

## Evaluation Plan

Type of Data	Data Collection method & tools	Analysis	Responsible Parties	Completion dates
<b>Overarching: Documentation of Challenges</b>				
Document challenges and strategies to address challenges to efforts to inform adults	<p>Staff keep log of challenges and strategies. Action Plans are tracked in a cloud-based information system</p> <p>Evaluator conducts end of year interview with staff, board and coalition representation to discuss challenges and strategies to overcome them.</p>	Qualitative: Summarize challenges & strategies, recommendations for improvements	Staff with Board	June 30
<b>Goal 1: Increase Community Collaboration</b>				
<b>Objective #1</b> -- Increase the number of active Coalition members in youth, business, and parent sectors – Target: increase youth sector by 3; business sector by 2; and parent sector by 2.				
How much: Process				
<p>Documentation of activities to recruit &amp; maintain Coalition membership and sector involvement (Strategy #1 activities)</p> <p>Documentation of activities to support and enhance the work of the Community Activities Group (Strategy #2 activities)</p>	<ol style="list-style-type: none"> <li>Track progress on each activity in Smartsheet, date completed, # participants by sector</li> <li>File kept of documents produced including: volunteer job description, communication plan, minutes, orientation package</li> </ol>	Qualitative: Summary of activities completed (and those yet not completed)	Staff	June 30, 2018 and March 31, 2019
How well: what is the quality of our efforts?				
Attendance records for Coalition meetings, Board Meetings, Community Group meetings and events demonstrate that youth, local non-profit and civic leaders and parents are participating	<ol style="list-style-type: none"> <li>Include names, sectors represented in Coalition meeting minutes</li> <li>Develop sign-in sheets to use at all events – include column to track sector represented</li> </ol>	<p>Quantitative: Total number of participants, by sector</p> <p>Calculate % of meetings &amp; activities members attended</p>	Staff	June 30, 2018 and March 31, 2019
Is anyone better off: Outcome				
Coalition members complete survey tool assessing collaborative functioning of Coalition	Members individually complete the Coalition Capacity Checklist	Quantitative: scores for each item on survey	Staff	Annually at fall recognition event

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<b>Goal 1: Increase Community Collaboration</b>				
<b>Objective #2</b> – Increase the knowledge and skills of Coalition members, Board and Staff regarding the Strategic Prevention Framework, Substance Abuse Prevention and Cultural Competency -- Target: Increase scores on surveys and Organizational Cultural Competency Assessment Profile by 20%.				
How much: Process				
Document activities including: 1. Annual assessment of Coalition and Board training needs & level of cultural competence 2. Trainings provided by coalition staff 3. Trainings attended by coalition staff & members	1. Log to track assessments, members participating, date completed 2. Log to track each training the coalition provides: number attending, sectors represented, dates of training 3. Log to track trainings staff & members attend: date, type of training, persons attending <i>All will be tracked in an online cloud-based system</i>	Qualitative: Summary of complete (and not yet completed) assessment & training activities	Staff	June 30, 2018 and March 31, 2019
How well: what is the quality of our efforts?				
Participants report on quality of training	At conclusion of each training activity, participants asked to complete a survey asking about the quality of the training	Quantitative: Descriptive stats summarizing responses to questions	Staff	June 30, 2018 and March 31, 2019
Is anyone better off: Outcome				
Participants report on changes in their level of knowledge and skills	Survey at end of training also asks about changes in knowledge and skills resulting	Quantitative: Descriptive stats summarizing responses to questions	Staff	June 30, 2018 and March 31, 2019
Coalition uses a structured tool to assess cultural competency of the coalition	Coalition staff & members work together to complete the Organizational Cultural Competency Assessment Profile	Qualitative: Summary of findings and resulting action plan	Staff	September 2018

