

**Phase II Local Logic Model      Local Contributing Factors**

Intervening Variable: Social Norms

Local Contributing Factors	Current Strategies	Strategy Addresses Population Targeted	Evidence Based	Strategy Implemented with Fidelity / Adaptations	Strategy Reaches Target Population Adequately	Gap	Capacity Needed
57% of MDC middle and high schoolers do not believe there is a risk in daily alcohol use(FYAS 2006)	-Project Alert 11 week curriculum for middle school.  -Information Dissemination	Yes	Yes	Uncertain	Yes	Insufficient exposure to alcohol use and related consequences	Media campaign and systematic messaging  Partner with social marketing firm
52% of Middle School parents in Miami-Dade County expressed a favorable attitude towards ATOD(FYSAS 2006)	Information and material dissemination	Uncertain	Uncertain	Uncertain	Yes	Applicability to each target community	Strengthen capacity of existing prevention programs  Work with SARG coalitions, organizations, parents, prevention Community Based Organizations  Partner with social marketing firm