



Wyoming Survey & Analysis Center
UNIVERSITY OF WYOMING

North Dakota PFS

Evaluation Component

Eric Canen, M.S. & Janelle Simpson, M.A.

Introduction & Overview

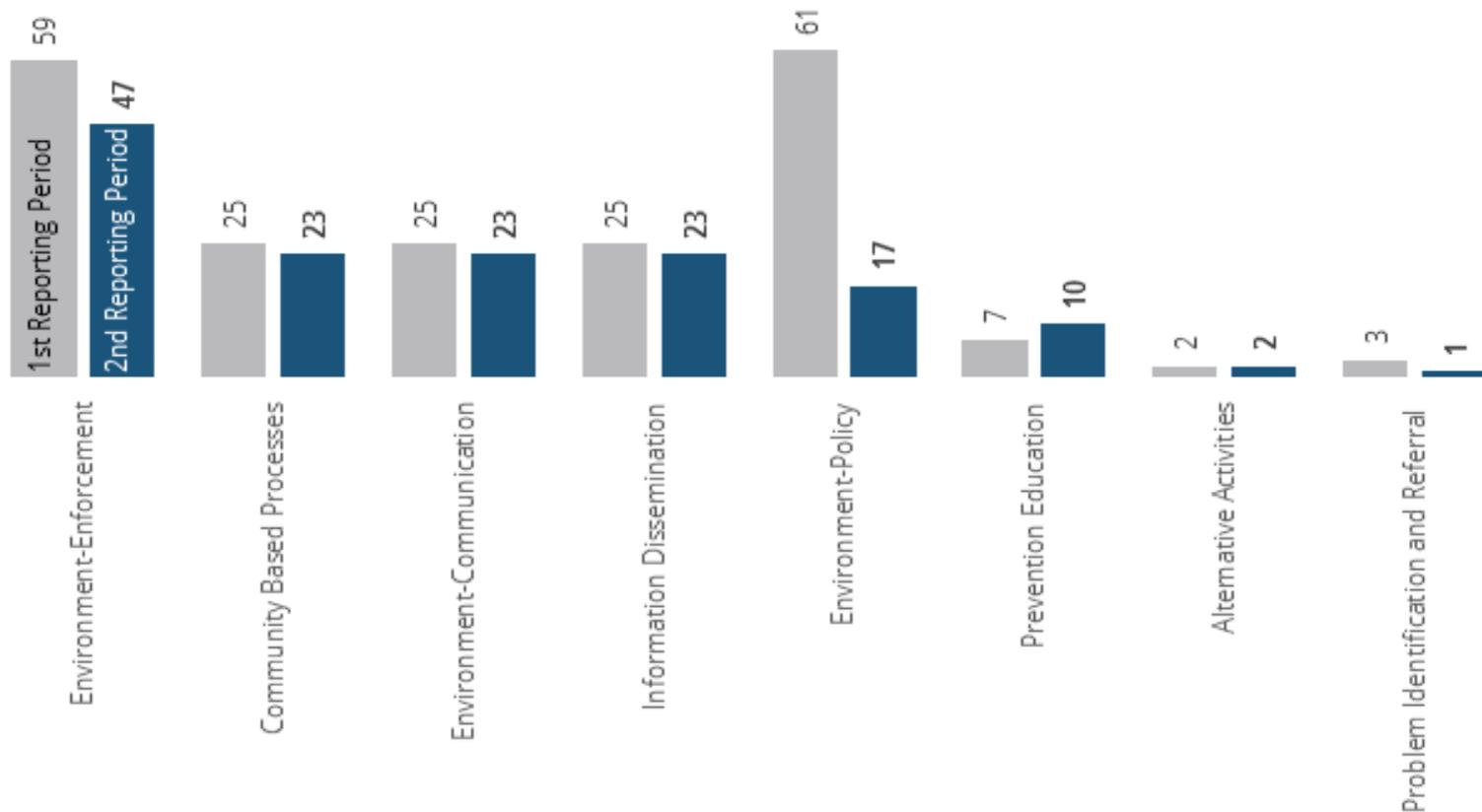


Congratulations

You finished the Strategic Prevention Framework State Incentive Grant!

Refined and Targeted Prevention Efforts

Implemented Strategies, by Category



Community Based Processes Reduced Slightly as you Settled into the SPF SIG Implementation

	1 st Reporting Period	2 nd Reporting Period		1 st Reporting Period	2 nd Reporting Period
Coalition meetings	335	219	Law enforcements		
Coalition members recruited	471	101	officers educated	290	152
Coalition members trained	187	194	Law enforcement collaborated with	285	152
Community members trained	753	575	Merchants educated about laws and penalties of selling to minors	3,586	2,831
Outreach/Education sessions held	115	67	Schools worked with to implement or enhance policies	54	47
Elected officials contacted	286	212	Businesses worked with to implement or enhance policies	63	172

Environmental Communication Activities Shifted from Creating New Material to Sharing Available Information

	1 st Reporting Period	2 nd Reporting Period		1 st Reporting Period	2 nd Reporting Period
Television ads created	5	5	Community meetings presented at	207	119
Television ads aired	6	878	Letters sent to the editor	777	13
Radio ads created	60	131	PSAs developed	387	155
Radio ads aired	2,398	2,511	PSAs broadcast	387	2,454
Print ads created	170	81	Posters distributed	1,330	1,137
Print ads published	1,669	155			

Statewide Media Campaigns Successful

PARENTS LEAD

There is a solution to underage drinking
and substance abuse — You.

Tips and tools for engaging in ongoing conversations
that matter.



