North Dakota Partnerships for Success

Evaluation Training October 2017

Eric Canen

Janelle Now Has a Beautiful Baby Boy

- Carson James Simpson
- September 30, 2017
- 7 Pound 2 Ounces
- 20 ½ inches long
- Mother and baby are doing well!

Completing the Required Federal Reporting

PFS Federal Reporting

- Community Outcomes Reporting
  - Alcohol related vehicle crashes
  - Alcohol related crime
  - Poison control calls
  - ND PFS Youth Survey Results

  - Used to see community change on targeted outcomes
  - Used to measures differential change from community to community

PFS Federal Reporting

6 the number of measures reported for each subrecipient*

3 the number of **underage drinking** measures reported for each subrecipient

3 the number of **prescription drug** measures reported for each subrecipient

1 Consumption	**1** Consequence	**1** Intervening Variable

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1 the number of **underage drinking** measures that need to be an annual exact or approved substitute PFS Required Outcome Measure.

1 the number of **prescription drug** measures that need to be an annual exact or approved substitute PFS Required Outcome Measure.

*NOTE: Grantees targeting additional substances (e.g. marijuana) must provide1 annual exact or approved substitute measure for each additional target

PFS Federal Reporting

- Community Level Instrument-Revised (CLI-R)
  - Completed semi-annually, but many parts are only completed annually
  - Follows SPF SIG Model
  - Includes a breakdown by Prevention Intervention (Evidence Based Strategy) and Service Type (Activity)
    - Reports costs by Prevention Intervention
    - Report reach of each service type or activity (Grouped together as much as possible)

http://bit.ly/CLIR_ND_PFS

PFS Federal Reporting

- Appointments to complete the CLI
    - October 23 through November 3
    - Will be able to choose the appointment that best works for your own schedule
- Conducted through GoToMeeting.
- Emily will walk you through the CLI Reporting.
- Likely will be able to submit the CLI at the end of the meeting

Measuring the Reach of a Prevention Strategy

Measuring Reach

- Basic Question: How many and what kinds of people have been potentially affected by each prevention activity or strategy during the year?

Answering this question differs from prevention strategy to prevention strategy

Measuring Reach

- Types of information asked about are grouped by the CSAP strategy types
  - Community Based Processes
  - Prevention Education
  - Alternative Drug-Free Activities
  - Problem Identification and Referral
  - Environmental Strategies
  - Information Dissemination

Reach for Alternative Activities

- Types of participants targeted in the alternative activities
- Activities for identifiable participants or populations as a whole
- Schedule of the activities
- Location of the activities and number of groups started
- Number of sessions provided
- Number of hours for activities provided
- Number of participants served or reached in the year
- Demographics

Reach for Environmental Strategies

- Main types
  - Training of environmental influencers
  - Policy enactment, establishment, or implementation
  - Enforcement
  - Some other type

Reach for Environmental Strategies

- Training of environmental influencers
  - Type of training (one time or multiple sessions of training)
  - Number of people started training
  - Number of people completed training
  - Training size
  - Training hours provided
  - Average length of training

Reach for Environmental Strategies

- Policy enactment, establishment, or implementation
  - New organizations that you engaged during the last six months
  - Number of elected officials contacted
  - Descriptions of actions done to affect policy change

Reach for Environmental Strategies

- Enforcement
  - Types of enforcement actions sponsored
  - Number of compliance checks conducted
  - Number of sobriety checkpoints established
  - Number of law enforcement agencies engaged

Reach for Environmental Strategies

- Number of people affected by the environmental strategies
- Demographics

Reach for Information Dissemination Strategies

- Intended purpose of the information dissemination strategy
- Audience types who are intended targets of information dissemination campaign
- Number of community groups/organizations presented to
- TV ads counts
- Radio ads counts
- Newspaper or magazine ads counts

Reach for Information Dissemination Strategies

- Invited speakers/informational presentations
- Promotional activities
- Letters published
- Posters
- Brochure distribution
- Websites and Facebook pages

Reach for Information Dissemination Strategies

- Number of people reached or affected by the information dissemination strategy
- Demographics

We will go over the information dissemination sub-form in detail.

