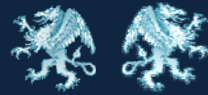


Canadian Evaluation Society Student Case Competition 2009



ENGAGE, EDUCATE & EMPOWER

Niagara Youth Drug Strategy

June 1st, 2009

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GOALS AND OBJECTIVES OF THE EVALUATION

- To evaluate if the activities undertaken by NDAC have met the program's objectives which are to:
 - Foster **communication, collaboration and continuing education** related to **substance abuse prevention** among **community partners** working in the field of substance abuse prevention
 - To evaluate the rationale, effectiveness, efficiency and reach of the program (formative and summative evaluations)



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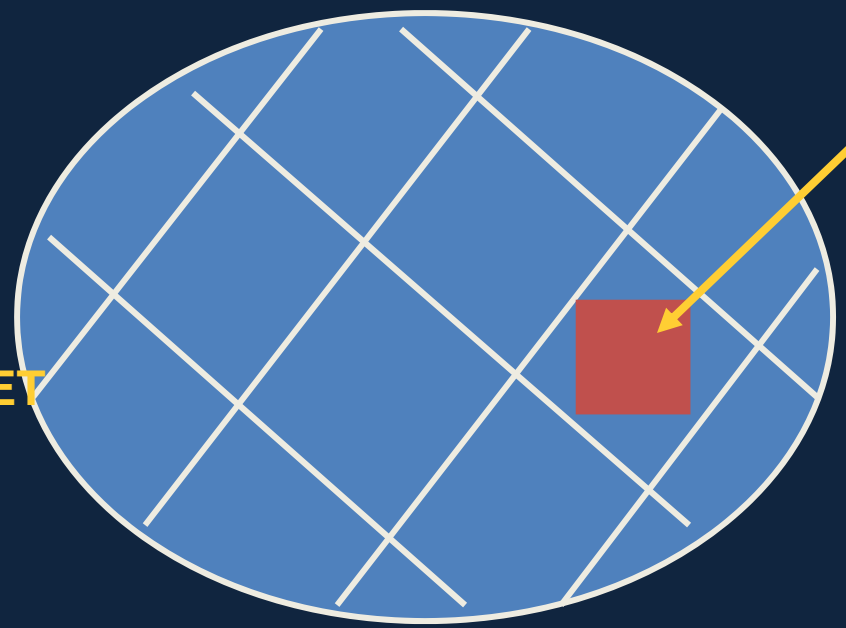
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PROGRAM DESCRIPTION