Maybe
YOU ONLY HAD
ONE DRINK



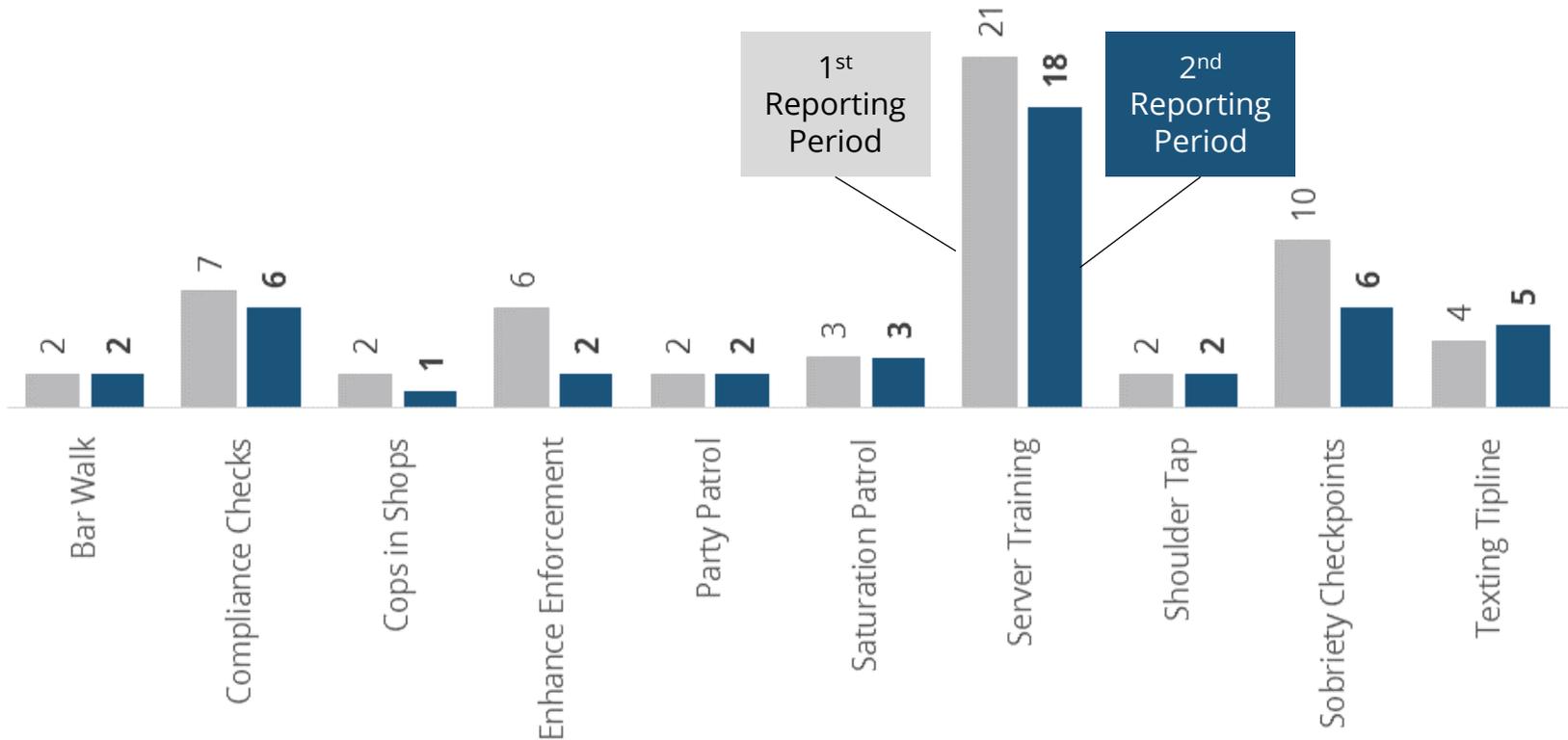
But how many drinks were
IN THAT DRINK?



SPEAKVOLUMES.ND.GOV >

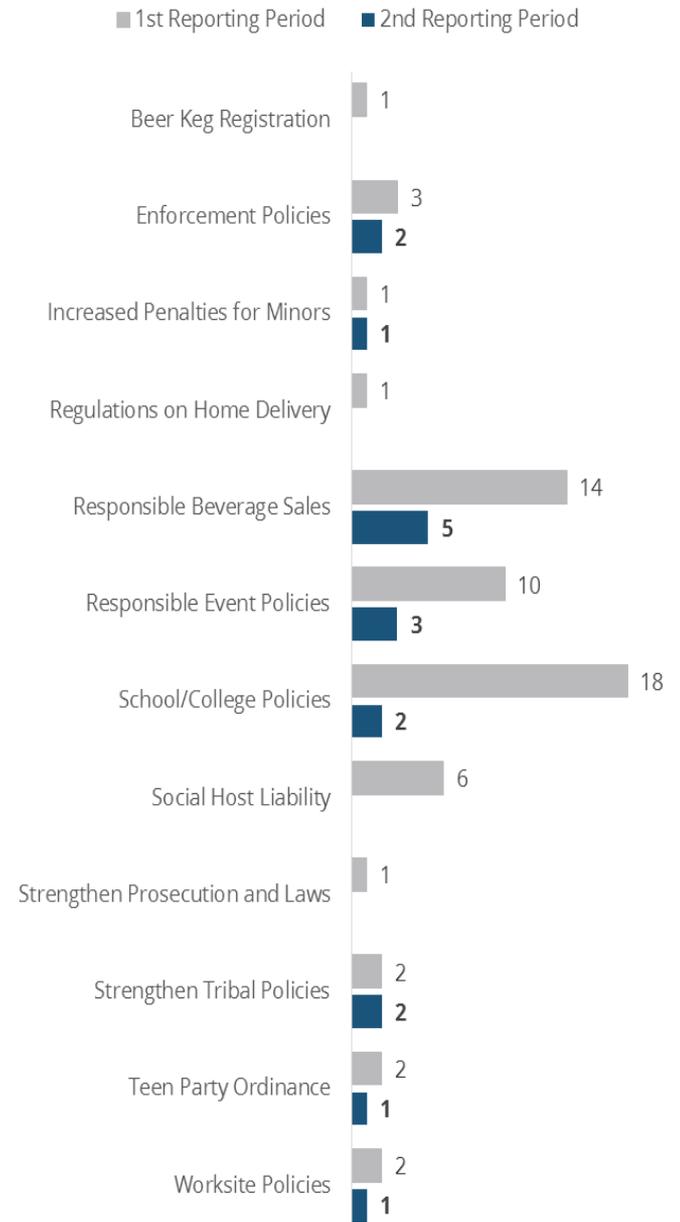
Server Training Remained One of the Most Implemented Prevention Strategies