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<b>Goal 2: Reduce Youth Substance Use</b>				
<b>Objective 1 (Alcohol):</b> <i>Decrease 30-day alcohol use among young people</i> – Decrease 30-day alcohol use by 1% in grades 7-8 and 2% in grades 9-12 (using Core Measures Survey) – <b>Note: collection and analysis linked to Alcohol Logic Model.</b>				
How much: Process				
Documentation of activities to provide information to youth (Strategies #1 and #2) and to support youth to participate in substance-free activities (Strategy #3)	<ul style="list-style-type: none"> <li>• Log to track each activity (<i>Smartsheet</i>), dates completed, # and ages of participants.</li> <li>• Coalition carries out annual Core Measures Survey to collect quantitative data (measure of % decrease/increase in past 30-day use)</li> <li>• Key informant and focus group surveys with youth, parents, and community members during community events – monthly events once a month at the local town hall – sporting events (basketball games), and parent/teacher conferences.</li> </ul>	Qualitative: <ul style="list-style-type: none"> <li>• Summary of activities completed (and those yet not completed) organized by Action Plan objectives and strategies</li> <li>• Results of coalition annual Core Measures Survey</li> <li>• Analysis, involving group discussion, of qualitative key informant and focus group feedback.</li> </ul>	Staff	June 30, 2018 and March 31, 2019
Document law enforcement presence at highly attended school events (Strategy #4)	Log in cloud-based information system to track each highly attended school event, number of law enforcement personnel present, date of event.	Qualitative: <ul style="list-style-type: none"> <li>• Summary of law enforcement presence by time or year, size of student events</li> <li>• Qualitative analysis of feedback from law enforcement as to the change in quality of interaction with students.</li> </ul>	Staff	June 30, 2018 and March 31, 2019
How well: what is the quality of our efforts?				
Youth participating in events report on quality of activities	<ul style="list-style-type: none"> <li>• Distribute satisfaction surveys to youth participants, collect at end of activity or program (ATI and RTU surveys) – twice a school year.</li> <li>• Core Measures annual surveys</li> </ul>	Quantitative: Analysis of data collection	Staff	June 30, 2018 and March 31, 2019
Youth and adult reduced-price ski program participation/retention data	Track attendance and participation	<ul style="list-style-type: none"> <li>• Calculate participation and retention rates</li> <li>• Collect qualitative feedback from</li> </ul>	Staff	June 30, 2018 and March 31, 2019

		participants – key informant interviews – on substance use of participants.		
<b>Is anyone better off: Outcome</b>				
Youth complete surveys assessing awareness, knowledge, skills and behavior following each activity or program	Use existing survey tools designed to assess targeted skills for each activity – complete at end of the activity. Surveys for our Refuse to Use program done at the beginning and end of the program, September and February. Core Measures done for all students annually.	Quantitative: Summary of responses	Staff	<a href="#">June 30, 2018 and March 31, 2019</a>
Youth Risk Behavior Survey data and the Core Measures Survey	YRBS administered every other year. Core Measures administered annually.	Quantitative: <ul style="list-style-type: none"> <li>• Summary of reported responses</li> <li>• Is there a reduction in the number of substance use infraction referrals to the school's Student Assistance Professional</li> </ul>	Staff	<a href="#">June 30, 2018 and March 31, 2019</a>

Type of Data	Data Collection method & tools	Analysis	Responsible Parties	Completion dates
Goal 2: Reduce Youth Substance Use				
<b>Objective 2 (Alcohol):</b> Reduce the number of adults' who report providing youth access to alcohol – Target: Reduce number of adults who report providing youth access to alcohol by 2% (Coalition Parents Survey and Sticker Shock surveys) - <b>Note: collection and analysis linked to Alcohol Logic Model.</b>				
How much: Process				
Documentation of social marketing activities & posts (Strategy #1)	<ol style="list-style-type: none"> <li>1. Communications log including: topic, type of media, date posted/aired</li> <li>2. Communications log tracks events attended to promote online resources including: date of event, type of event, materials distributed</li> <li>3. Track Sticker Shock activity: number of students involved, number of retailers involved, number of stickers distributed</li> <li>4. Communications Log tracks brochures distributed to parents prior to prom and graduation: date, event, number distributed</li> </ol>	Quantitative: Total number of activities and posts by type	Staff	June 30, 2018 and March 31, 2019
Document activities to inform and enhance parents' skills (strategy #2) and local retailers' skills (strategy #3)	Log to track specific activities: classes (dates, number attending - sign in sheet); responsible beverage service trainings; maintenance activities for web portal	Qualitative: Summarize activities	Staff	June 30, 2018 and March 31, 2019
How well: what is the quality of our efforts?				
Track Facebook and blog hits	Use social media sources to track hits/likes	Quantitative: Report number of hits	Staff	June 30, 2018 and March 31, 2019
Parent rating quality of Active Parenting of Teens class	Surveys distributed at the end of class(es)	Quantitative: Total responses	Staff	June 30, 2018 and March 31, 2019
Is anyone better off: Outcome				
Vermont Department of Liquor Control compliance check data	Compile data available on-line	Quantitative: Analyze for level of compliance over time	Evaluator	June 30, 2018 and March 31, 2019
Parents' report of providing alcohol to youth	<ul style="list-style-type: none"> <li>• Community/ Parent Survey (previously conducted every other year; we will now</li> </ul>	Quantitative: Analysis of survey results	Staff	June 30, 2018 and March 31,

