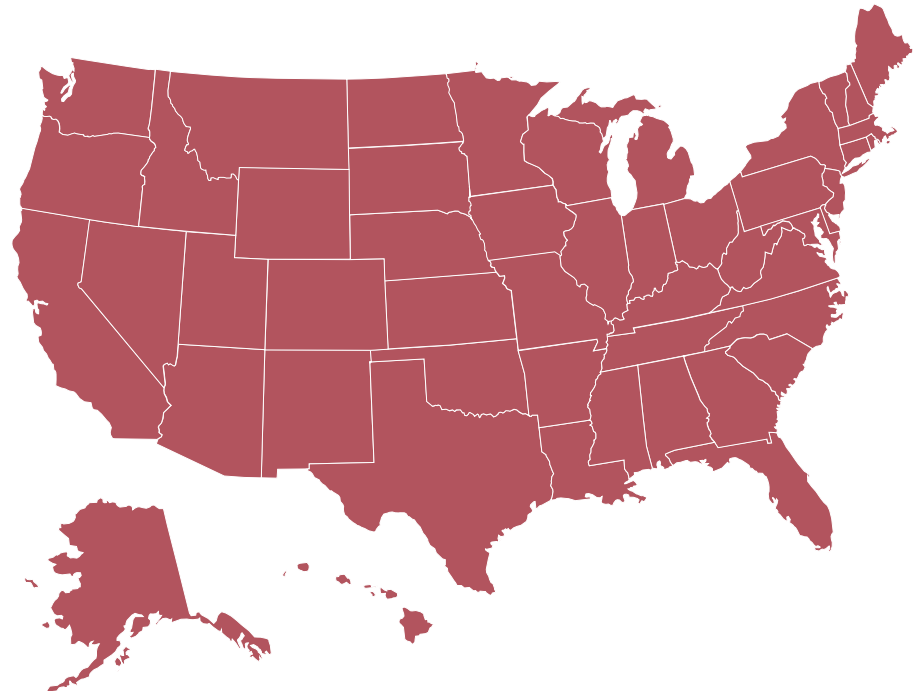# CADCA Coalition Evaluation Project (CCEP):
## Launching Coalition Evaluation Services from a National Non-Profit

*Evaluation & Research*

27 August 2019

NPN- Chicago

**CADCA**

# SO WHAT IS EVALUATION?

*Evaluation is a systematic process to determine merit, worth, value or significance.*

-The American Evaluation Association

# WHY EVALUATION FOR COALITIONS?

- Evaluation helps coalitions…
  - Name and frame community problems
  - Develop a strategy for success
  - Evaluate and answer social norms
  - Record and document an intervention and its effects
  - Understand what their data is saying

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# FUNCTIONS OF COALITION EVALUATION