Environment-Enforcement Strategies Implemented, by Strategy



Other Accomplishments

- Environmental policy interventions were assessed and focused during the SPF SIG



Other Accomplishments

- Information Dissemination
 - Promotional items distributed
 - 107,000 first reporting period
 - 187,000 second reporting period
 - Special Events and Promotional Activities
 - 358 in first reporting period
 - 273 in second reporting period
- Prevention Education
 - Increased number of these strategies during the course of the SPF SIG
 - 1,192 participants across the two years.

State-Level Prevention Capacity Increased

- Repeated the Prevention Infrastructure Assessment at the state level
 - Interviewed state level stakeholders from
 - The Governor's Prevention Advisory Council,
 - State Epidemiological Outcomes Workgroup, and
 - Department of Human Services Prevention Team
- Used a modified version of the Tri-Ethnic Center Readiness Model
- Result: Nearly all the capacity domains improved

Community Capacity Gains from the SPF SIG

- Assessed using focus groups and feedback forms of the community grantees
- Organized by the stages of the SPF model and asked about what worked and what did not work in each stage

Community Capacity Gains from the SPF SIG

- Needs Assessment
 - The needs assessment process was one that participants described as the beginning of getting stakeholder buy-in.
 - Several participants stated that they learned a great deal in going through the steps of the needs assessment process, and even claimed that the process would be worth repeating in order to learn even more and get a clearer picture of the prevention needs in their communities.
 - The practical approach worked and they gained competency but some of the foundational ideas remained unclear.
 - Staff turnover sometimes impeded the knowledge gained by going through the entire SPF process.

“I think that the overall process, how it was laid out, what you were supposed to do, how it all came together, I mean that framework worked very well.”

Community Capacity Gains from the SPF SIG

- Strategic Planning
 - The majority of the participants felt that this portion of the process went well, and that they had the resources they needed to complete the outlined tasks.
 - Some participants noted the perception that this process was much more successful for the communities that already had functioning prevention coalitions and similar workgroups. For those communities that were starting from scratch, they could have used additional time to learn and incorporate more community feedback into the process.

“For us, it was nice to have a menu of options, and we could work within that a little bit. The state really worked to accommodate us with some of the things we wanted to do within those menu options.”

Community Capacity Gains from the SPF SIG

- Capacity Building
 - Most of the grantee communities have improved their overall capacity for prevention programming through the SPF SIG grant. For some communities, the SPF SIG grant provided some of the foundational resources needed to initiate new alcohol prevention efforts in their communities. In other communities, the SPF SIG grant allowed them to continue on with alcohol prevention work that was already underway, as well as enhance their strategies.
 - The participants expressed that the overall awareness level about alcohol prevention and related issues seems higher.
 - Participants expressed that it was difficult to get community leaders, like mayors and city councils, to actively engage and support the strategies that were being suggested.
 - It was a challenge to select strategies that might be viable and acceptable within the eyes of the local leadership.

Community Capacity Gains from the SPF SIG

“I think given our rural context and the very short time period, we were as effective as we could be.”

- Implementation
 - The work with law enforcement has been enhanced a great deal, and several communities reported having positive experiences working with local law enforcement with/on the selected strategies.
 - Participants expressed satisfaction with the overall process of grant implementation, and offered limited suggestions for improvement.
 - “It’s interesting, the process, you don’t just jump right into implementation either. You really have to take a step back, re-evaluate all of your data, and make sure it is aligned with what you are working with at the time, so I think that this process really made that evident.”

Community Capacity Gains from the SPF SIG

- Sustainability
 - For most of the community stakeholders, sustainability is seen as a function of three things: 1) resources to continue the work; 2) personnel whose specific task is tied to doing alcohol prevention work and 3) whether there are functioning coalitions and workgroups for alcohol prevention. Some of the participants remained skeptical about the sustainability of the projects into the future.
 - The communities who have a working coalition did not doubt that alcohol prevention work would continue in some form, while the communities who did not have a longer standing workgroup or coalition were concerned that the new people they had recruited would lose interest and the groups would disintegrate.