Common Information Requests between Strategies

Demographic Reach of the Strategy

Common Information Requests Between Strategies

- Number of people who participated, or were reached or affected
  - If can directly count the people, this is the gold standard
  - If cannot directly count the people then estimating is expected
  - Wanting to know about people reached during the year
    - First reporting in April and May is for first six months
    - Second reporting in October and November is for second six months (***only report the new people reached***)

NOTE: You will only have to report the reach of a environmental policy enactment or establishment after the policy has been passed, established, or put in place for the first time
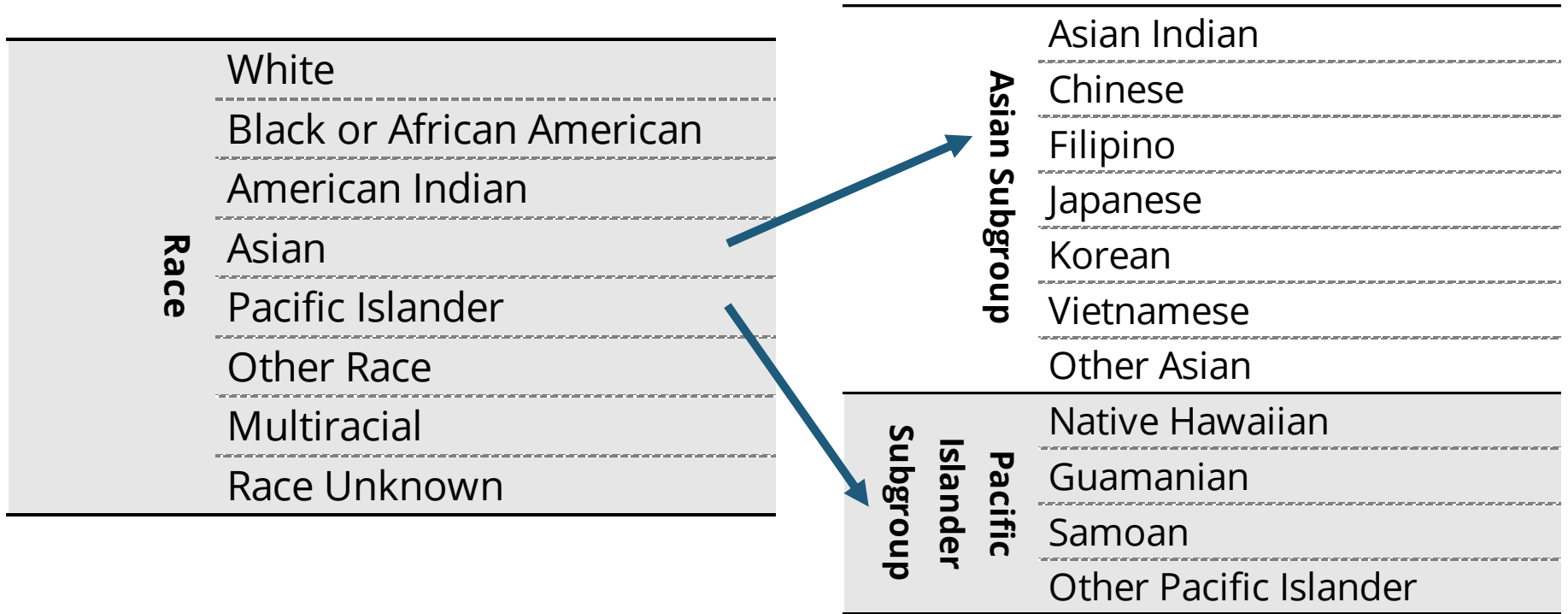
Demographics

- Gender
- Age Groups
- Racial Category
- Hispanic/Latino

- English Language Ability
- Primary Language
- Disability Status
- Military Status
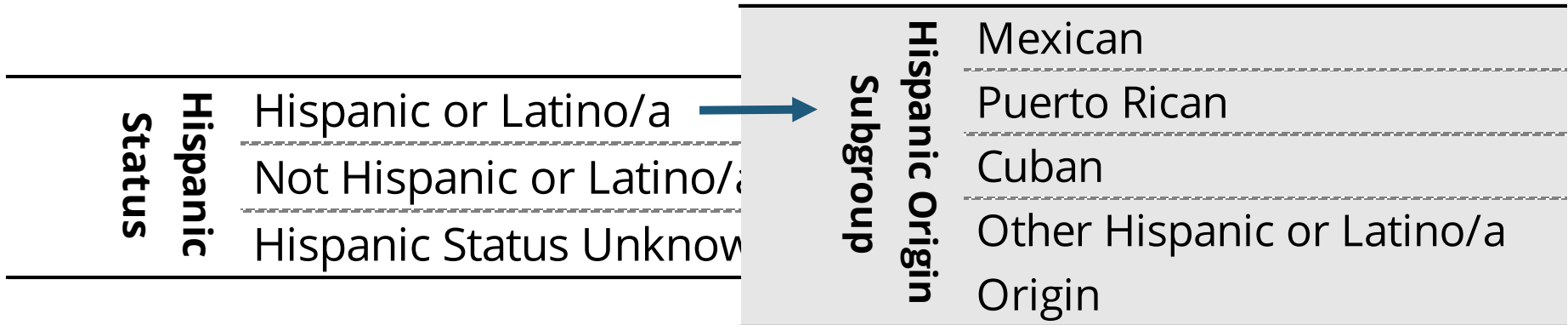- Family Members of Military