- Improvement
- Coordination
- Accountability
- Celebration
- Sustainability

THE GOOD THE BAD AND THE UGLY

ART (C)ZACH FLESSIAND 2008

5

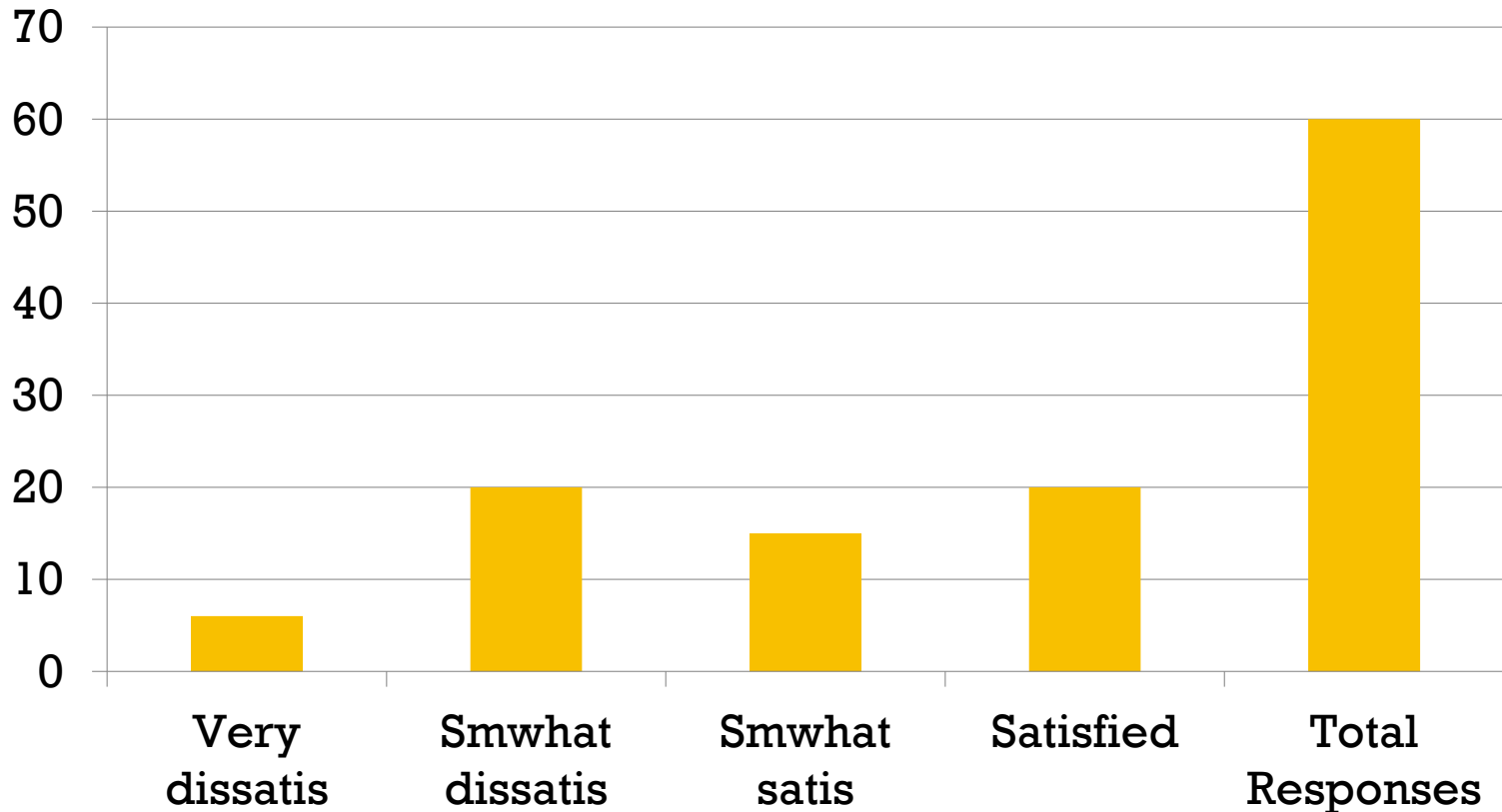# WHAT ARE COALITIONS SAYING ABOUT EVALUATION?

# 2018 Annual Survey of Coalitions

- Does your coalition have an evaluator (paid or volunteer)?
  - 40% said, *No*
  - 60% said, *Yes*

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# How dissatisfied or satisfied are you with the services your evaluator?

- Percentage of those coalitions who had either initiated, modified, or completed the dissemination of program evaluation results:

# 27%

- How well has your evaluator helped you to learn about coalition evaluation (a great deal)?

# 29%

# THREE QUESTIONS TO ASK

Is evaluation…

1) Building the coalition's capacity?

2) Providing continuous feedback and monitoring to guide decision-making?

3) Helping the coalition to tell its story?