Community Capacity Gains from the SPF SIG

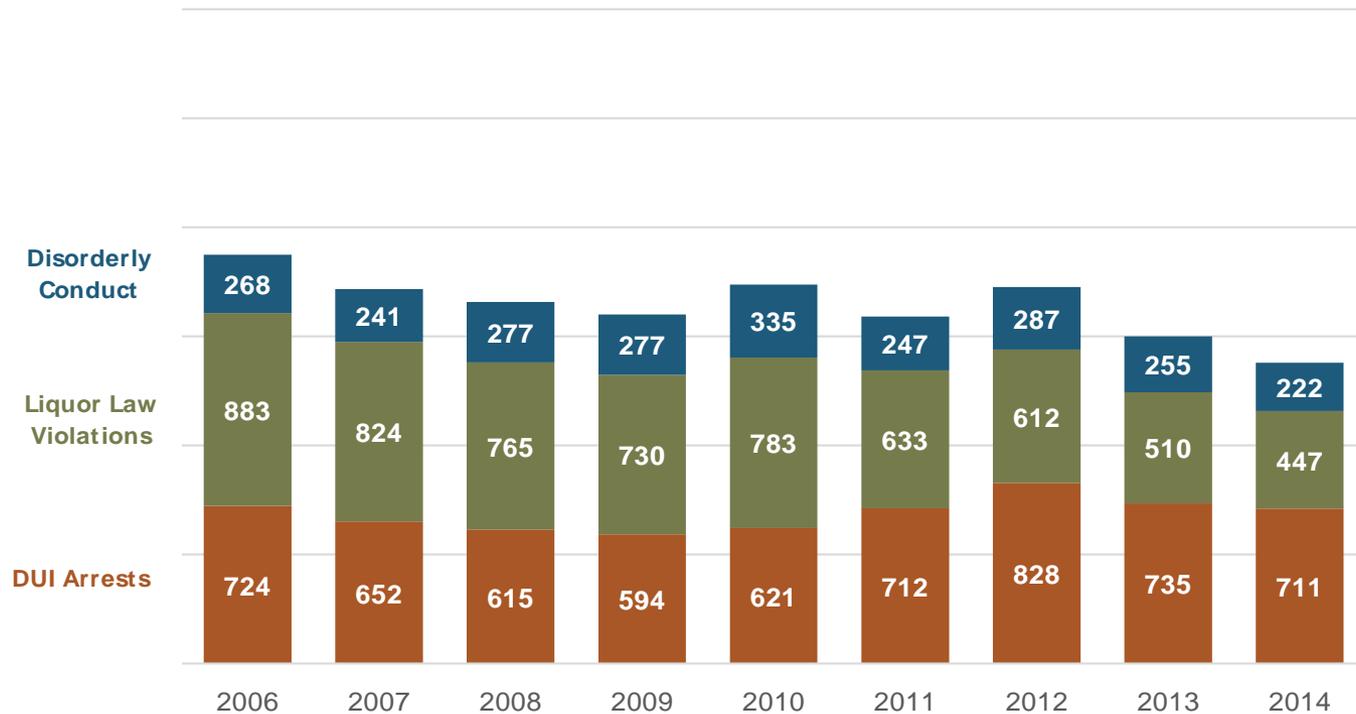
- Evaluation
 - The stakeholders involved were active in the process, were earnestly engaged in assessment and planning processes, and Evaluation and Data Use was the domain that many people spoke positively about.
 - The participants said they struggled with the reporting requirements for the grant at the beginning. Several of them noted that this improved dramatically over time.
 - There are not many formal community-level evaluation efforts in place. The interviewees also sensed that people have trouble figuring out the practical application of the data.
 - Questions were posed about how more culturally appropriate outcome measures could be identified, and Tribal members wanted to know where they could learn more about participatory evaluation strategies that were culturally centered.

Community Capacity Gains from the SPF SIG

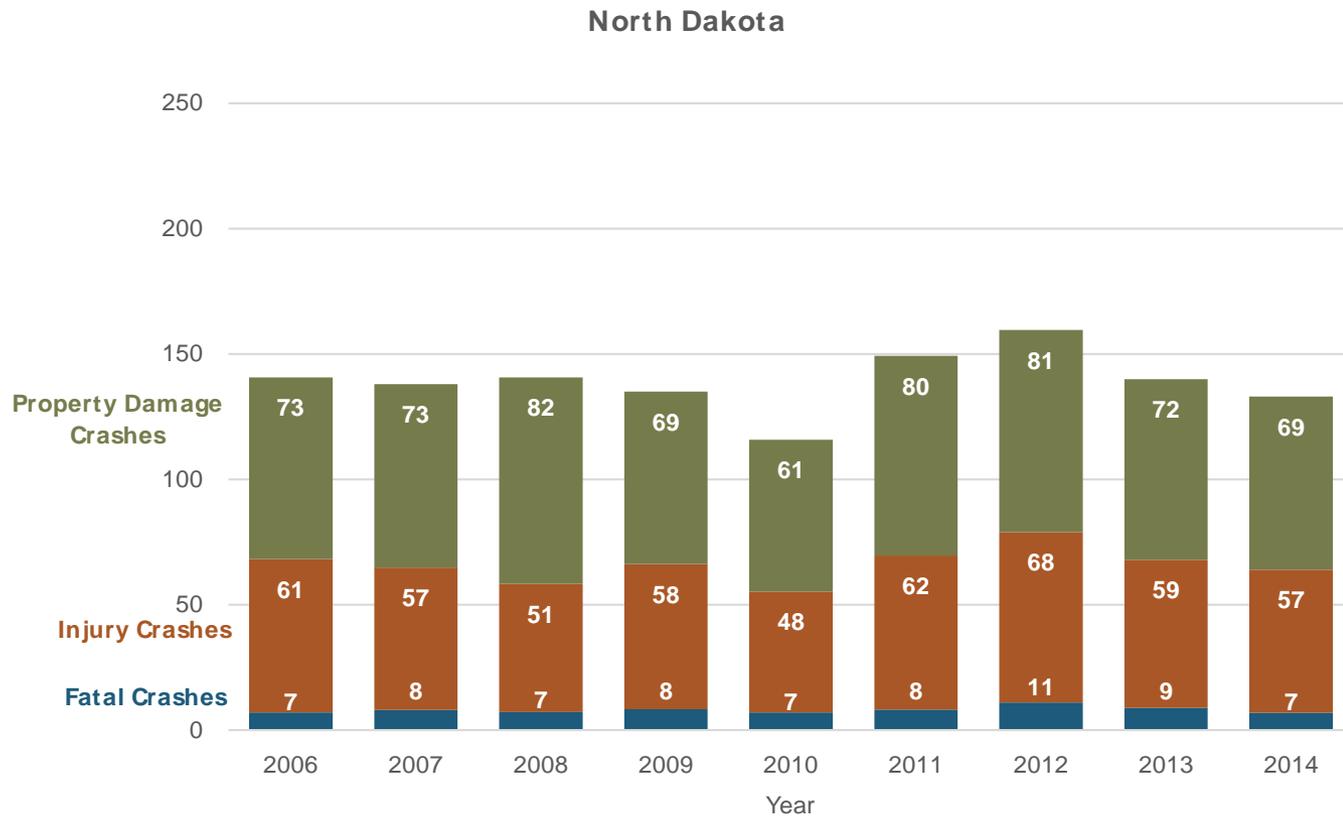
- Cultural Competence
 - In 2013, the term “cultural competence” was widely unknown by the respondents. By 2016, the community participants had received some basic form of diversity and cultural training, and they were more familiar with the concept as related to prevention programming work.
 - Some participants also expressed concerns about being able to adapt strategies to make them more relevant for their own communities.
 - The tribal communities identified concerns about adequate representation on grant and decision making groups and would like to use a more participatory model in both the evaluation and other parts of the SPF process.