DSCIF = Canada wide

**Niagara
DAC
=
Regional
program**



PRIMARY TARGET

- Youth service providers
- Parents
- Teachers
- Doctors
- Pharmacists

Substance abuse prevention

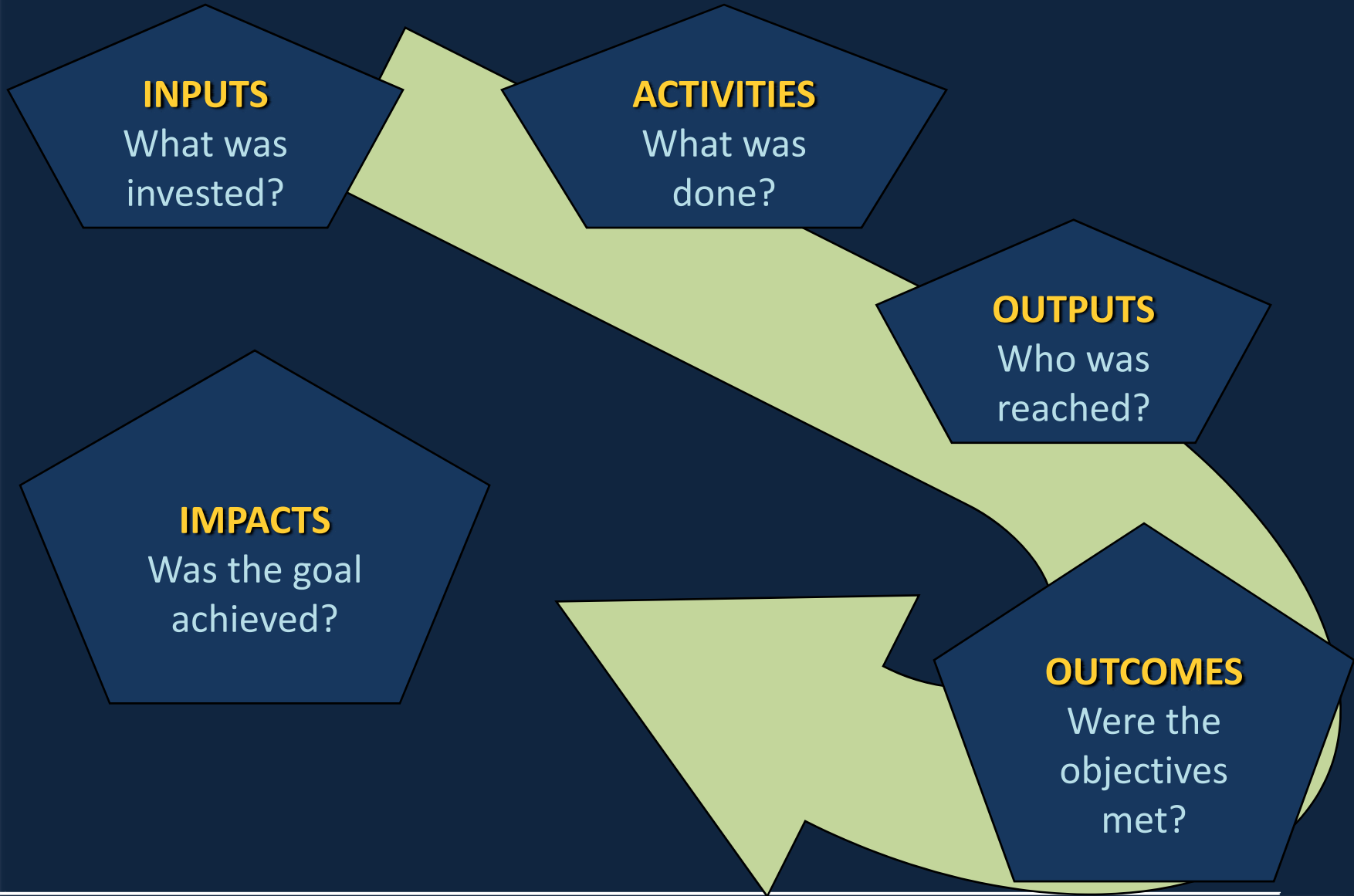


LOGICAL FRAMEWORK ANALYSIS

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DEVELOPING THE LOGICAL FRAMEWORK

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INPUTS

- Financial (production of materials, website)
- Human (skills in design, info gathering)



DEVELOPING THE LOGICAL FRAMEWORK

INPUTS
\$\$\$, time

ACTIVITIES

- Info gathered
- Training program, info materials, website designed
- Schools supported

