

## Sample Outcomes

**Strategy:** Citizen Surveillance Compliance Checks

**Contributing Factor:** Compliance Checks

Short term outcomes:

- Increase in skill of servers to check validity of ids
- Increase knowledge that every person attempting to buy needs to have id checked

Medium:

- Every person attempting to buy would get id checked
- Reduction in sales to minors and intoxicated patrons (18-25)
- There will be not sales to intoxicated individuals (21-25)
- Increase compliance rates based off of previous compliance rates

Long:

- Reductions in consumption (past 30 day use) for 18-20
- Reductions in binge and heavy drinking for 21-25

Short term outcomes:

- Increase in skill of servers to check validity of ids
- Increase knowledge that every person attempting to buy needs to have id checked

## **Sample Objective**

By Sept. 30, 2014, 50% of alcohol servers in Atlanta who complete the Coalition alcohol server booster session, will increase their ability to check the validity of IDs, as measured by a pre and post questionnaire.

By Sept 30, 2014, 70 middle school students who complete our survey will report agree or strongly agree to the question "I can name 3 tools for resisting pro-drug measures" will increase from 30% pre- activities to 75% post activities.

## **Sample If....then statements**

If we use a positive social norms campaign we will correct the youth's perception of drinking norms. If we correct youths perception of drinking norms we will create new positive drinking norms in our community. If we create new drinking norms we will then reduce binge drinking among high school students at Cleveland high school.

If we pass or amend an existing social hosting ordinance, we will establish new community norms for enforcing social hosting. If we have stronger enforcement of new regulations, this will reduce social hosting opportunities. If the new ordinance is enforced we will then reduce the number of parents hosting parties in Troup and Meriwether. If the number of parents hosting parties decreases, we will then reduce access and binge drinking amount 15-20 year olds.