Gender and Age Groups

Gender	Female
	Male
	Other
	Unknown
Age	Age 0 to 11
	Age 12 to 17
	Age 18 to 20
	Age 21 to 25
	Age 26+
	Age Unknown

Race and Origin Subgroup Categories

Race
White
Black or African American
American Indian
Asian
Pacific Islander
Other Race
Multiracial
Race Unknown

Asian Subgroup
Asian Indian
Chinese
Filipino
Japanese
Korean
Vietnamese
Other Asian

Pacific Islander Subgroup
Native Hawaiian
Guamanian
Samoan
Other Pacific Islander

Hispanic Ethnicity

Hispanic Status		Hispanic Origin Subgroup	
	Hispanic or Latino/a →		Mexican
			Puerto Rican
	Not Hispanic or Latino/a		Cuban
	Hispanic Status Unknown		Other Hispanic or Latino/a Origin

Language Use Categories

Language Use Categories

English Language Proficiency	Very Well		
	Well		
	Not Well		
	Not at all		
	Unknown		
Language at Home	English		
	Spanish		
	Other Language		
	Unknown		
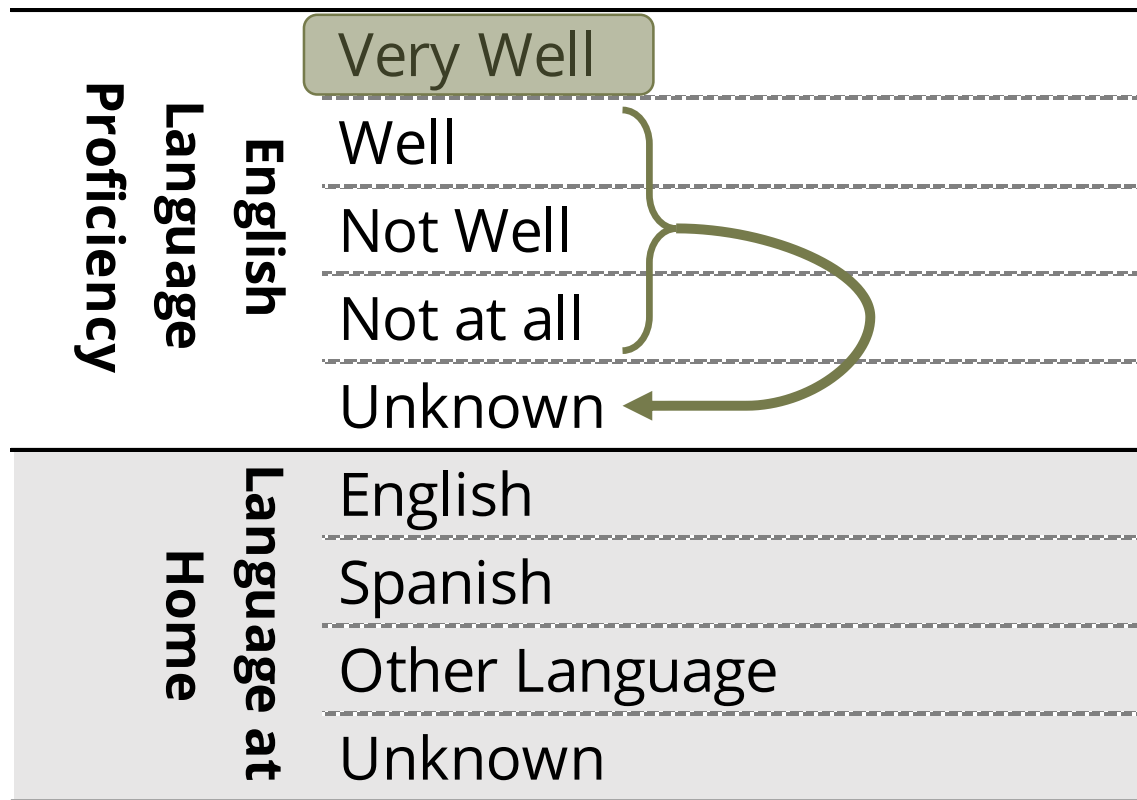
Disability Status

