

## Evaluating Your Impact on the Community



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## Objectives

- Program & community evaluation
- Community evaluation resources
- Problems of community evaluation





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## The CARES Coalition

- Mission: to eliminate substance abuse through community effort
- Drug Free Communities Grant, ONDCP, 2008
- Ambitious goals: 1) build community capacity and 2) reduce substance abuse among youth and, over time, adults
- Coalition of 93 members representing 53 agencies in 12 essential sectors


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## Program & Community Evaluations

<p><i>Program Evaluation</i></p> <ul style="list-style-type: none"> <li>• Programs focus on a few integrated intervention strategies</li> <li>• Program staff are responsible to lead and implement interventions</li> <li>• Program evaluation measures change in individuals effected by interventions</li> </ul>	<p><i>Community Evaluation</i></p> <ul style="list-style-type: none"> <li>• Coalitions seek multiple environmental change strategies</li> <li>• Coalition staff are responsible for supporting diffuse actions of members</li> <li>• Community evaluation measures community-level indicators effected by coalition actions</li> </ul>
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## Theory of Change

- Creates an understanding of the problem at the community level that is shared by coalition members
  - Remember CARES goals: 1) build community capacity; 2) reduce substance abuse among youth and, over time, adults
- Identifies assumptions behind strategies that are selected by the coalition, e.g.
  - Note the assumptions behind this comment from a member of Youth CARES, "As a member I am able to contribute ideas on ways we can get rid of substance abuse. We plan events, such as a dodgeball tournament, that show teens that it is possible to have clean fun that they won't regret the next day."
- Can be expressed as a series of "if - then" relationships to build into your coalition "logic model" and give it a dynamic for revision
  - If youth are empowered, then ....
  - If alternative activities are available, then ....




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## Community Evaluation Resources

• Concepts and Ideas ----->	CADCA Primers on Assessment and Evaluation: <a href="#">Community Toolbox Chapters on Assessment and Evaluation:</a> <a href="http://www.cadca.org/ctb/assessmentandevaluation/">http://www.cadca.org/ctb/assessmentandevaluation/</a>
• Expertise ----->	Get to know the community engagement initiatives at your local college or university.
• Data ----->	Census Bureau's American Community Survey: <a href="http://www.census.gov/2010census/data/">http://www.census.gov/2010census/data/</a>
- National ----->	SAMHSA's Office of Applied Studies: <a href="http://www.samhsa.gov/oas/">http://www.samhsa.gov/oas/</a>
- State ----->	Texas DSHS - BRFSS Annual Data: <a href="http://www.dshs.state.tx.us/brfss/brfss_data.asp">http://www.dshs.state.tx.us/brfss/brfss_data.asp</a>
- Local ----->	Texas DSHS - Substance Abuse Services: <a href="http://www.dshs.state.tx.us/substanceabuse/">http://www.dshs.state.tx.us/substanceabuse/</a>
	Your local schools and law enforcement agencies. SAMHSA's MeasureIt & Instrumental Ideas for your own surveys: <a href="https://preventionplatform.samhsa.gov/Micro/Case/bug_portal/templates_r/design/etier.cfm?CID=725083&amp;C210&amp;EN=6363557">https://preventionplatform.samhsa.gov/Micro/Case/bug_portal/templates_r/design/etier.cfm?CID=725083&amp;C210&amp;EN=6363557</a>




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## Key Problems & Solutions

- Involving the coalition in community evaluation planning.
  - Solution: Simplify planning into the basics:
    - Who cares what the coalition is doing?
    - What do they care about?
- Integrating community evaluation to realize its value beyond “accountability.”
  - Solution: Include evaluators from the beginning of the project.
  - Solution: Build a record keeping system that generates evaluation data.
  - Solution: Ask often what evaluation is contributing to improved problems solving, better coordination, celebration and sustainability of the coalition.




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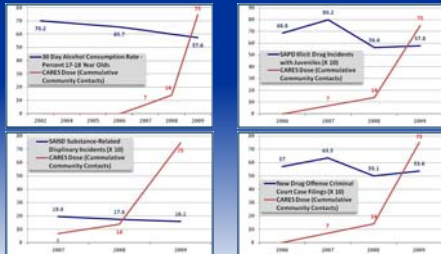

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## A Key Technical Problem A Sample of One


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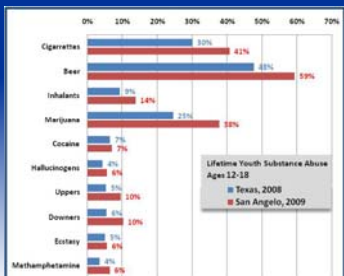
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## Don't Forget to Use Evaluation to Focus Your Challenges



Substance	Texas, 2008 (%)	San Angelo, 2009 (%)
Cigarettes	32%	42%
Beer	31%	59%
Inhalants	3%	14%
Marijuana	21%	38%
Cocaine	7%	7%
Hallucinogens	4%	6%
Uppers	5%	10%
Downers	6%	10%
Sedatives	5%	6%
Methamphetamine	4%	6%




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