Outcomes: Alcohol Related Arrests Decreased Since Baseline (2012)

North Dakota

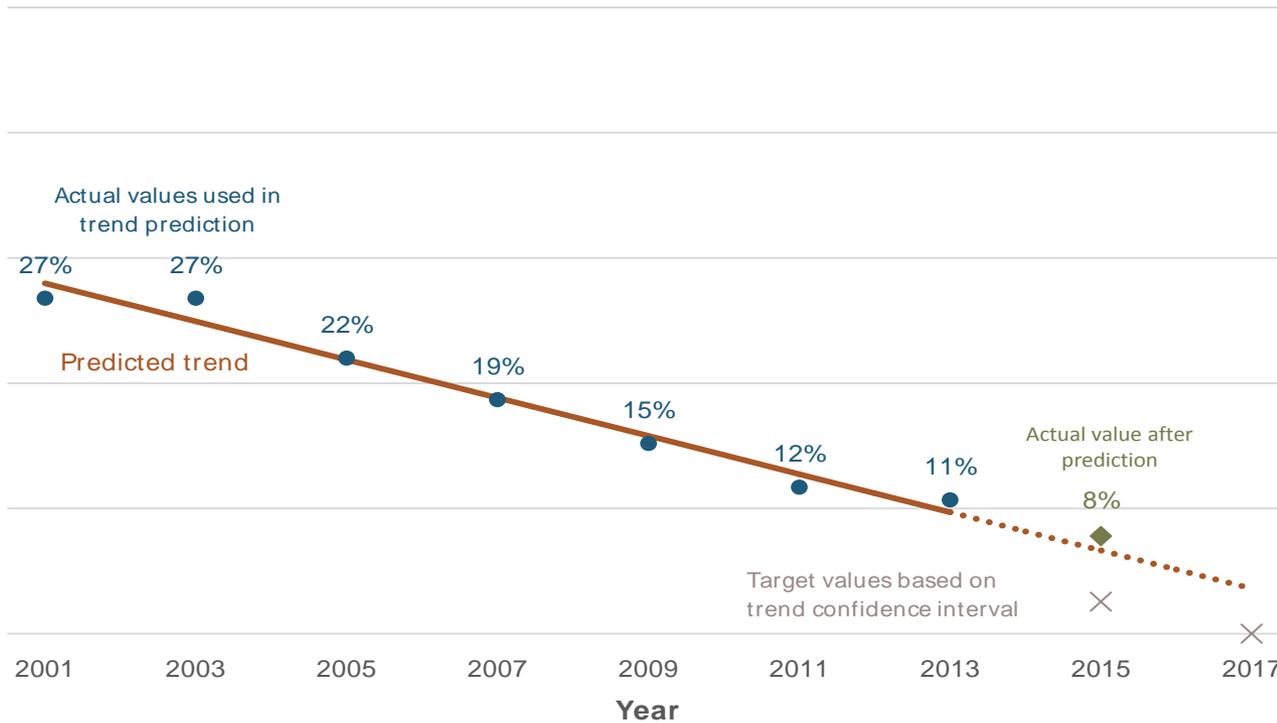


Outcomes: Alcohol Related Vehicle Crashes Decreased Since Baseline (2012)



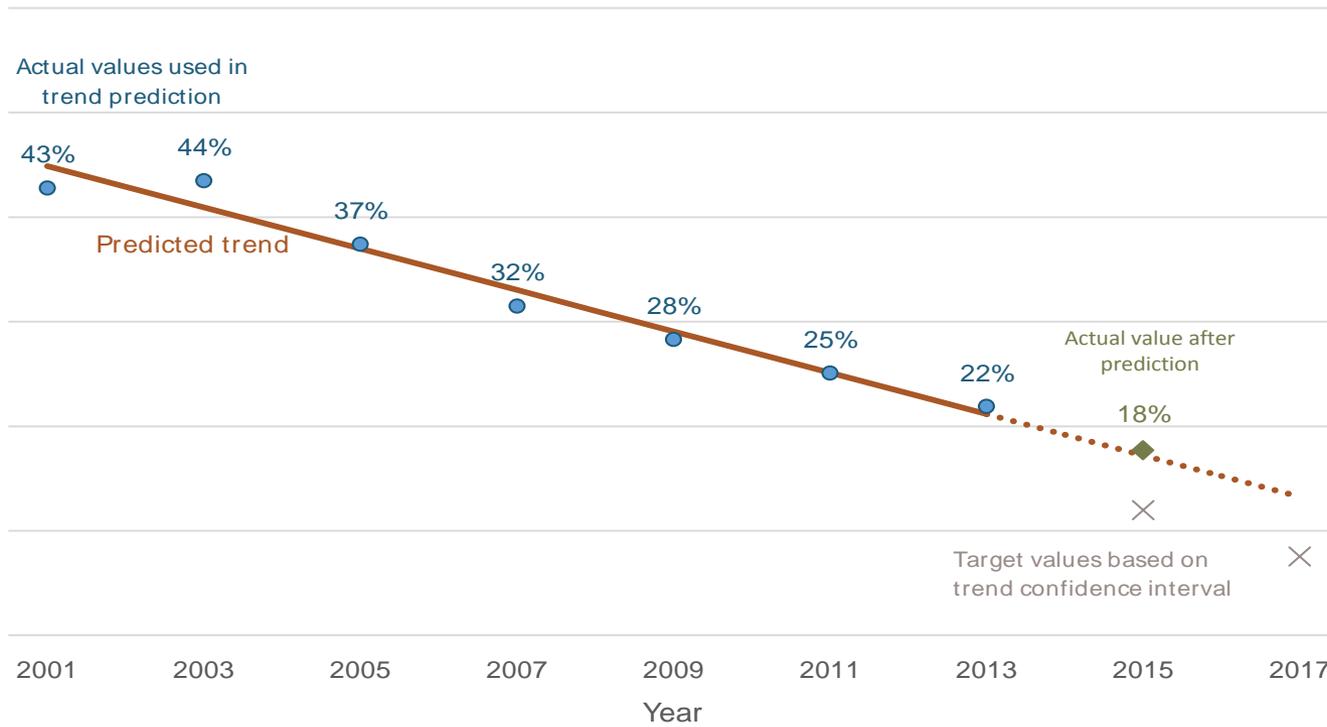
Outcome: Youth Driving After Drinking Continues to Decrease