Disability Status	
	Hearing Difficulties
	Vision Difficulties
	Ambulator Difficulties
	Self-Care Difficulties
	Cognitive Difficulties
	Difficulties with Activities of Independent Living
	Disability Status Unknown

Military Status

Military Status	Currently in Armed Forces
	Currently in Reserves
	Currently in National Guard
	Veteran
	Never Served in Military
	Unknown
Family Military Status	Family Member of Person in Military
	Family member of a Veteran
	No Family Members in Military, Past and Present
	Unknown

Military Status

Military Status	
	Currently in Armed Forces
	Currently in Reserves
	Currently in National Guard
	Veteran
	Never Served in Military
	Unknown

Family Military Status	
	Family Member of Person in Military
	Family member of a Veteran
	No Family Members in Military, Past and Present
	Unknown

Target Populations and Strategy Reach

Targeted Population

- Only reporting on reach within the chosen target population

Total Population of Foster County

3366

Potential Target Population Age 12 to 25 in Foster County

560

Targeted Population

- Only reporting on reach within the chosen target population

Age			
	Age 0 to 11	0	0.0%
	Age 12 to 17	291	51.9%
	Age 18 to 20	119	21.3%
	Age 21 to 25	150	26.8%
	Age 26+	0	0.0%
	Age Unknown	0	0.0%

Potential Target Population Age 12 to 25 in Foster County

560

Targeted Population

- Only reporting on reach within the chosen target population

Gender			
	Female	281	50.3%
	Male	278	49.7%
	Other	0	0.0%
	Unknown	0	0.0%

Potential Target Population Age 12 to 25 in Foster County

560

Estimating Population Reached

It is NOT presumed that you reach entire target population with a given prevention strategy

- Listenership, readership, or viewership
  - Discount or reduce to account for not having the entire group see, view or hear the ad or message
- School enrollment limits
- Estimate number of parents in community

Estimating Population Reached

- Rules for overlapping activities and events in a strategy
  - Choose the event or activity that has the greatest coverage, and report that as the strategies reach.
  - Add to that if an activity or event is likely to reach a portion of the target population that the largest reach event does not include.
  - At no time can the estimated population reach exceed the target population size. If so, only report the total of the target population.

Estimating Population Reached

- See if media outlets, event venues, website, or other platforms have demographic profiles of people to estimate subgroups

- If no better information is available, can use the demographic sheets that WYSAC pulls from the American Community Survey for Environmental, Information Dissemination, and large group Alternative Activities, to break out subgroups.

- When identifiable groups of people are served, should be counted directly and as much as possible demographics deduced.

Demographics of an Information Dissemination Strategy

Example and Discussion

Example and Discussion

- Social Host Media Campaign
  (Taking Place in Foster County)
  - Target population – High School seniors and juniors, along with other young adults who are under age 21.
  - Activities
    - Parents who Host Lose the Most radio ads on local stations, Pandora and Spotify
    - Posters at high school advertising texting tip line number
    - Letters/articles in local news paper
    - Targeted ads on Facebook (for parents)
    - Billboard on Main Street in Carrington
    - Advertisements in local churches bulletins

Example and Discussion
Answer These Questions

- Write down your answers for the following:
  - What is your estimate for the size of the target population?
  - What is your estimate for the amount of the target population reached by the media campaign?
  - Can the demographic sheet be used to estimate the reach into the different subgroups?
    - If *Yes*, what parts of the demographic sheet fit well and can be used for estimates?
    - If *Yes*, what parts of the demographic sheet need to be modified to better fit?
    - If No, how are you going to handle the reporting of demographic subgroups?

Example and Discussion
Things to Consider

- Where might you look to estimate the number of the target population reached in the service area?

- Which activity would likely have the greatest reach, and thus best represent the reach of the entire media campaign?

- Are there any activities that extend the reach beyond the one chosen above? If so by how much?

- Are there substantial parts of the target population that might be missed by this media campaign that might need to be subtracted out from the total?

Discuss Your Answers to the Example

Small Group Exercise

Apply the Reach to a Specific Strategy or Activity in Your Community

Small Group Exercise

- At your table, look at the CLI-R Question Worksheets that you filled in with Janelle

- Choose an strategy or activity (preferably one that you have started implementing in July, August, or September) that you would like to estimate

- Talk about the tasks that you did or are planning on doing.