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## CEP PHASES

1. Coalitions Assessment (Annual Survey of Coalitions and an assessment of Forum attendees)

2. Feasibility Study

3. Pilot Coalition Selection

4. The Pilot

# THE 2018 COALITION ASSESSMENT

- 48% identified as rural
  - Most of these said there were fewer evaluators around them

- Of those who've worked with an evaluator:
  - 72% never used their data for attracting partners
  - 67% didn't package their data for use
  - 60% didn't use their data to tell their story

# FEASIBILITY STUDY

- Organizational Expertise

- Workforce Capacity

- Federal partners' expectations

- Leadership recommendations
  - Coalition advisory committee
  - Executive committee

# PILOT COALITION SELECTION

- Working from the 2018 Forum Assessment

- An existing partner

**Drug Free Fayette**
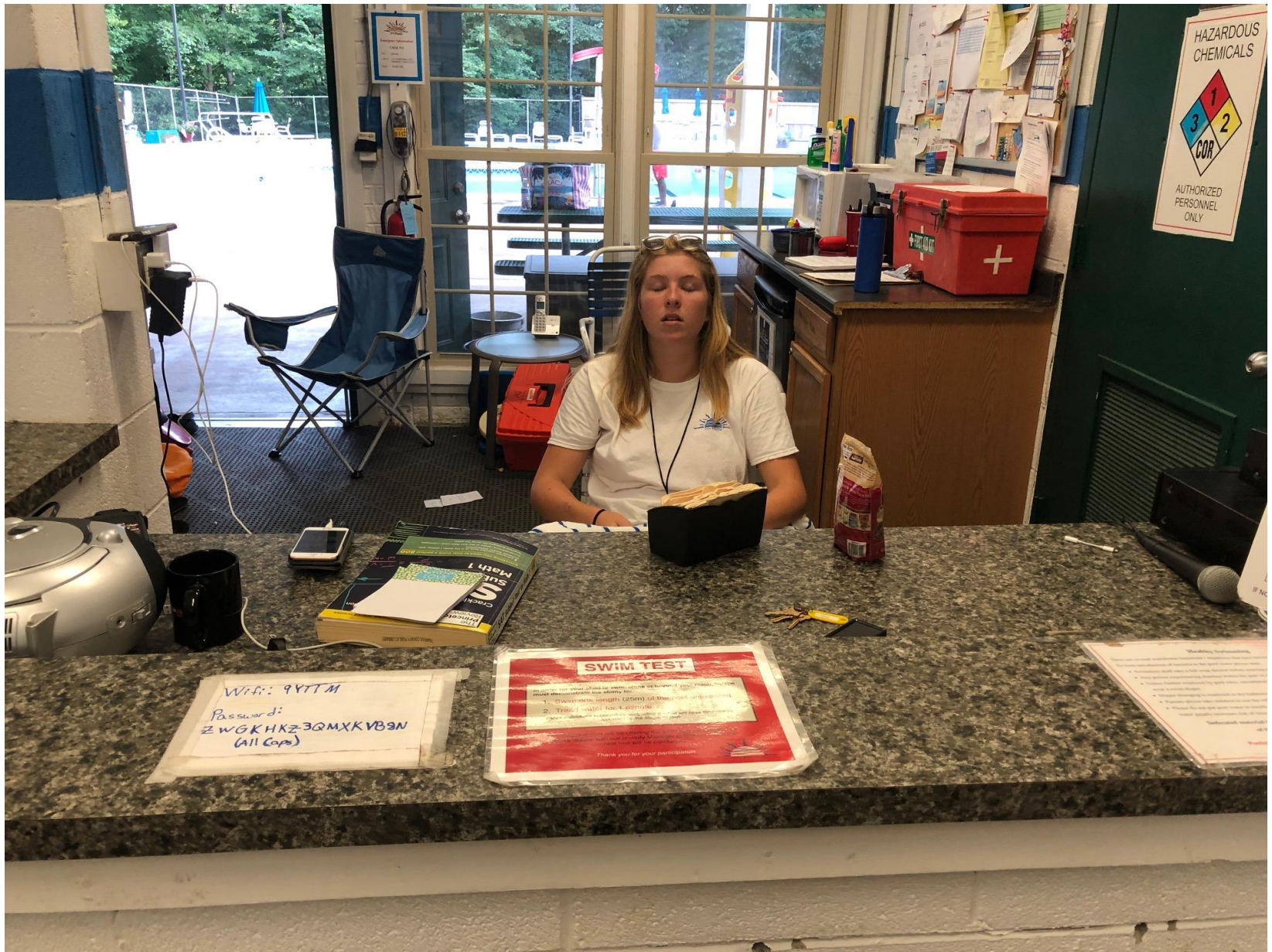
- GCA participant

- Focus Group work

# THE GOOD

- Direct with coalition work

- New DFC funding

- Carefully thought-out planning

# THE BAD

Wifi: 9YTTM
Password:
ZWGKHKZ-3QMXKVB9N
(All Cops)

SWIM TEST

# DRUG FREE FAYETTE – THE COMMUNITY

- Prevention coalition in Fayette County, Georgia (just south of Atlanta's airport)

- Population of 113,000

- Semi-rural county with traditional roots, a high share of of Delta airline pilots and military veterans

- Changing as Metro Atlanta expands, high growth of non-white populations, and the recent skyrocketing growth of Pinewood Atlanta Studios (think "Marvel")

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# DRUG FREE FAYETTE – PREVENTION EFFORTS

- Community has worked collaboratively on substance abuse prevention since meth around 2004

- Successful in getting Social Host Ordinances in 2015-16, and introducing Project Northland alcohol curriculum into county's five middle schools.

- DFC grantee since October 2016, and have added marijuana and prescription drugs to foci.

# DRUG FREE FAYETTE – STATE BLOCK GRANT ERA

- An "evaluation plan" (solid)

