**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
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| **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)