	<p>conduct annually through the Leland &amp; Gray Middle and High School email distribution list)</p> <ul style="list-style-type: none"> <li>• Class participants – End of class survey</li> </ul>	<p>Qualitative: Key informant and focus group surveys of parents, community members, and businesses</p>		2019
Adults knowledge about providing alcohol to youth	<ul style="list-style-type: none"> <li>• Pre/post Sticker Shock Survey</li> <li>• Annual parent survey</li> </ul>	<p>Quantitative: Analysis of results</p>	Staff	June 30, 2018 and March 31, 2019

Type of Data	Data Collection method & tools	Analysis	Responsible Parties	Completion dates
Goal 2: Reduce Youth Substance Use				
<b>Objective 3 (Marijuana):</b> Increase young people's perception of harm from smoking marijuana – Target: increase perception of harm from smoking marijuana by 2% in grades 7-8 and 2% in grades 9-12 (Coalition Student Survey). <b>Additional Note: collection and analysis linked to Marijuana Logic Model.</b>				
How much: Process				
Document activities to provide information to youth (strategy #1 and #2)	Log to track each activity, dates completed, # and ages of participants' <i>(Cloud-based tracking system)</i>  Log distribution of Brains Matter materials: materials distributed, number, dates <i>(Communications log in Smartsheet online tracking system)</i>	Quantitative: Summary of activities completed (and those yet not completed)	Staff	March 31 & September 30
How well: what is the quality of our efforts?				
Participants' rating of program quality	Participants' complete survey at the end of each informational event or at the end of each school semester following multiple classroom visits	Quantitative: Summary of responses  Qualitative: Summary of open-ended responses	Staff	March 31 & September 30
Is anyone better off: Outcome				
Students self-report of perceptions of harm from smoking marijuana	Core Measures Survey conducted annually (perception of harm and social access).	Quantitative: Summary of responses	Staff	March 31 & September 30

Type of Data	Data Collection method & tools	Analysis	Responsible Parties	Completion dates
Goal 2: Reduce Youth Substance Use				
<b>Objective 4 (Marijuana):</b> Reduce the number of youth who think it is easy to get marijuana – Target: reduce number of youth grade 7-12 who think it is easy to get marijuana by 3% (Coalition Student Survey). <b>Additional Note: collection and analysis linked to Marijuana Logic Model.</b>				
How much: Process				
Document social marketing activities and posts (Strategy #1)	Communications Log Tracking sheet including: type of media, topic of post, date Communications Log tracks materials distributed including date and number of materials	Qualitative: Summary of activities completed (and those not yet completed) Quantitative: Are the number of hits on our social media sites increasing	Staff	March 31 & September 30
Document informational events (Strategy #2)	Log to track date of event, number of participants	Qualitative: Summarize events and participants	Staff	March 31 & September 30
How well: what is the quality of our efforts?				
Track website, Facebook and blog hits	Use social media sources to track hits	Quantitative: Report number of hits	Staff	March 31 & September 30
<ul style="list-style-type: none"> <li>• Parent rating quality of Active Parenting of Teens class and Expert Presentation</li> <li>• Parent Surveys</li> </ul>	<ul style="list-style-type: none"> <li>• Surveys distributed at the end of class and event</li> <li>• Parent survey to be conducted annually</li> </ul>	Quantitative: Total responses Analysis of data results from parent survey Qualitative: Key informant interviews – are more parents smoking and growing MJ, both in their own homes and among neighbors.	Staff	March 31 & September 30
Is anyone better off: Outcome				
Parents report of knowledge and behavior	<ul style="list-style-type: none"> <li>• Surveys completed at the end of class and event</li> <li>• Annual parent survey</li> <li>• Annual Core Measures Student survey</li> </ul>	Quantitative: <ul style="list-style-type: none"> <li>• Summary of responses</li> <li>• Are more or fewer students reporting parents allowing them to use marijuana at home</li> </ul>	Staff	March 31 & September 30