- But it was not built into culture. No external evaluator, nor a coalition Data Committee; only staff worked on evaluation, as an afterthought.

- Alcohol use was trending down, and we passively took credit for that although we couldn't tie our efforts directly to the usage decrease.

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# Drug Free Fayette – 2016 DFC Application

- 25 page DFC application (not today's 10 pages)

- "Evaluation" section was 23 paragraphs long and 5 ½ pages, with no charts or paragraph headers.

- You could characterize evaluation plan as:
  - rambling, not concise or systematic
  - data collection was not tied to strategies or outcomes
  - No data collection timeframes or sources indicated
  - No formal feedback loop to impact future planning

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# DRUG FREE FAYETTE —FIRST 2 DFC YEARS

▪ Events and lessons learned

| Event/process | Lesson |
|---|---|
| National Coalition Academy | Evaluation was tied to Community History, Logic Model, Planning, Communication and Sustainability (CADCA's 6 products) |
| "Coalition Snapshots" | People looking at results! |
| Hired a Data Manager | good data presentation, but little coalition involvement, and no Evaluation "plan" |
| Graduate Coalition Academy | Involve coalition members. Major wake-up call. |
| Got Outcomes! award | To directly tie efforts to the results in the community. |

# THE GOOD

- Plenty of Work to do

# THE BAD

- Plenty of Work to do

# THE UGLY

# ORGANIZING THE EVALUATION WORK

- Using an MOU- structure from the beginning

- Laying out the three-year plan

- Paying attention to the coalition yearly schedule

# THE MEMORANDUM OF UNDERSTANDING

- Three year (ambitious)
- Two "phases" per year
- Built for learning and flexibility
- Soft Scheduling
- A two-way agreement

# THE MOU (1)

- ***Phase One, Year One***

- An annual assessment of coalition work, data, tracking, and the "state of evaluation" for ***Drug-Free Fayette*** to establish goals and an action plan for evaluation for the following year.

