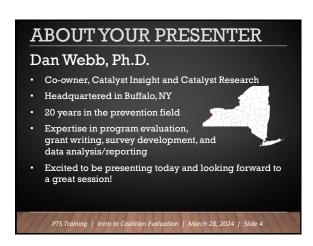
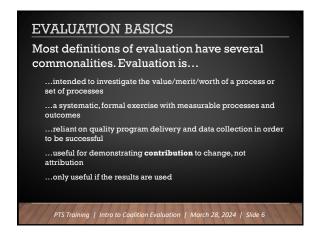


In today's session, we will work to satisfy the following learning objectives: Increase knowledge of evaluation terms and techniques for coalitions Explore different data types and sources Learn the basics of developing an evaluation plan

AGENDA Today's Agenda: 1. Evaluation basics 2. Applying evaluation to coalition work 3. Evaluation plans 4. Q&A/Discussion







EVALUATION BASICS As you collect more data, you can perform an analysis of contribution by looking at cumulative coalition efforts¹: **Combine Committee C

EVALUATION BASICS

Evaluation is commonly broken into two components: process evaluation and outcome evaluation.

- CADCA defines process evaluation as, "...focuse[d] on who
 participates, how they come to agreement on action, and how
 to distribute action across the group. Key components of
 process evaluation include member satisfaction and the
 coalition's structure."²
- CADCA contrasts this with outcome evaluation, which they state, "analyzes the results of actions taken by the coalition."³

Your coalition should conduct process and outcome evaluation to understand the contribution you are making to intended changes.

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EVALUATION BASICS Process Evaluation Outcome Evaluation Ouestions **Ouestions** How much did participant Did we run our program in a quality fashion? knowledge change? Did we implement strategies and How many students drank alcohol activities with fidelity? in the past 30 days? Did we reach the people we How many program participants abstained from negative behavior after 90 days? wanted to reach? Do people enjoy the activities and strategies we offer? How much did student test scores change after receiving tutoring?

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EVALUATION BASICS

A good evaluation is dependent on good **goals** and SMART* objectives⁴:

- Goals state intent and purpose, and they support coalition vision and mission statements. For example: "To create a healthy community where illicit substances are not used by adults or youth."
- Objectives represent specific, measurable results a coalition plans to achieve and serve as the basis by which coalitions evaluate their work. For example: "To reduce the number of youth in high school in our community who smoke cigarettes from 18.5 percent to 10 percent by 2026, as measured by the CLYDE Youth Survey."

 $*Specific, \underline{M}$ easurable, \underline{A} chievable, \underline{R} ealistic, and \underline{T} ime-Bound

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APPLYING EVALUATION TO COALITION WORK Quantitative Data

Information that can be measured and recorded in numerical format

- · Address quantities of an item
- Often deal with larger sample sizes
- Surveys, incident logs, etc.

Qualitative Data

- Information that can be observed but not measured
- Address qualities of an item
- Often deal with smaller sample sizes
- Provide a depth of detail not available with quantitative
- Interviews, focus groups, etc.

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APPLYING EVALUATION TO COALITION WORK

Primary Data

- Information collected by the researcher
- Allow you to specifically address your research question
- Often difficult to collect due to resource constraints
- Surveys, focus groups, etc.

Secondary Data

- Information collected by someone else, usually as part of daily operations
- Available data may not match your research question
- · Usually much cheaper to obtain than primary data
- Incident logs, tracking sheets, etc.

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APPLYING EVALUATION TO COALITION WORK

There are several key sites you can use for almost any community project. These include:

- United States Census
- FBI Uniform Crime Reports
- · County Health Rankings
- CDC WONDER

https://wonder.cdc.gov

CDC ABES

https://www.cdc.gov/healthyvouth/data/abes.htm

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APPLYING EVALUATION TO COALITION WORK

Local Data Sources Inside Your Organization:

You can collect data yourself to help understand and substantiate community conditions

- Youth surveys (e.g., CLYDE, PNA, Pride)
- · Youth and adult community surveys
- · Youth and adult focus groups
- · Youth and adult key informant interviews
- Environmental scans
- In all cases, ensure that your instruments and data collection practices are inclusive and diverse

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APPLYING EVALUATION TO COALITION WORK

Local Data Sources Outside of Your Organization:

Use all of your social networks to see what is available through local organizations. Tips:

- Ask organizations for data as soon as possible
- Highlight the benefits of providing the requested data
- Be mindful of the existing workload of your contact(s)
- Offer to lend on-site support
- Offer to present the results of your analysis to the partner organization
- Consider maintaining a list of organizations and the data they have on file

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EVALUATION PLANS

One key component of beginning your evaluation process is developing a coalition evaluation plan:

 A coalition evaluation plan is a translation of logic model elements that describes what data to collect, how/when to collect the data, and who will be responsible. The resulting data will enable a successful evaluation.

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EVALUATION PLANS

Use case: You are using an evidence-based program such as Too Good For Drugs in your program. Considerations for evaluation of this program include:

- How you will collect process data for this program
- How you will collect outcome data for this program
- How often you will collect data on the program
- · From whom you will collect data
- Who is the person(s) responsible for data collection
- How data will be used to understand both the implementation and outcomes of the program
- How you will share these outcomes with key stakeholders

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EVALUATION PLANS

Ask yourself these questions when creating an evaluation plan:



What strategies and activities are we proposing?



How will we measure the *processes* and *outcomes* of our proposed strategies and activities?



Who will collect and analyze the data we've identified?



How will we use and share the data we collect to inform the community and improve programs?

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