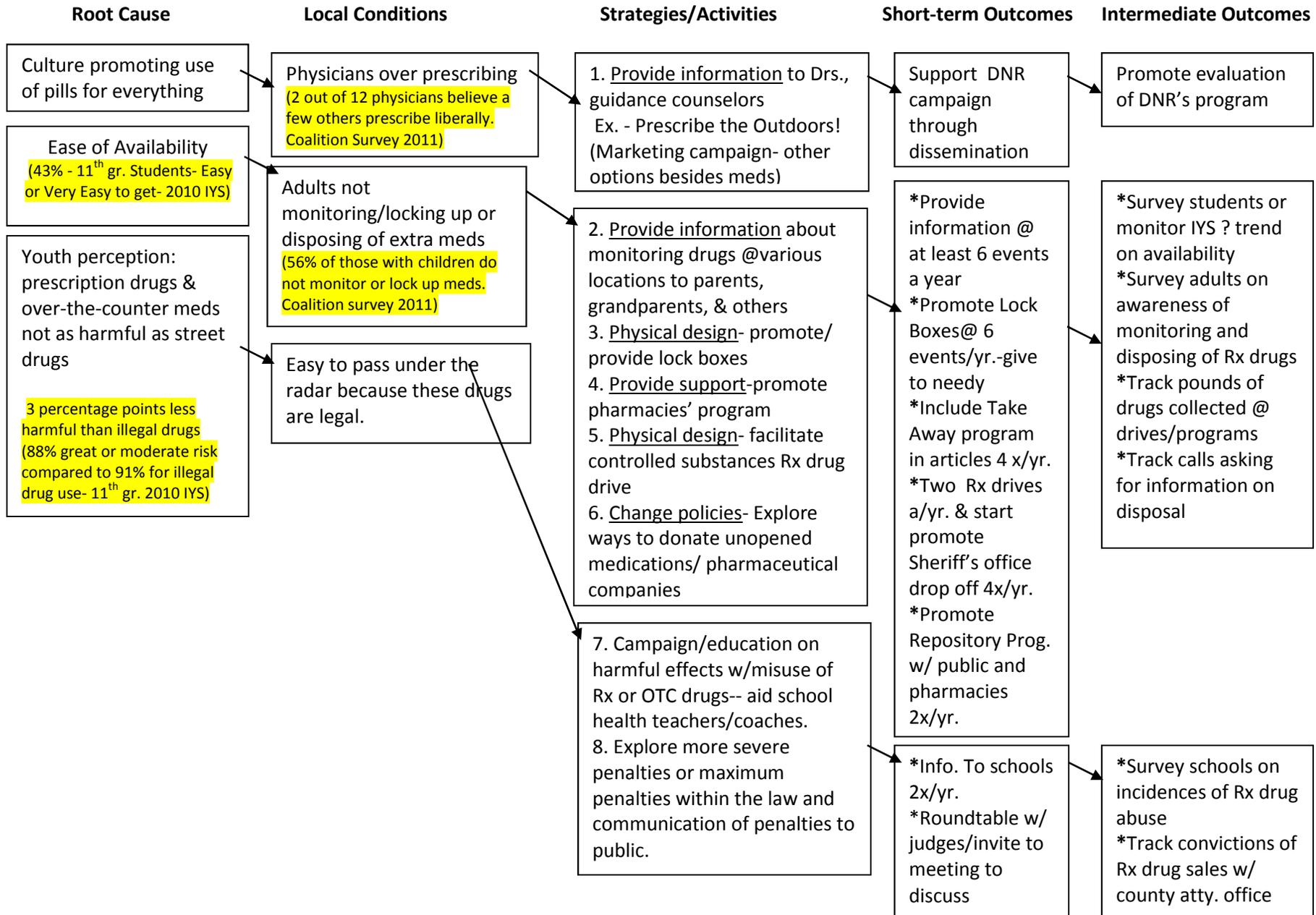
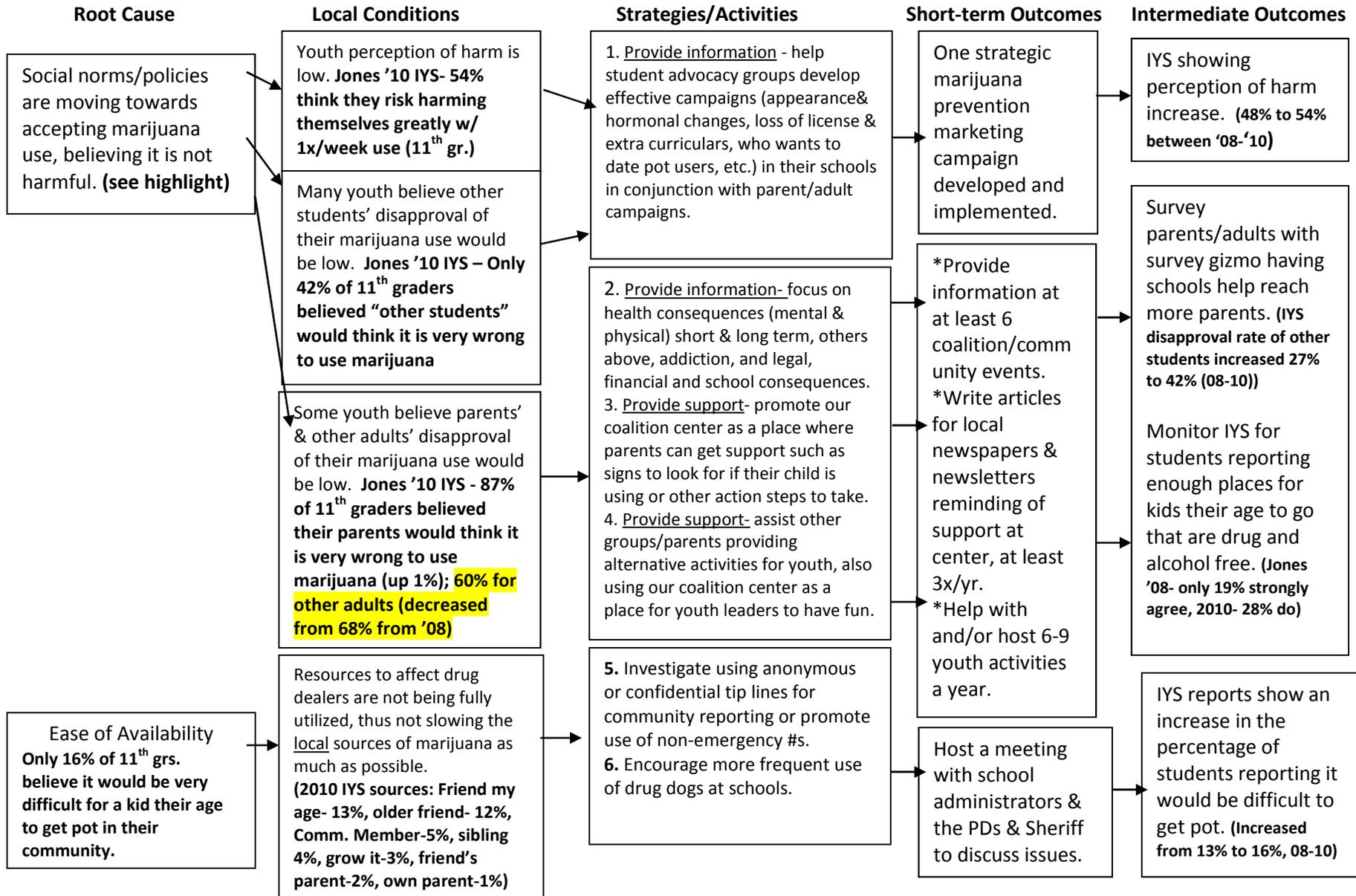


