

How to Support Substance Use Prevention Evaluations

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Central East (HHS Region 3)

PTTC

Prevention Technology Transfer Center Network
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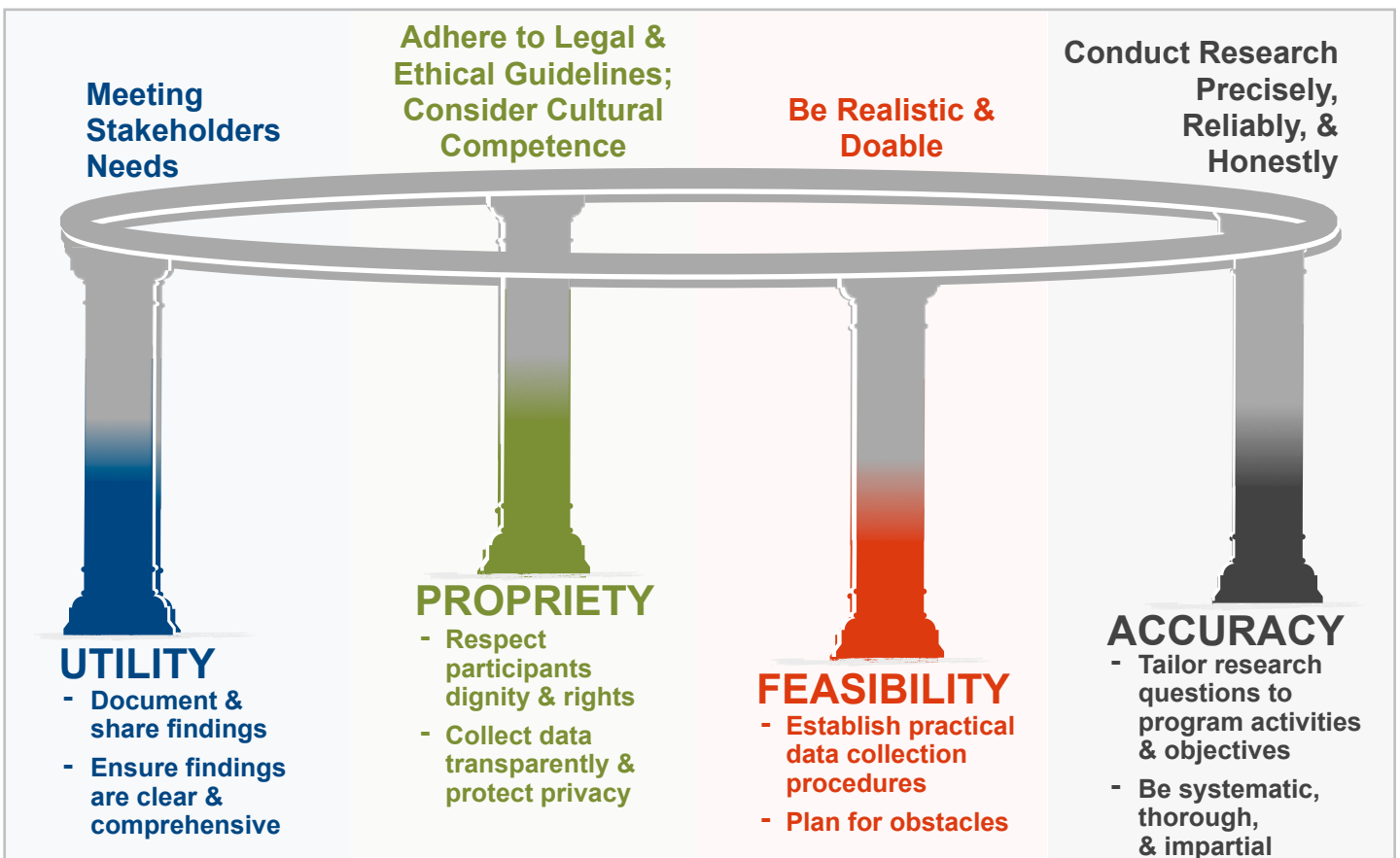
Evaluations are an important tool for improving prevention programs and the health and wellbeing of communities. Prevention professionals can use evaluations to gather and analyze data about programs and their impacts. They can learn more about what is and is not working and identify opportunities for new programs. Evaluations support evidence-based decision-making, inform strategic planning, and advance the field of prevention science.