- Determine the target population for the strategy

- Discuss how you might determine the target population reached for the strategy

- Talk about how you may or may not use a demographic sheet for demographic subgroup estimation of reach for the strategy

Remember: You will only have to report the reach of a environmental policy enactment or establishment after the policy has been passed, established, or put in place for the first time

Other Measures Requiring Ongoing Tracking

Sub-Form Differences

- Each sub-form type has a few tailored questions to the strategy type being reported about on the form

- Most tailored questions are easy to answer with a little reflection, and/or discussion
    - They typically do not require on-going measurement and recording (though that might be helpful)

- The information dissemination strategy has the most questions requiring ongoing tracking

Information Dissemination Sub-Form

- Questions that might require ongoing tracking
  - Question 146—Community groups or organizations receiving presentations
  - Question 149 (a to e)—Television ads
  - Question 150 (a to e)—Radio ads
  - Question 151 (a to d)—Print ads (newspaper or magazine ads)
  - Question 152—Special events used for information dissemination
  - Question 153—Promotional Activities
  - Question 154 (a to c)—Community meetings for information dissemination
  - Question 155 (a to b)—Newsletters
  - Question 156 (a to b)—PSAs broadcast

Information Dissemination Sub-Form

- Questions that might require ongoing tracking
    - Question 157 (a to b)—Posters
    - Question 158 (a to b)—Brochures
    - Question 159 (a to b)—Hotlines or tip-lines
    - Question 161 (a to e)—Websites and Facebook pages

Environmental Strategies Sub-Form

- Question 115 (a to c)—Groups of influencers trained
- Question 118—Number of training sessions
- Question 119—Average length of each training session
- Question 120—Number of individuals trained
- Question 122—Number of organizations engaged
- Question 124—Elected officials contacted
- Question 128—Number of compliance checks
- Question 129—Number of sobriety checkpoints
- Question 130—Number of law enforcement agencies engaged

Alternative Activities Sub-Form

- Question 84—Location of Activities, number of groups started, number of groups completed
- Question 85 & 86—Average number of sessions per group and total hours provided activities
- Question 88—Number of alternative activity events

Questions or Suggestions?

Youth Survey Results

North Dakota Partnerships for Success

Data Portals Availability

- Combined PFS Grantees Results
  - Data weighted by grade level response rates within each of the community grantees
  - Frequency tables for all questions

Data Portals Availability

- Data results available for:
  - Gender
    - Males
    - Females
    - Both genders combined

Data Portals Availability

- Data results available for
  - Grade level
    - Each grade individually
    - Middle school grades or high school grades
    - All grades combined

Data Portal Demonstration

The combined grantee portal can be found here:

https://datastudio.google.com/open/0BxB8U9lk4PV9WTg3TnFESzJ2LTg

Value of Prevention Study

Wyoming by the Numbers

- Least populated state in the nation (585,501 people)

- Very rural (5.8 people per square mile)

- DUI arrest are double the national average (667 vs 290 arrests per 100,000 population

- Liquor law violation arrest rates are nearly five times the national average (476 vs 96 arrests per 100,000 population)

