

Technical Information

SAMHSA

Substance Abuse and Mental Health
Services Administration

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LIVE

This webinar is now live.



It is being recorded.



Please remain muted.



Welcome

Central East PTTC Webinar

Preparing the Evaluation Section of Your Grant

The Central East PTTC is housed at the Danya Institute in Silver Spring, MD

Oscar Morgan
Acting Executive Director

Deborah Nixon Hughes
Project Director



Central East (HHS Region 3)

PTTC

Each TTC Network includes 13 centers.



Network Coordinating Office

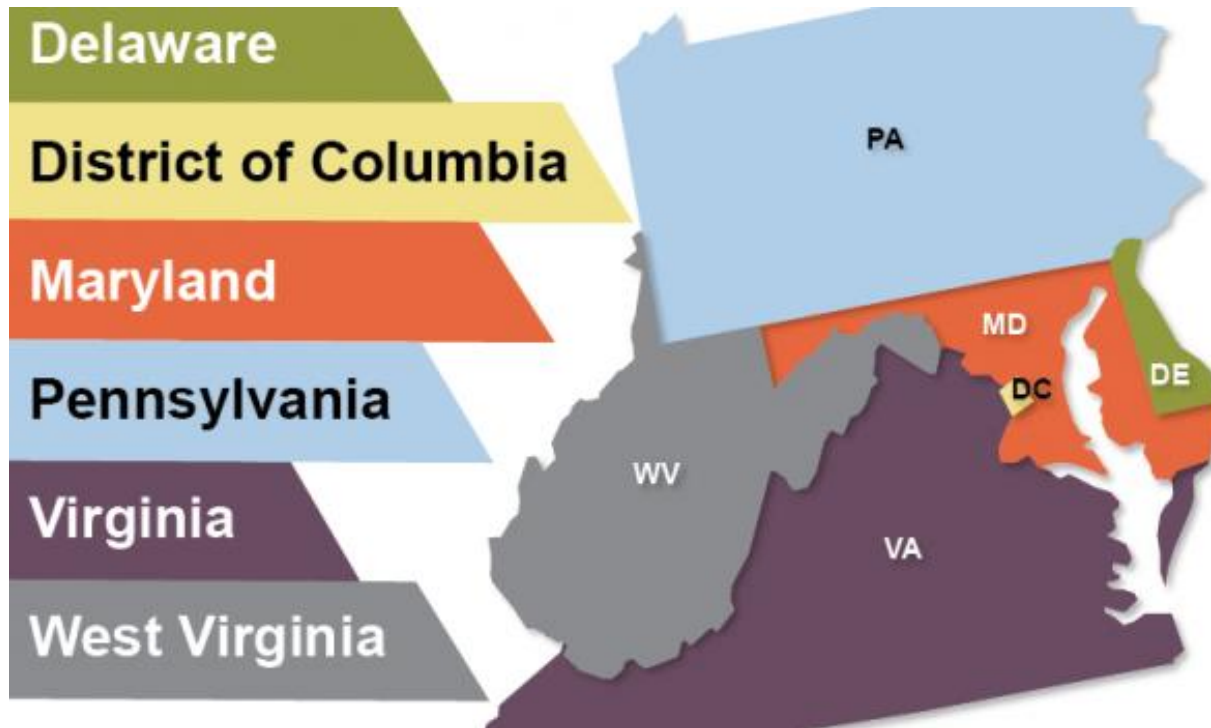
National American Indian and Alaska Native Center