EVALUATION IN THE STRATEGIC PREVENTION FRAMEWORK

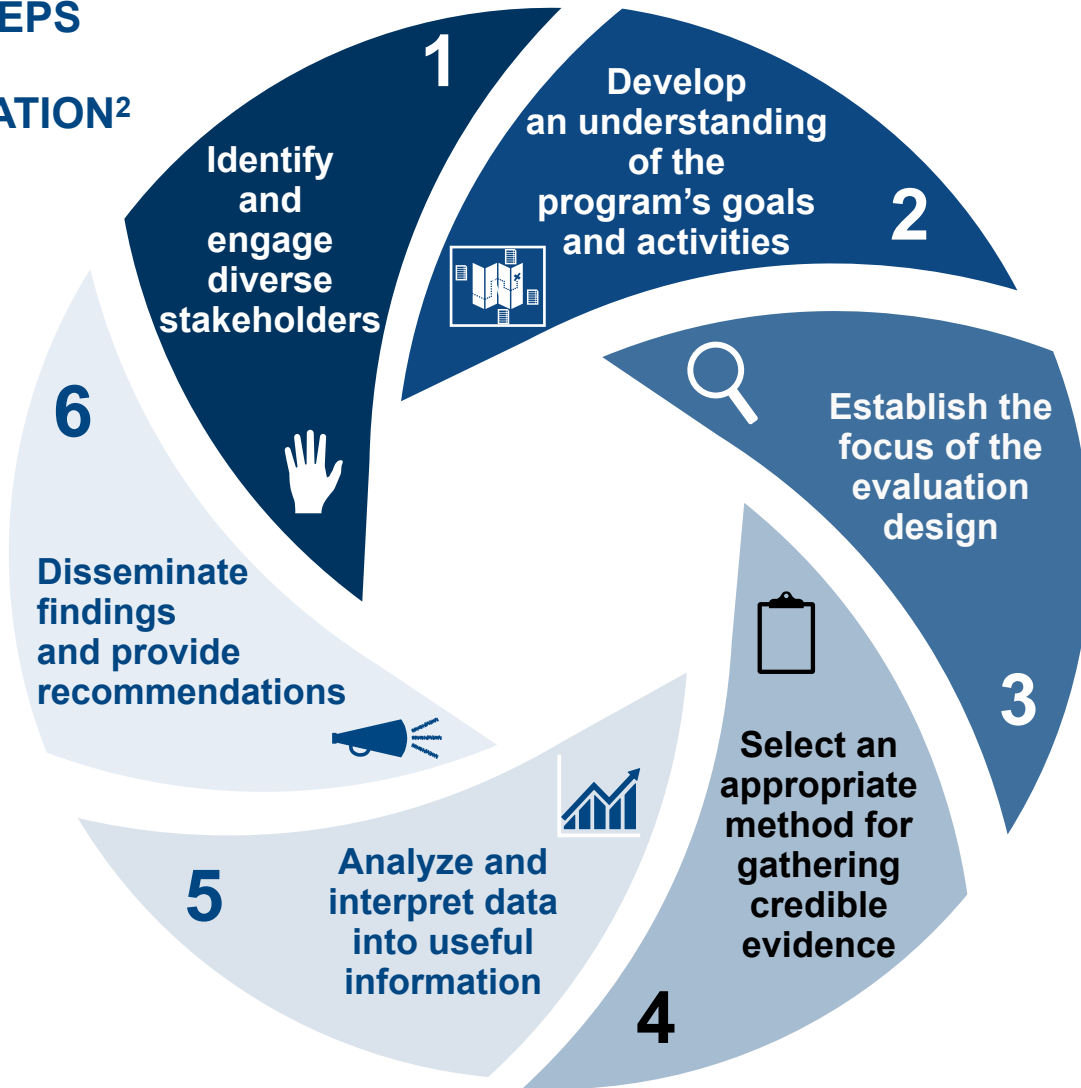
Though evaluation is listed as the final step in SAMHSA's [Strategic Prevention Framework](#), it is a process that begins early. It is constantly evolving and is infused throughout the entire strategic planning process.



PRINCIPLES OF EVALUATION¹



THE STEPS OF AN EVALUATION²



WHAT TO ASK WHEN PLANNING AN EVALUATION

- What do you want to know about your program processes or outcomes?
- What data will you measure, collect, and assess to answer your questions?
- What data collection methods and sources are available and culturally appropriate?
- How will you analyze your data to best answer your questions?
- How will you share findings with stakeholders in a way that's accessible and understandable?
- How can program activities or goals be informed by evaluation findings?

NOTES

1. SAMHSA. (2019). A guide to SAMHSA's Strategic Prevention Framework. U.S. Department of Health and Human Services. <https://www.samhsa.gov/sites/default/files/20190620-samhsa-strategic-prevention-framework-guide.pdf>

2. CDC. (2011). Developing an effective evaluation plan: Setting the course for effective program evaluation. U.S. Department of Health and Human Services. <https://www.cdc.gov/obesity/downloads/cdc-evaluation-workbook-508.pdf>