North Dakota



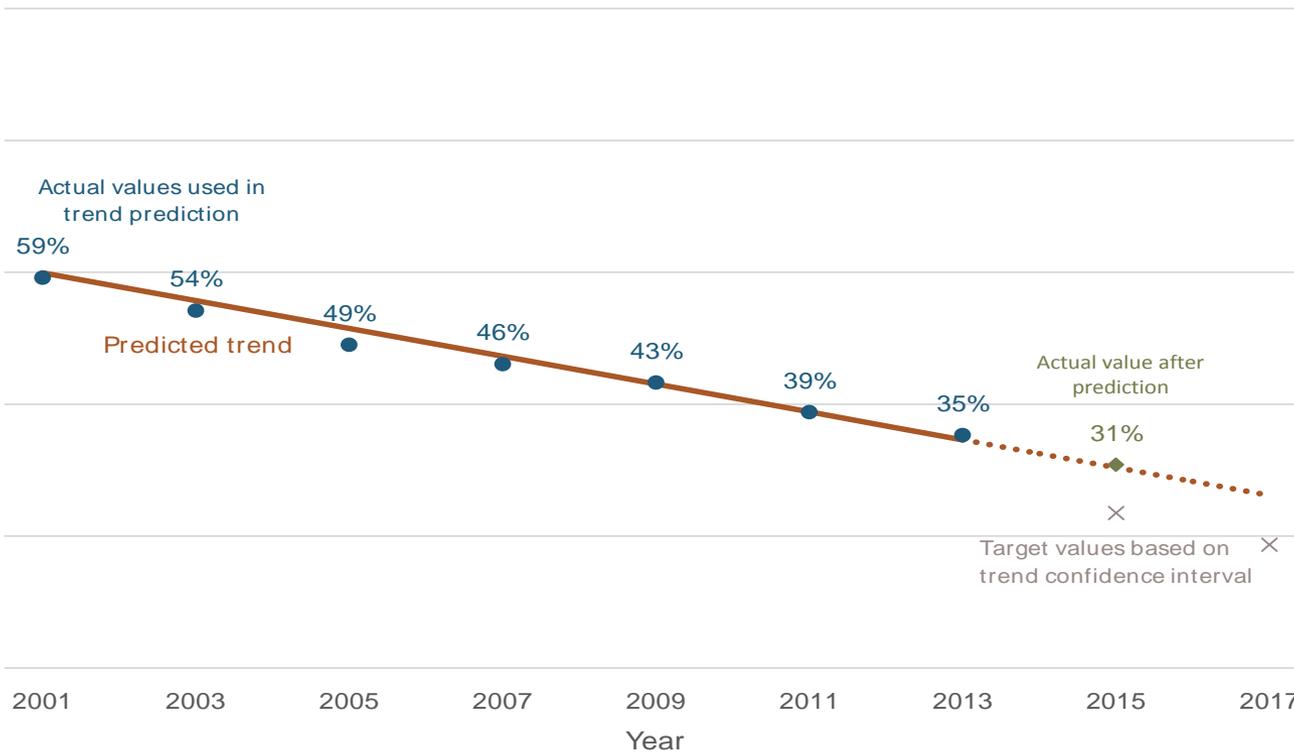
Outcome: Youth Riding with Someone who has been Drinking Continues to Decrease

North Dakota



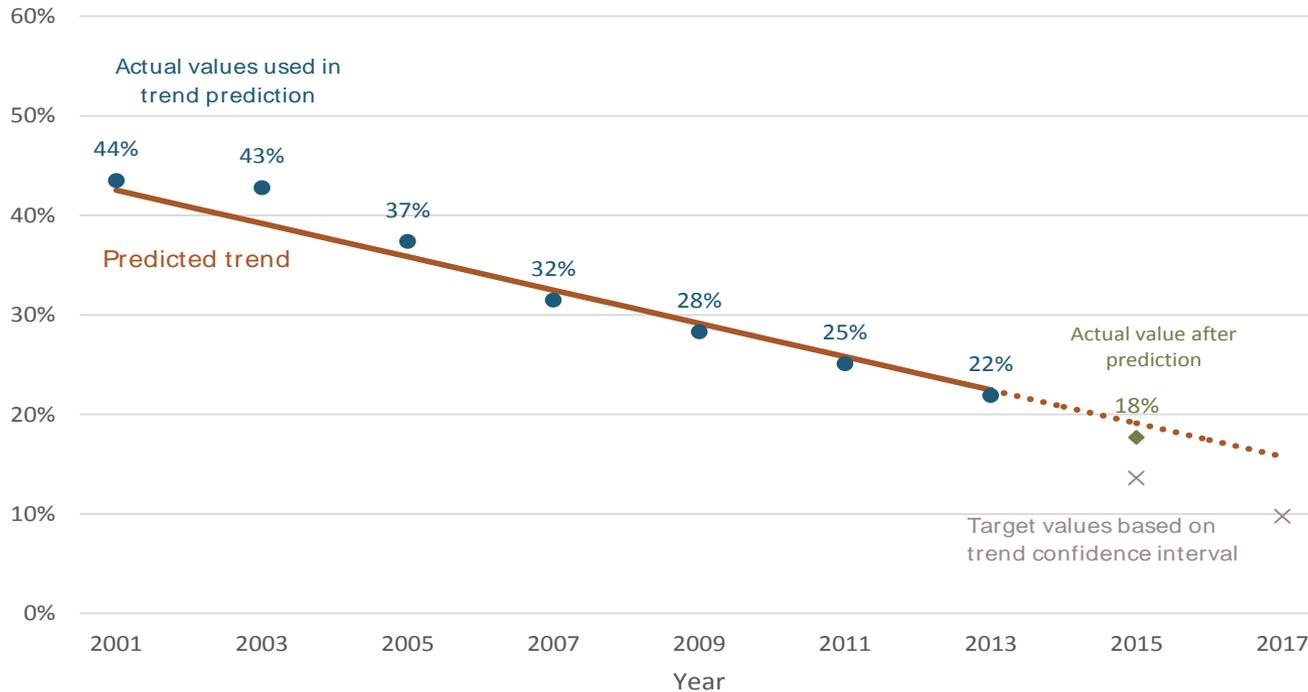
Outcome: Current Underage Alcohol Use Continues the Downward Trend

