



# What data does your coalition need? A Brainstorming Sheet



But why here? . . . What locally is contributing?

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But why? . . . Why is this problem happening at all?

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The problem:

How do you know?

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What if? . . . the problem gets worse or is allowed to go on?

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**Why The Problem Is Happening**

**Current Level**

**Consequences**



## What data does your coalition need? A Brainstorming Sheet [example]



**But why here? . . .** What locally is contributing?

**← But why? . . .** Why is this problem happening at all?

Availability:

- % of retail outlets passing compliance checks.
- Keg registration violations involving near peers providing to underage youth.

- ←**
- % of youth reporting alcohol if "very easy to get" on the school youth survey.

Parents Approve:

- Keg registration violations involving parents providing alcohol.
- % of parents reporting their child drinking alcohol is "not wrong" on annual adult survey at county fair.

- ←**
- % of youth reporting their parents would not disapprove if they were caught drinking.

Community Laws & Norms are Favorable to Use:

- % of parents reporting other people's children drinking is "not wrong" on annual adult survey at county fair.
- Number of community events sponsored by the alcohol industry.

- ←**
- Percentage of youth reporting that neighbors and other adults in the community would not disapprove if they were drinking.

**Why The Problem Is Happening**

The problem:  
*Young people are drinking in our community.*

**How do you know?**

- *30 Day Use* from school youth survey.
- *Lifetime Use* from school youth survey.
- *Summary* of annual youth focus group results.

**Current Level**

**What if? . . .** the problem continues or gets worse?

- Number of youth admissions to ER for alcohol related medical conditions.
- Number of youth arrested for DUI.
- Number of school district alcohol policy violations.
- Number of school suspensions and / or expulsions for alcohol policy violations.
- Single night-time vehicle crashes involving youth.
- Percentage of youth reporting alcohol consumption before having sex.
- Number of young people currently participating in self-help recovery groups.
- Number of young people admitted to treatment with alcohol as drug of choice.

**Consequences**