National Hispanic and Latino Center

10 Regional Centers (aligned with HHS regions)

Central East Region

HHS REGION 3



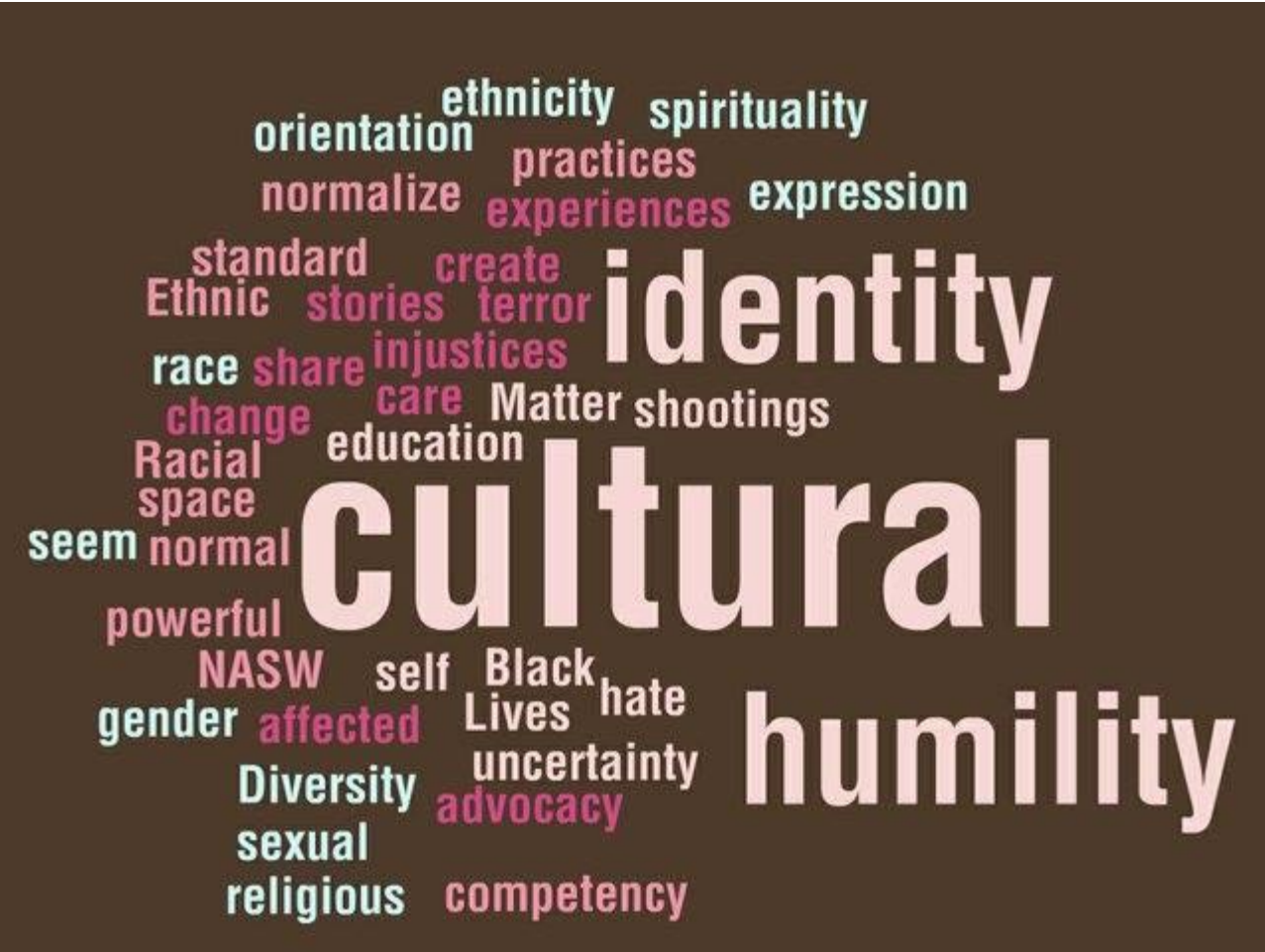
The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.



PTTC Mission



To Strengthen **the Capacity of the Workforce to Deliver Evidence-Based Prevention Strategies and Facilitate Opportunities for Preventionists to Pursue New Collaboration Opportunities, which include Developing Prevention Partnerships and Alliances**



Central East PTTC Specialty Area

Engaging and Collaborating with Primary Care Providers for Substance Use Prevention



Eligibility

Behavioral health and health care providers, consumers, families, state and local public health systems and other stakeholders

Consistent with
Regional, State
and Local
Needs

No cost

Data Driven

EBPs provided
by Subject
Matter Experts



PTTC Focus Areas

- Opioid/harm reduction strategies
- Suicide prevention and substance use overdoses
- Youth vaping/tobacco
- Youth alcohol and suicide
- Health equity and the elimination of disparities
- Trauma
- Workforce leadership development series-
strategic planning/SPF; data-informed decision-
making; environmental strategies



Other Resources in Region 3



Central East (HHS Region 3)

ATTC

Addiction Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Central East (HHS Region 3)

MHTTC

Mental Health Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



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Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

Preparing the Evaluation Section of Your Grant

Daniel Webb, Ph.D.

www.catalyst-insight.com

www.catalystresearch.net

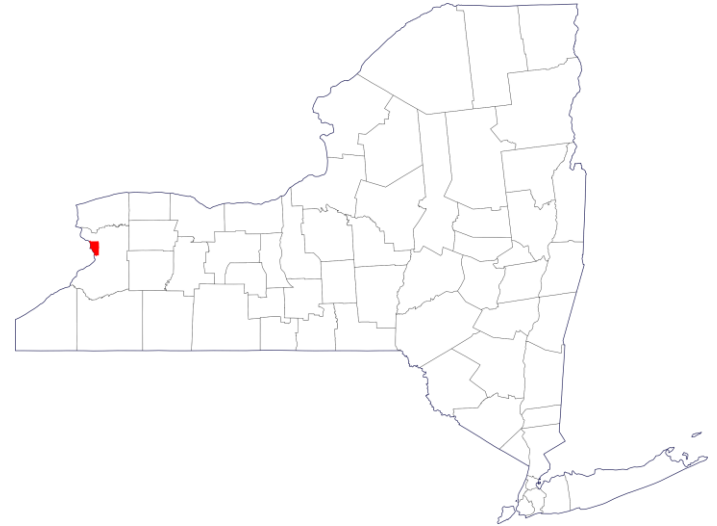
February 17, 2022



Presenter(s)

Dan Webb, Ph.D.

- Co-owner, Catalyst Insight and Catalyst Research
- Headquartered in Buffalo, NY
- 18 years in the prevention field
- Expertise in grant writing, program evaluation, survey development, and data analysis/reporting
- Excited to be presenting today and looking forward to a great session!



