

## Regional Prevention Partnerships

Evaluation 201 April 29, 2019

### Definitions for Use with Mix and Match Activity for

#### Language of Evaluation

**Process evaluation** Documenting what was done and how closely it matches with what was planned.

**Outcome evaluation** Documenting the expected changes in a population's knowledge, attitudes, skills, or behavior in both the short term and the long term.

**Goal.** States intent and purpose and supports the vision and mission of the coalition. For example, "To create a healthy community where substances are not misused by adults or used by youth."

**Logic model.** A diagram that shows how the initiative will work by displaying the relationship between activities and intended effects.

**Objectives.** Specific and measurable desired results. For example, "To reduce by 30 percent the number of merchants that sell to minors by January 2020."

**Qualitative data.** Non-numerical information rich in detail and description. Such information comes from the opinions and ideas of community members and leaders. Examples include information collected through focus groups, key informant interviews, community forums, or town hall meetings.

**Quantitative data.** Consists of numbers that can be documented and assessed in mathematical terms. This data answers the questions "How much?" or "How many?"

**Protective factors.** The community, family, school, and peer relationships and conditions that make it less likely a person will engage in substance use.

**Risk factors.** The community, family, school, and peer relationships and conditions that make it more likely a person will engage in substance use.

**Community change.** Any instance of a new or modified policy, program, or practice facilitated by a coalition in its community to reduce rates of substance use.

**Community-level outcomes.** Also called population-level outcomes, refer to data measured at the same level as the coalition's work. Collected at the neighborhood, city, county, or regional level, depending on the area the coalition serves.

**Evaluation.** A systematic method for collecting, analyzing, and using data in order to 1) examine whether programs and/or strategies are having the desired effects and 2) continuously improve implementation.

**Research.** The systematic investigation into a subject in order to establish facts and reach new conclusions. Intended to prove a theory or hypothesis. Seeks to generate new knowledge that can be generalized.

**Attribution.** Assigning one thing as the cause or source of another. For example, demonstrating or stating that any positive community-level outcomes are a direct result of your work.

**Contribution.** The role that your organization has in supporting positive community-level outcomes within the context of conditions and external factors that exist in your community.