- The creation of a ***Drug-Free Fayette***-specific evaluation plan, including:
  - Training with tentative dates, content to include
    - Mapping data to the coalition logic model
    - Community Assessment of Data
    - Data tracking and establishing a schedule
    - Convening a data and evaluation committee

# THE MOU (2)

- ***Phase One, Year One (cont.)***

- An annual assessment of coalition work, data, tracking, and the Creating a data management plan, and

  - Creating an evaluation communication plan

- Conducting the first evaluation training

# THE MOU (3)

- ***Phase Two, Year One***

- Convening and conducting at least two calls with the data and evaluation committee,

- Conduct one additional training, as needed,

- Creating an Evaluation Report and with accompanying communications tools, including a formal presentation of the report, and

- Creating 2 ad hoc reports, as needed.

# TIMELINE

- Has required room to develop

- Limited to six-months-at-a-time- open to adjustment as necessary

- Working with the coalition schedule (summer "break")

- Integrating site-visits

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# QUALITY FOCUS

- Survey/ instrument reviews

- Report-writing

- Creating materials that can be adjusted and revised for future use (eg, powerpoint slide decks)

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# SITE VISITS/ PLANNING

- Two site visits/ year
- 1st complimented work with the Graduate Coalition Academy
- 2nd to complement the coalition data committee schedule

# THE GOOD

- A terrific experience- plenty learned

# THE BAD

- More to go
  - Scaling up the work
  - Each coalition is distinct

# THE UGLY

# THE EVALUATION AND RESEARCH TEAM

- Albert Terrillion, DrPH, CPH, CHES
  - Deputy Director
  - Loyola University New Orleans, Northwestern, Notre Dame College, and Tulane University

- Tamara Tur, MA- Senior Associate
  - Pennsylvania State University and Central European University

- Karolina Deuth, MA- Senior Associate
  - American University and Johns Hopkins University

- Katrina McCarthy, MPH, CHES- Associate
  - Virginia Tech and New York Medical School

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# INITIAL EXPERIENCES

- State compliance Evaluation Report

- AVPRIDE Evaluation Plan

- Consultation on Evaluation Plan and Evaluation Communication Plan- in anticipation of the Graduate Coalition Academy
  - Aligning data with strategic planning
  - 101 on data collection

# INITIAL EXPERIENCES (2)

- Consultation on Survey Instrument
- Communication Materials from 2019 Alcohol Survey
  - Slide deck
  - One-pager
- Working with CADCA-related initiatives
- File management

# WORK-TO-DO

- The need for ad hoc work

- Learning coalition-to-coalition

- Adapting to the schedule of the coalition

- File management

# NEXT STEPS

- Bringing structure into the agreement
  - Database
  - Work tracking

- Reconciling support for Drug Free Fayette with support for its parent organizations

