



South Southwest (HHS Region 6) & Mid America (HHS Region 7)

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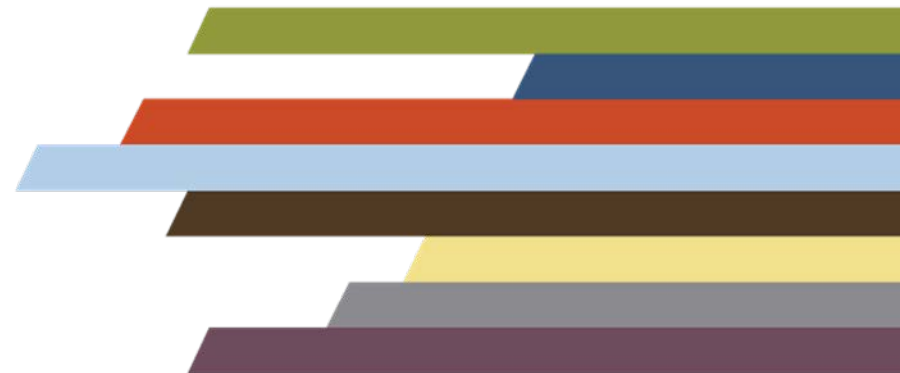
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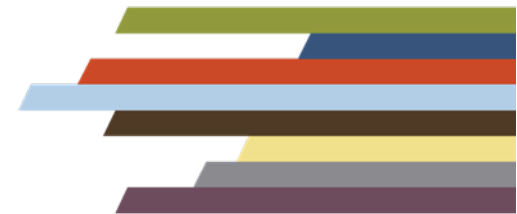
Making the Steps of the Strategic Prevention Framework Work for You, Step 5: Evaluation

Hayden D. Center, Jr., Ph.D. PTTC Consultant
South Southwest and Mid America PTTC
(HHS Regions 6 and 7)

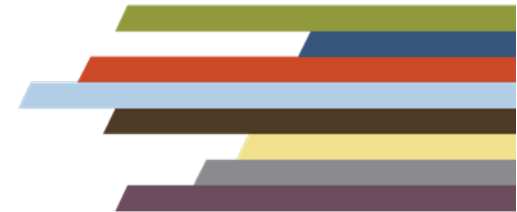
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Moderator: Wanda West



Presenter: Hayden Center



Strategic Prevention Framework

Strategic Prevention Framework

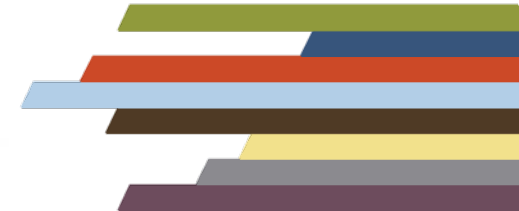
- Step 1: Assessment
- Step 2: Capacity
- Step 3: Planning
- Step 4: Implementation
- **Step 5: Evaluation**



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Benefits of Evaluation

- Systematically document and describe.
- Meet the diverse information needs of prevention stakeholders.
- Continuously improve prevention programs and practices.

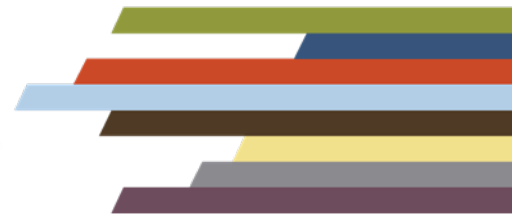


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Steps of Evaluation

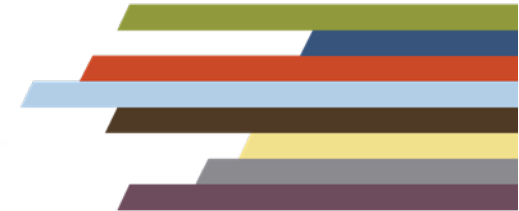


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Conduct Process Evaluation

- “Did we do what we said we would do?”
- Assess quality
- Keep implementation on track
- Inform adjustments

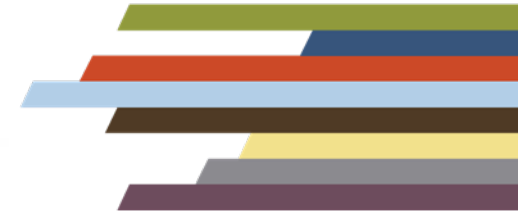


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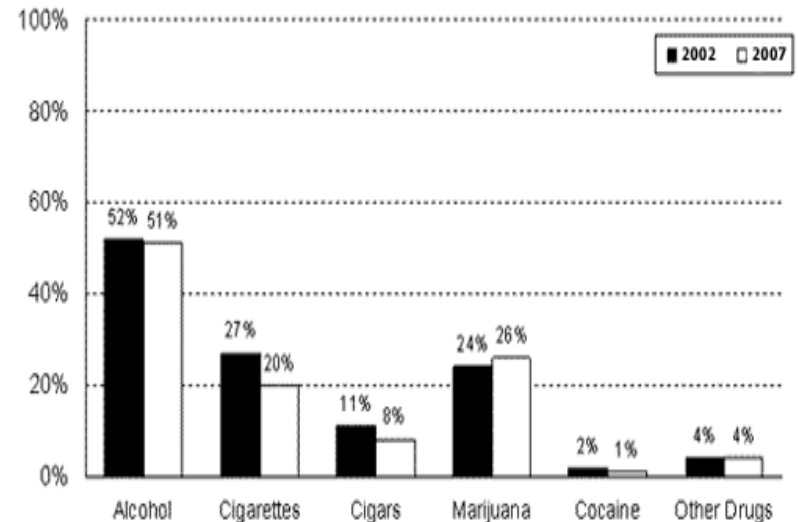
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Conduct Outcome Evaluation