Prescription Drug Logic Model- problem: Teen Rx Drug Use increased in Jones Co. from '05-'08- (Rx 3% up to 6%) Long-term outcome- reverse trend [2010-down to 5% RX- 8th grade was as high as 11th gr, not so in '08] 7% OTC ('08 was 6%)



Marijuana Logic Model- problem: 11th gr. Marijuana Use doubled in Jones Co. from '05-'08- Long-term - reverse trend, 8% to 16%, 2010-10%)

Theory: Increasing perception of harm will affect laws and policies. We will affect access to and demand for the drug through reaching parents/adults who will more closely monitor youth's activities, supervise substance-free parties, and talk to kids with correct info.



Too many youth are using tobacco
18% of 11th graders, 2010 IYS; 13% of High School students, Coalition survey 2011

Easy ways and places to chew and smoke
See local cond.

Tobacco use is occurring in school parking lots (12% report seeing- highest reported place in school- Coalition 2011)

Offer schools help with policy enforcement- policy work, signage, follow-thru w/ consequences

Chew is easy to hide. (6% report seeing students use in class- second highest place in school)

Offer schools help with this issue, education. (COMP/tobacco?)

Cigarettes are easy to obtain
71% of 11 graders report (2010 IYS)

Legal age friends purchasing- (56%- number 1 source Coalition survey 2011, and Midland/Olin survey 2010)

Don't Be that Guy campaign??/ legal 18 yr. old compliance checks

Youth are exposed to tobacco use regularly
See Coalition Survey 2011/local cond.

Parents/family (and other adults) are providing example
*Students report seeing **Smoking**: Other Family- 50%, Parents-41%, Other adults-(community members(35%) school staff (15%), community leaders-9%)*
***Chew**: 1st- other community, 2nd- other family, 3rd-school staff, 4th-parents.*

Social Marketing campaign reaching parents'/family members' emotion

School or park policies/signage