Learning Objectives/Agenda

Welcome! Today we will...

1. Very briefly review the first three sessions of this series to provide context
2. Discuss the basics of program evaluation
3. Review how to read and respond to an evaluation section
4. Explore the elements of a comprehensive evaluation plan



I. Review

In our first three sessions, we covered:

1. Commonly used grant terminology, how to find grant opportunities, and how to determine eligibility for grants
2. Making the grant application manageable, using your grant space wisely, and how to begin your community assessment
3. How data are used in grant applications, where to find data for your grant, and how to present data in your application

Assuming you are ready to move forward...



Strategic Prevention Framework



II. Program Evaluation Basics

What is evaluation and why do we have to do it?

Most definitions of evaluation have several commonalities. Evaluation is...

...intended to investigate the value/merit/worth of a process or set of processes

...a systematic, formal exercise with measurable processes and outcomes

...useful for demonstrating **contribution** to change, not attribution

II. Program Evaluation Basics

Evaluation is commonly broken into two components: process evaluation and outcome evaluation.

- CADCA defines process evaluation as, “...focuse[d] on who participates, how they come to agreement on action, and how to distribute action across the group. Key components of process evaluation include member satisfaction and the coalition’s structure.”¹
- CADCA contrasts this with outcome evaluation, which they state, “analyzes the results of actions taken by the coalition.”²

You should conduct both process and outcome evaluation for best results.



II. Program Evaluation Basics

Process Evaluation Questions

Did we run our program in a quality fashion?

Did we implement strategies and activities with fidelity?

Did we reach the people we wanted to reach?

Did we have notable challenges or accomplishments in running our programs?

Outcome Evaluation Questions

How much did participant knowledge change?

How many students drank alcohol in the past 30 days?

How many program participants abstained from negative behavior after 90 days?

How much did student test scores change after receiving tutoring?



III. Program Evaluation in Grant Applications

Most grant proposals now require an evaluation component. This component commonly covers:

- A discussion of your capacity to conduct evaluation activities
- Connection between your strategies/activities, intended outcomes, and how you will measure both processes and outcomes
- Who will conduct evaluation activities (e.g., instrument creation, data collection, analysis, reporting)
- When evaluation activities will occur
- How your evaluation will demonstrate the value of your proposed program



III. Program Evaluation in Grant Applications

Overall tips for strengthening the evaluation component of your grant application include:

- Link proposed evaluation methods and tools to the strategies, activities, and interventions proposed in your grant application
- Use appropriate goals & Specific, Measurable, Achievable, Realistic, and Time-bound (SMART) objectives where required
- Discuss how the evaluation results will be used to inform program change if needed
- Discuss how the evaluation results will be disseminated
- Consider creating an evaluation or assessment subcommittee
- *Design your program with evaluation in mind*



III. Program Evaluation in Grant Applications

For example, you may consider using an evidence-based program such as Too Good For Drugs in your program. In the evaluation section, you should address:

- How you will collect *process* data for this program
- How you will collect *outcome* data for this program
- How often you will collect data on the program
- From whom you will collect data
- Who is the person(s) responsible for data collection
- How data will be used to understand both the implementation and outcomes of the program
- How you will share these outcomes with key stakeholders



IV. Creating an Evaluation Plan

A quality evaluation plan will make your grant application more likely to succeed. Additionally, it will make the grant easier to manage and monitor if your application is successful.

According to the CDC, an evaluation plan is:

“...A written document describing the *overall* approach that will be used to guide an evaluation, including why the evaluation is being conducted, how the findings will likely be used, and the design and data collection sources and methods. The plan specifies what will be done, how it will be done, who will do it, and when it will be done.”³

IV. Creating an Evaluation Plan

Ask yourself these questions when creating an evaluation plan:



What strategies and activities are we proposing?



How will we measure the *processes* and *outcomes* of our proposed strategies and activities?



Who will *collect* and *analyze* the data we've identified?



How will we *use* and *share* the data we collect to inform the community and improve programs?



IV. Creating an Evaluation Plan

An example evaluation plan might have the following tabular layout:

Local Issue	Measure	Data Source	Collection Frequency	Parties Responsible
Underage Drinking	% of students who drank in the past 30 days	Community-Level Youth Development Evaluation Survey	Every two years in November in eight school districts in Grades 8, 10, 12	Assessment committee School liaison
Underage Drinking	% of focus group participants who indicate that alcohol use is harmful to their health	Focus groups with students in Grades 8, 10, and 12	One focus group per district in spring and one in fall	Assessment committee School liaison Volunteers



References

1. <https://www.cadca.org/sites/default/files/resource/files/evaluation.pdf>
2. <https://www.cadca.org/sites/default/files/resource/files/evaluation.pdf>
3. Centers for Disease Control and Prevention, Drug-Free Communities (DFC) Support Program - NEW CDC-RFA-CE22-2205, 04/11/2022. Available at <https://www.grants.gov>



Contact Us



Central East (HHS Region 3)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

a program managed by



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