- Outcome evaluation measures the direct effects
- Short-term outcomes
- Long-term outcomes

Trends in Current* Substance Use for Smithtown High School Students (2002, 2007)



* Current use is any use in the 30 days prior to the survey.

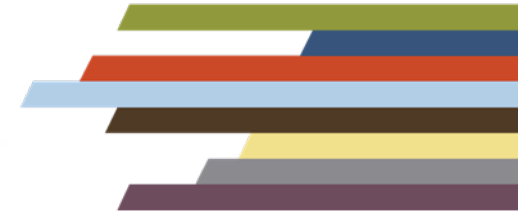


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Four Important Evaluation Concepts

- Utility
- Feasibility
- Propriety
- Accuracy

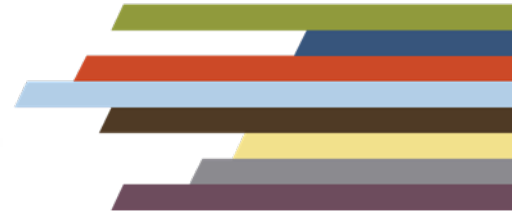


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Recommend Improvements and Make Mid-course Corrections

Process and outcome data should be continuously reviewed and used to make mid-course corrections.

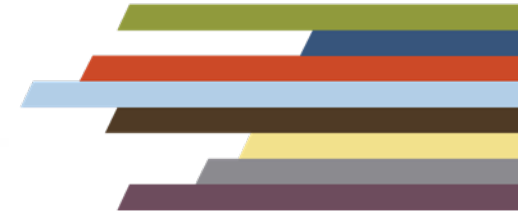


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Share and Report Results

Examples

- Executive Summaries
- One-page summaries
- Power Point presentations
- Newsletters
- Social Media

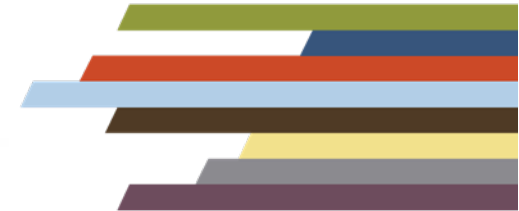


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Three Methods of Obtaining Evaluation Data

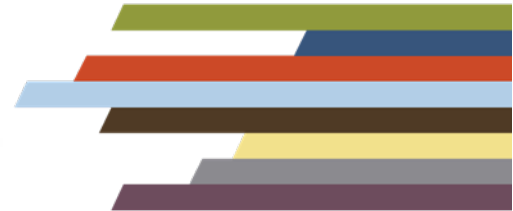
- Interviews
- Focus Groups
- Surveys



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Using Evaluation Results for Sustainability

- Compatibility
- Formalization
- Simplicity
- Expertise
- Ownership
- Funding Sources
- Relationships
- Policies
- Data Resources
- Champions

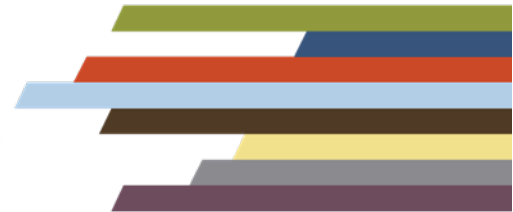


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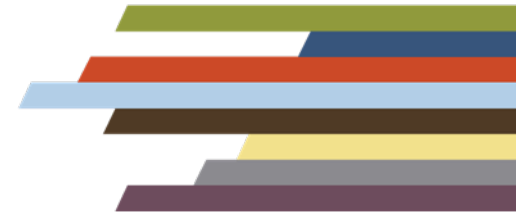
Contact Us

For further assistance, please contact
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References

- *Berkowitz, B. Using Principles of Persuasion. Community Tool Box. Lawrence, KS: University of Kansas. Retrieved from <http://ctb.ku.edu/en/table-of-contents/participation/promoting-interest/principles-of-persuasion/main>. Edited by Phil Rabinowitz and Timothy J. Brownlee.*
- *Borden, L., DeBord, K., & Snipes, S. Beyond DATA. Department of Family and Consumer Sciences at North Carolina State University. Morris, L. L., Gibson, C. T., & Freeman, M. E. (1987). How to Communicate Evaluation Findings. Newberry Park, CA: Sage.*
- Substance Abuse and Mental Health Services Administration: A Guide to SAMHSA's Strategic Prevention Framework. Rockville, MD: Center for Substance Abuse Prevention. Substance Abuse and Mental Health Services Administration, 2019.