<p>Youth report on perceived ease of obtaining marijuana</p>	<ul style="list-style-type: none"> <li>• Annual Coalition Core Measures survey</li> <li>• Focus groups and key informant interviews throughout the school year with student youth groups, in classrooms, and at student events sponsored by the coalition</li> </ul>	<p>Quantitative: Summary of responses</p> <p>Qualitative: Ongoing focus group and key informant interviews with stakeholders</p>	<p>Staff</p>	<p>March 31 &amp; September 30</p>
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Type of Data	Data Collection method & tools	Analysis	Responsible Parties	Completion dates
Goal 2: Reduce Youth Substance Use				
<b>Objective 5 (Prescription Drugs):</b> Decrease the 30-day misuse of prescription drugs – Target: reduce the 30-day misuse of prescription drugs by 1% for grades 7-12 (WRVT Student Survey)				
How much: Process				
Document activities to inform youth (strategy #1)	Log to track each activity, dates completed, # and ages of participants	Qualitative: Summary of activities completed (and those not yet completed)	Staff	March 31 & September 30
Document activities to provide information to adults (Strategy #3)	<ul style="list-style-type: none"> <li>• Log to track activities including: type of activity (event, distribution of materials, article, website, blog post etc.), date completed, number of participants or materials distributed (log events in Smartsheet online tracking system as they occur)</li> <li>• Expand mail-back envelope sites throughout our coverage area</li> </ul>	Qualitative: Summary of activities completed (and those yet not completed) organized Quantitative: Number of mail-back envelopes used as tracked monthly by re-filling mail-back sites	Staff	March 31 & September 30
How well: what is the quality of our efforts?				
Track website, Facebook and blog hits	Use social media sources to track hits	Quantitative: Report number of hits	Staff	March 31 & September 30
Participant rating of event quality – events occur continuously throughout the school year, primarily. They could include, but are not limited to, informational announcements and distribution of pamphlets at sporting events, parent/teacher conferences, community-sponsored substance-free events, classroom activities with the coalition and teachers collaborating, law enforcement sponsored activities in the school like driver’s education.	Event/training participants complete survey at end of program (re the Enhanced Teen Driver Safety Program sponsored by the Windham County Sheriff’s Office), pre and post program surveys for the Refuse to Use reduced price ski program, and other school classroom events that are done in collaboration with school health teachers throughout the school year.	Quantitative: Summary of responses – number of respondents feel increased perception of risk. Qualitative: Summary of open-ended responses	Staff	March 31 & September 30

Is anyone better off: Outcome				
Participants report increased awareness and knowledge	<p>Surveys completed at end of programs (and pre-program surveys)</p> <ul style="list-style-type: none"> <li>• Youth and adult reduced-price ski program</li> <li>• Enhanced Teen Driver Safety Program (in collaboration with the Windham County Sheriff's Office)</li> <li>• Collaborative classroom work with health teachers</li> <li>• Parent surveys</li> <li>• Key informant and focus group discussions with pharmacists, doctors and other individuals and buildings where we have mail-in envelopes placed</li> </ul>	Quantitative: Summary of responses	Staff	March 31 & September 30
<ul style="list-style-type: none"> <li>• Weight of prescriptions in disposal boxes</li> <li>• Number of mail-back envelopes taken</li> </ul>	Reported by Sheriff's Department on a quarterly basis or after Drug Take-Back Days.	Quantitative: <ul style="list-style-type: none"> <li>• Summary of weight – is it increasing</li> <li>• Number of mail-back envelopes taken has increased</li> </ul>	Staff	March 31 & September 30
Youth report misuse of prescription drugs	Core Measures Survey Focus groups and key informant interviews	Quantitative: Summary of responses	Staff	September 30

# Coalition Sector Wheel