North Dakota



Outcome: Youth Binge Drinking Continues Downward Trend

North Dakota





Congratulations!

You received the North Dakota Partnerships for Success Grant

WYSAC Evaluation Team



Eric Canen, M.S.

- Lead Evaluator
- Youth Survey
- Federal Data Reporting



Shawn Hime, M.S.

- Youth Survey



Janelle Simpson, M.A.

- Capacity Coordinator
- CLI
- General TA



Tim Pearson, Ph.D.

- Focus Groups Facilitator

Evaluation Overview

- Community Level Instrument-Revised (CLI-R)
- Capacity Assessment
- Youth Survey
- Hospital Data
- Local Conditions
- State Level Data Collection
 - North Dakota Community Readiness Survey
 - North Young Adult Survey

Community Level Instrument (CLI-R)

Community Level Instrument (CLI-R)

- Data entered directly into online system
- Assistance provided (GoTo Meeting)
 - Community specific
- Similar to SPF SIG CLI
 - Financial section
 - July 2017
- Timeline

Community Capacity Assessment

Community Capacity Assessment

- What is Capacity?
- Seven Key Ingredients
 - Workforce
 - Resources
 - Effective Communication
 - Community Engagement
 - Active Leadership
 - Readiness for Change
 - Sustainability

WYSAC- Mixed Methods Assessment

- Prevention Coordinator Interviews
- Consensus Building Focus Groups with Key Stakeholders
- Coalition/Task Force Surveys

Prevention Coordinator Interviews

- Phone interviews with Janelle
- February 2017

Focus Groups

- Consensus Building
- Key Stakeholders
- Prevention Coordinator will:
 - Provide Contact Information
 - Notify Stakeholders
 - Provide Location
 - Purchase Food- Reimbursed by WYSAC

Focus Group Schedule- March 2017

- Feb. 27- Upper Missouri
- Feb. 28- Southwestern
- March 1- Standing Rock
- March 2- Central Valley
- March 3- LaMoure
- March 6- City-County
- March 7- Foster
- March 8- Wells
- March 9- Spirit Lake
- March 10- Rolette & Turtle Mountain

Coalition/Task Force Surveys

- Online Surveys
- April 2017

Community Capacity Assessment

- Overall Grant Timeline
- Example Reports
- Questions?

Youth Survey

Federal Cross-Site Community Outcome Requirements

Measured Annually

Locally Available

(Same Population as PFS Community)

Alcohol

Consequence

Alcohol-related motor vehicle crashes

Alcohol-related crime

Consumption

30-day alcohol use among youth

30-day binge drinking among youth

Intervening Variables

Perception of risk or harm of alcohol use

Perception of parental disapproval of alcohol use

Perception of peer disapproval of alcohol use

Disapproval of alcohol use

Family communication around drug use

Prescription Drug Abuse

Consequence

Rx-related motor vehicle crashes

Rx-related crime

Rx related emergency room visits

Consumption

30-day Rx abuse among youth

Intervening Variables

Perception of risk or harm of Rx abuse

Perception of parental disapproval of Rx abuse

Perception of peer disapproval of Rx abuse

Disapproval of Rx abuse

Alcohol

Consequence

✓ Alcohol-related motor vehicle crashes

✓ Alcohol-related crime

Consumption

? 30-day alcohol use among youth

? 30-day binge drinking among youth

Intervening Variables

? Perception of risk or harm of alcohol use

⊘ Perception of parental disapproval of alcohol use

⊘ Perception of peer disapproval of alcohol use

⊘ Disapproval of alcohol use

Prescription Drug Abuse

Consequence

⊘ Rx-related motor vehicle crashes

⊘ Rx-related crime

⊘ Rx related emergency room visits

Consumption

⊘ 30 day Rx abuse among youth

Intervening Variables

⊘ Perception of risk or harm of Rx abuse

⊘ Perception of parental disapproval of Rx abuse

⊘ Perception of peer disapproval of Rx abuse

⊘ Disapproval of Rx abuse

⊘ Family communication around drug use

Alcohol

Consequence

- ✓ Alcohol-related motor vehicle crashes
- ✓ Alcohol-related crime

Consumption

- ✓ 30-day alcohol use among youth
- ✓ 30-day binge drinking among youth

Intervening Variables

- ✓ Perception of risk or harm of alcohol use
- ✓ Perception of parental disapproval of alcohol use
- ✓ Perception of peer disapproval of alcohol use
- ✓ Disapproval of alcohol use

Family communication around drug use ✓

Prescription Drug Abuse

Consequence

- ~~Rx-related motor vehicle crashes~~
- ~~Rx-related crime~~
- ~~Rx related emergency room visits~~

Consumption

- ✓ 30-day Rx abuse among youth

Intervening Variables

- ✓ Perception of risk or harm of Rx abuse
- ✓ Perception of parental disapproval of Rx abuse
- ✓ Perception of peer disapproval of Rx abuse
- ✓ Disapproval of Rx abuse

Community Grantee Responsibilities

- A letter of support for the survey from your agency
- District and school recruitment to participate in the Youth Survey
- Involve the schools in your PFS
- Help them receive and use their Youth Survey results
(The evaluation team can help with this.)