- Working with the Data Committee

F29 | TIMELY: need early; drives Eval Plan

| | A | B | C | D | E | F | G | H | I | J | K | L | M | N |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 4 | | | | Deliverable Category | | | Evaluator | Staff | Data Team | Discuss or complete by | | Jan-Mar | Apr | May |
| 5 | | | | | | | | | | | | | | |
| 6 | | 1 | Training plans | Training | | discussion | discuss on calls; as needed | | | A: by 10/17/19 | | | | |
| 7 | | 2 | Georgia Student Health **SURVEY** and Core Measures | Research Instr. | | **TIMELY:** updating for GSHS 2019 | X | | | A: by 10/17/19 | | | | |
| 8 | | 3 | MJ/Vaping/Tobacco **SURVEYS** (Adult/Youth) | Research Instr. | | **CRITICAL** & timely for Sept dissemination | X | X | | A: by 10/17/19 | | | | |
| 9 | | 4 | Prescription Drug **SURVEYS** (Adult/Youth) | Research Instr. | | Nov dissemination; **DFF develop 1st draft** | X | X | | A: by 10/17/19 | | | CAMPAIGN | |
| 10 | | 5 | **Monthly reviews & Quarterly Reports & EOY Summary** | Reports | | discuss Qtrly & EOY due dates & format | X | | | A: by 10/17/19 | | | | |
| 11 | | 6 | Review/Update **EVALUATION PLANS** for AVPRIDE | Reports | | **CRITICAL;** by 9/30; **needs AVP I/P by tbd date** | X | | | A: by 10/17/19 | | complete | | |
| 12 | | 7 | Onsite visits to Georgia | Onsite Visits | | discussion | X | discuss timing of these | | A: by 10/17/19 | | | | |
| 13 | | 8 | Community Readiness Assessments | Research Instr. | | discussion; develop high-level plan | X | X | | A: by 10/17/19 | | | | |
| 14 | | | | | | | | | | | | | | |
| 15 | | 9 | Business **SURVEY** re Substance concerns and EAP's | Research Instr. | | team discussion first | X | X | | B: 12/31/19 | | | | |
| 16 | | 10 | **LOGIC MODEL** Review and updates | Reports | | review/advise DFF's 6-CADCA tools as developed | X | X | | B: 12/31/19 | | | | |
| 17 | | 11 | **Plan 2020 Data/Research Gathering** plans overall | Research Instr. | | | X | | | B: 12/31/19 | | | | |
| 18 | | 12 | Review/Update **EVALUATION PLANS** for FACTOR | Reports | | | X | | | B: 12/31/19 | | | | |
| 19 | | | | | | | | | | | | | | |
| 20 | | 13 | Alcohol **SURVEYS** | Research Instr. | | | X | X | | C: prob. in 2020 | | draft survey | CAMPAIGN | post-survey |
| 21 | | 14 | MJ/Vaping/Tobacco **FOCUS GROUPS** | Research Instr. | | | X | X | | C: prob. in 2020 | | | | |
| 22 | | 15 | Coalition Member **SURVEY** | Research Instr. | | | X | X | X | C: prob. in 2020 | | | | |
| 23 | | 16 | **FOCUS GROUPS** + Key Informant Interview training | Research Instr. | | | X | | | C: prob. in 2020 | | | | |
| 24 | | 17 | Create DFF consolidated Evaluation Plan | Reports | | | X | | | C: prob. in 2020 | | | | |
| 25 | | 18 | Discuss other data sources | Research Instr. | | | X | | | C: prob. in 2021 | | | | |
| 26 | | | | | | | | | | | | | | |
| 27 | | | | | | | | | | | | | | |
| 28 | | 19 | Semi-annual **REPORTING** via DFC Me for FACTOR | Reports | | | | X | | A: by 10/17/19 | | | | |
| 29 | | 20 | Review/Update AVPRIDE **IMPLEMENTATION PLANS** | Reports | | TIMELY: need early; drives Eval Plan | | X | | A: by 10/17/19 | | | | |
| 30 | | 21 | Monitor New Trends/Environmental Scans; identify, a | Research Instr. | | | | X | X | A: by 10/17/19 | | | | |
| 31 | | 22 | Rx Take-Back **WEIGHTS** update/analysis | Research Instr. | | | | X | | B: 12/31/19 | | | | |
| 32 | | 23 | Review/Update FACTOR **12-MONTH ACTION PLAN** | Reports | | | | X | X | B: 12/31/19 | | | | |
| 33 | | 24 | Other Evaluation deliverables? | | | | | X | | B: 12/31/19 | | | | |
| 34 | | 25 | Other local data (Law enforcement/DJJ/Other) | Research Instr. | | | | X | X | B: 12/31/19 | | | | |
| 35 | | 26 | **DFF ANNUAL REPORT?** | | | | | X | | C: prob. in 2020 | | | | |
| 36 | | 27 | Create DFF consolidated Implementation Plan | Reports | | | | X | X | C: prob. in 2020 | | | | |

Workplan 2019-2020

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# ADDITIONAL STEPS

- Aligning CEP work alongside other E & R projects:
  - Integrating SBIRT services
  - NHTSA Impaired Driving Messaging
  - Data management
  - Training evaluation and quality improvement

# QUESTIONS AND THOUGHTS?
## ATERRILLION@CADCA.ORG