County:			
Coalition Name:			
OVERARCHING ISSUE	**TARGET POPULATION & GEOGRAPHICAL AREA**	**CAUSAL FACTOR (Intervening Variable)**	**DATA SOURCE**
What is the alcohol-related problem [within the scope of the state priority] that has caught the attention of your community?	*Who [such as age, gender, race, etc.]? Where?*	*What is causing the problem? [Actor + Action + Location = Causal Factor]*	*How do you know it is causing the problem?*

BASELINE & OUTCOME MEASURE

How do you know there is a problem? How will you know if you are fixing the problem?