- One in 10 high school aged youth report drinking and driving

- One in five report riding in a vehicle where the driver has been drinking

Predicted Trends in Alcohol Consumption in the Absence of Prevention are Flat

Counterfactual trends in past-30 day current use and binge drinking rates
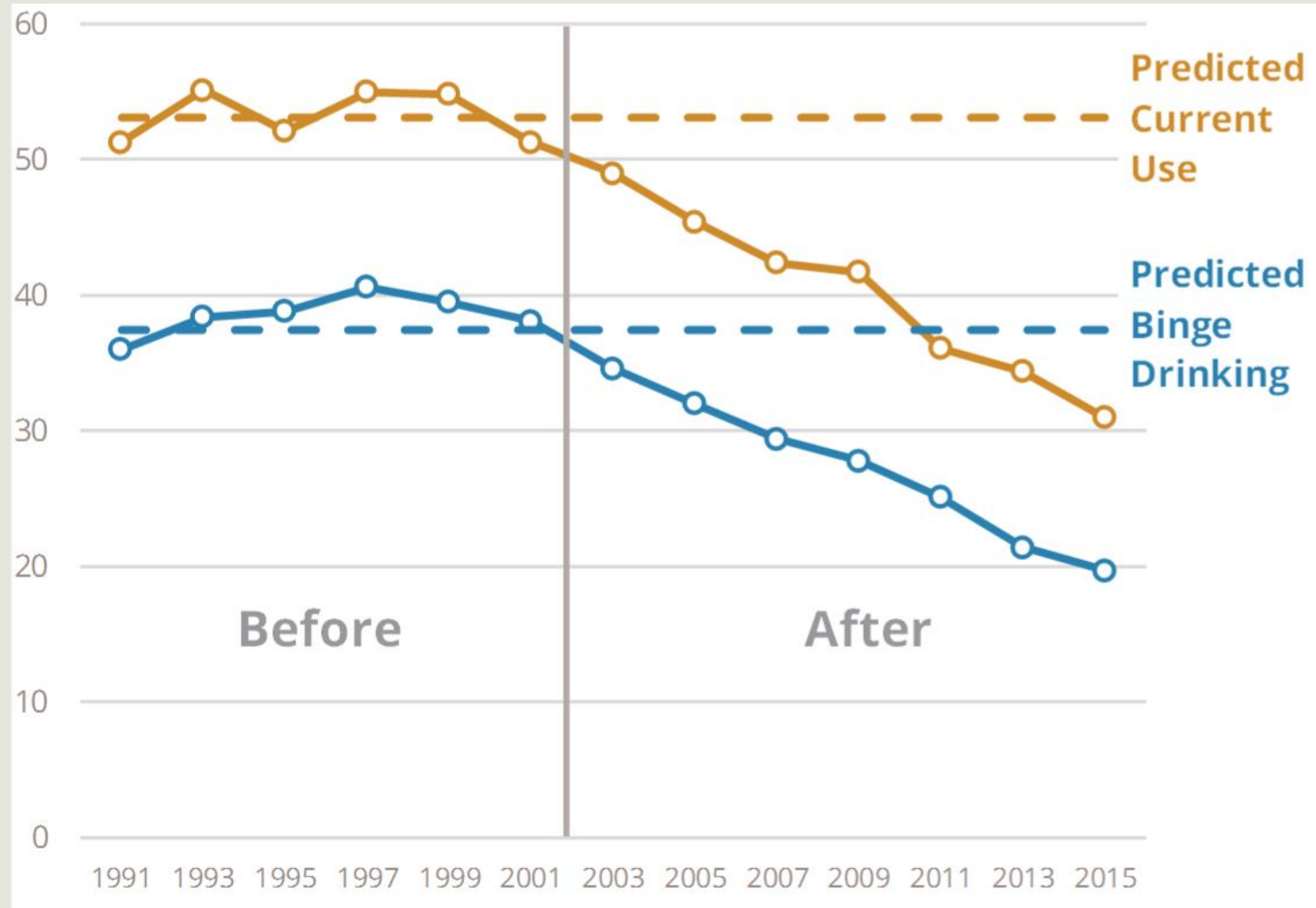
Predicted Current Use

Predicted Binge Drinking

Before

After

Number of Alcohol Use Disorders Prevented

- Focused only on graduating high school seniors
- Analog measure to current alcohol use is year of initiation of alcohol use
- Longitudinal research demonstrates the pattern of incidence of alcohol disorders based on age of first use
- Age of first use in 2001 vs age of first use in 2014
- Expected disorder rate:
  - 2001 class is 43.9 percent
  - 2014 class is 37.6 percent
- Different in disorder rates is 6.3 percentage points
- **389 cases of future alcohol use disorders prevented in 2014 senior class**

Average Cost per Alcohol Use Disorder

	2010 population (1)	Prevalence rate [a] (2)	Currently disordered individuals (1 x 2)
12 to 17	43 392	5,86%	2 543
18 to 25	64 873	17,94	11 638
26 and older	363 351	6,26	22 746
Total number of alcohol use disorder cases			36 927
Total cost of alcohol misuse, 2010			$843 220 902
Average cost per disordered individual			**$22 835**

Benefits Estimate

- Used the average cost per disordered individual for a year ($22,235) and discount that cost at a rate of 3% per year.

- The prevention of a single alcohol use disorder is expected on average to save $313,698.50 over the course of that individual's lifetime.

- 389 cases prevented * $313,698.50 cost = $122,015,701 saved costs

The potential economic benefit of delaying the onset of alcohol use is $122 million for the 2014 graduating class.

Reports Available

- Full report available here:
  - http://bit.ly/WyPrevValue
- Fact sheet available here:
  - http://bit.ly/ShortWyValPrev