Evaluation Team's Responsibilities

- Design the survey instrument
- Provide information about the survey
 - Recruitment packet
 - Website
- Obtain IRB approval for the study
 - For some communities additional IRB approval may be needed
- Coordinate with schools who agree to participate
- Communicate with PFS Community Grantees about recruitment progress
- Provide all the survey materials and instructions to the schools to administer the survey
- Data Entry, quality control, data analysis, and reporting
- Provide the result to the Federal Cross-Site Evaluation team

School District Responsibilities

- Agree to participate
- Return the enrollment form documenting their agreement
- Allow PFS community grantee and evaluation team to contact the schools to set up the survey

School Responsibilities

- Agree to participate
- Schedule a survey date sometime between January 19 and May 17
- Return the completed enrollment form with survey date and classroom list to WYSAC and contact information of school survey coordinator so the evaluation team can prepare the survey materials and send them to the school
- School coordinator should watch 10 minute training video, and encourage teachers who will be administering to do the same

School Responsibilities

- Four weeks prior to the survey date, WYSAC will send the survey materials to the school
- Two weeks prior to the survey date, send the provided parent information letters home with the students
 - Keep track of returned consent forms that have withdrawn permission for their child to participate
- Teachers will administer the surveys to **all 6th through 12th grade students**
 - It will take less than 15 minutes of class time
- Return completed surveys using the pre-paid postage label

Recruitment Packet

- Informational Letter from PFS Evaluation team
- Letters of Support
 - Your Local Public Health Department/Tribal Community Grantee Agency
 - Department of Human Services
- An enrollment form
- A copy of the survey

**Response
Rate Goal:
70%**

Experiences in Recruiting Schools for a Youth Survey

- Central Valley Youth Survey (CVYS) – Tami Dillman
 - Central Valley Health District
 - <https://www.centralvalleysurvey.org/>
- Youth Risk Survey – Marcia Hellandsaas
 - Upper Missouri Health District

ND PFS Youth Survey Website

- <https://NDPFSsurvey.org>

Youth Survey Timeline

- WYSAC will send the recruitment packets to you in the next two weeks
- Survey Recruitment Fall Semester 2016
 - This can continue through most of the school year
- Survey Administration January 17, 2017 through May 19, 2017
- Survey data entry, analysis and reporting, completed by end of August 2017
- Timeline repeated each year of the ND PFS

Hospital Data

Alcohol

Consequence

- ✓ Alcohol-related motor vehicle crashes
- ✓ Alcohol-related crime

Consumption

- ✓ 30-day alcohol use among youth
- ✓ 30-day binge drinking among youth

Intervening Variables

- ✓ Perception of risk or harm of alcohol use
- ✓ Perception of parental disapproval of alcohol use
- ✓ Perception of peer disapproval of alcohol use
- ✓ Disapproval of alcohol use

Family communication around drug use ✓

Prescription Drug Abuse

Consequence

- ~~Rx-related motor vehicle crashes~~
- ~~Rx-related crime~~
- ~~Rx related emergency room visits~~

Consumption

- ✓ 30-day Rx abuse among youth

Intervening Variables

- ✓ Perception of risk or harm of Rx abuse
- ✓ Perception of parental disapproval of Rx abuse
- ✓ Perception of peer disapproval of Rx abuse
- ✓ Disapproval of Rx abuse

Alcohol

Consequence

- ✓ Alcohol-related motor vehicle crashes
- ✓ Alcohol-related crime

Consumption

- ✓ 30-day alcohol use among youth
- ✓ 30-day binge drinking among youth

Intervening Variables

- ✓ Perception of risk or harm of alcohol use
- ✓ Perception of parental disapproval of alcohol use
- ✓ Perception of peer disapproval of alcohol use
- ✓ Disapproval of alcohol use

Family communication around drug use ✓

Prescription Drug Abuse

Consequence

- ~~Rx~~-related motor vehicle crashes
- ~~Rx~~-related crime
- ✓ Rx related emergency room visits

Consumption

- ✓ 30-day Rx abuse among youth

Intervening Variables

- ✓ Perception of risk or harm of Rx abuse
- ✓ Perception of parental disapproval of Rx abuse
- ✓ Perception of peer disapproval of Rx abuse
- ✓ Disapproval of Rx abuse

Community Grantee Responsibilities

- Contact hospitals that primarily serve your service area
- If possible set-up Memorandum of Agreement/Understanding to obtain count data by year of drug related overdoses
 - ICD-10 codes
 - X40-X44, accidental poisoning by drugs
 - X60-X64, intentional self-poisoning by drugs
 - X85, assault by drug poisoning
 - Y10-Y14, drug poisoning of undetermined intent
 - ICD-9 codes sees handout
- Data should be summary and anonymous

Timeline

- Gather annual data counts for previous year by October 1
- Provide details and counts to Evaluation Team who will calculate rates
- Evaluation Team submits community outcomes by October 31 of each year

Evaluating Local Conditions

Local Strategy Evaluation

- Based on Logic Model developed during the Needs Assessment and Strategic Plan
- Measures and schedule determined after Strategic Plan Approval
 - Based on identified local conditions that are targeted by strategies
- Prioritize one or two strategies to evaluate
- Look at improvements in local conditions
- You will be in charge of data collection and reporting.
- Evaluation team will integrate it into the annual data reports and project evaluation

Timeline

- To be determined
 - Depends upon results from logic model and strategic planning

Questions