**Alcohol Use/Marijuana/E-cig Local Data Measures:**

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|  | **Examples of Data to collect:** | **Data Source(s)** |
| **Problem Statement: Who, What, Where and Why** | | |
| **Who** (is using?) | * Age of initial use * Demographics of use (age, gender) |  |
| **What** (kinds of and amount of misuse is occurring?) | * Underage alcohol type of abuse * Current use rates/binge drinking * Current e-cigarette use |  |
| **What is the impact or consequences?:** | * Alcohol use-related:   + Hospital/ER visits   + Accidental poisonings   + Deaths   + Traffic accidents/fatalities   + Referral to treatment   + Treatment   + School suspensions * School suspensions for e-cigarettes and/or marijuana * Alcohol/marijuana use related arrests * Incident reports resulting from police or first responders calls for service |  |
| **Where** (is misuse occurring?) | * Home * Parks * School parking lots * Parties * At friend’s homes * On the neighborhood corner * Other places? |  |
| **Intervening Variables** | | |
| **How** (does misuse occur?) | * Retailers * Friends and Family members * Online purchase |  |
| **Why?**  **Community Norms** | * Perception of risk (consequences) and harm * Beliefs about alcohol use /Rites of passage * Beliefs about lack of harm of marijuana * Beliefs about lack of harm of e-cigarettes/vapes (water vapor) |  |

(Modified from Source: CADCA Prevent Rx Abuse Toolkit, March 2017)