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NDAC

ACTIVITIES

Educate

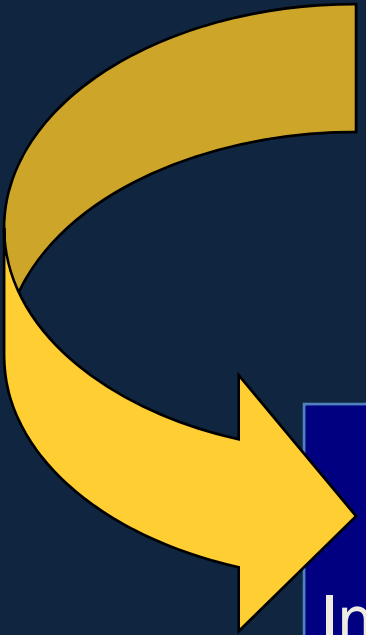
Teachers
Parents
Doctors/ Pharmacists

Youth Service Providers

Mentor

Student peer groups

Students
Grade 7-12
In Niagara Region



DEVELOPING THE LOGICAL FRAMEWORK

INPUTS

\$\$\$, time

ACTIVITIES

Info
Training
preparation

OUTPUTS

- Resources distributed
- Schools supported
- Survey complete
- Website launched

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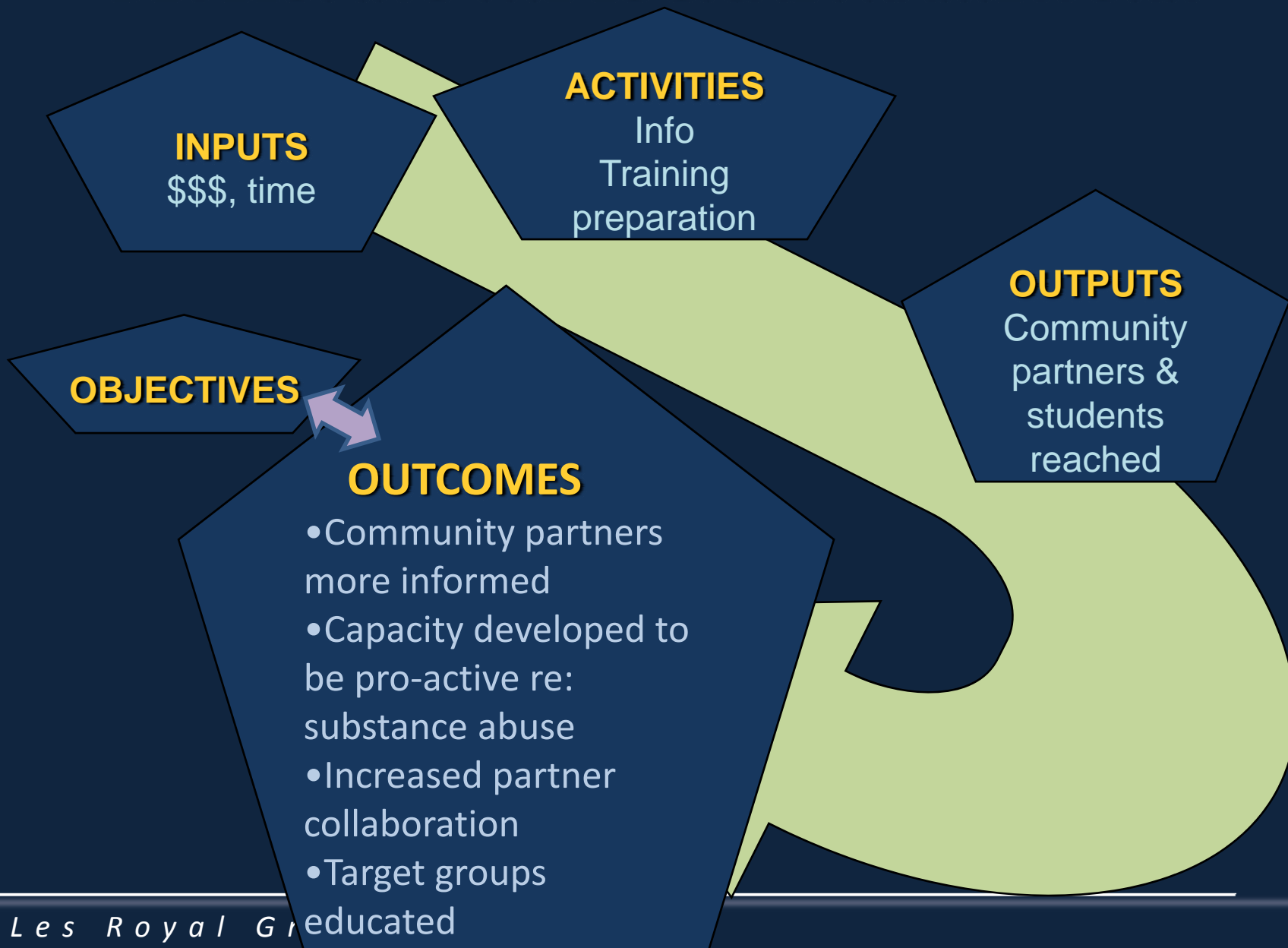
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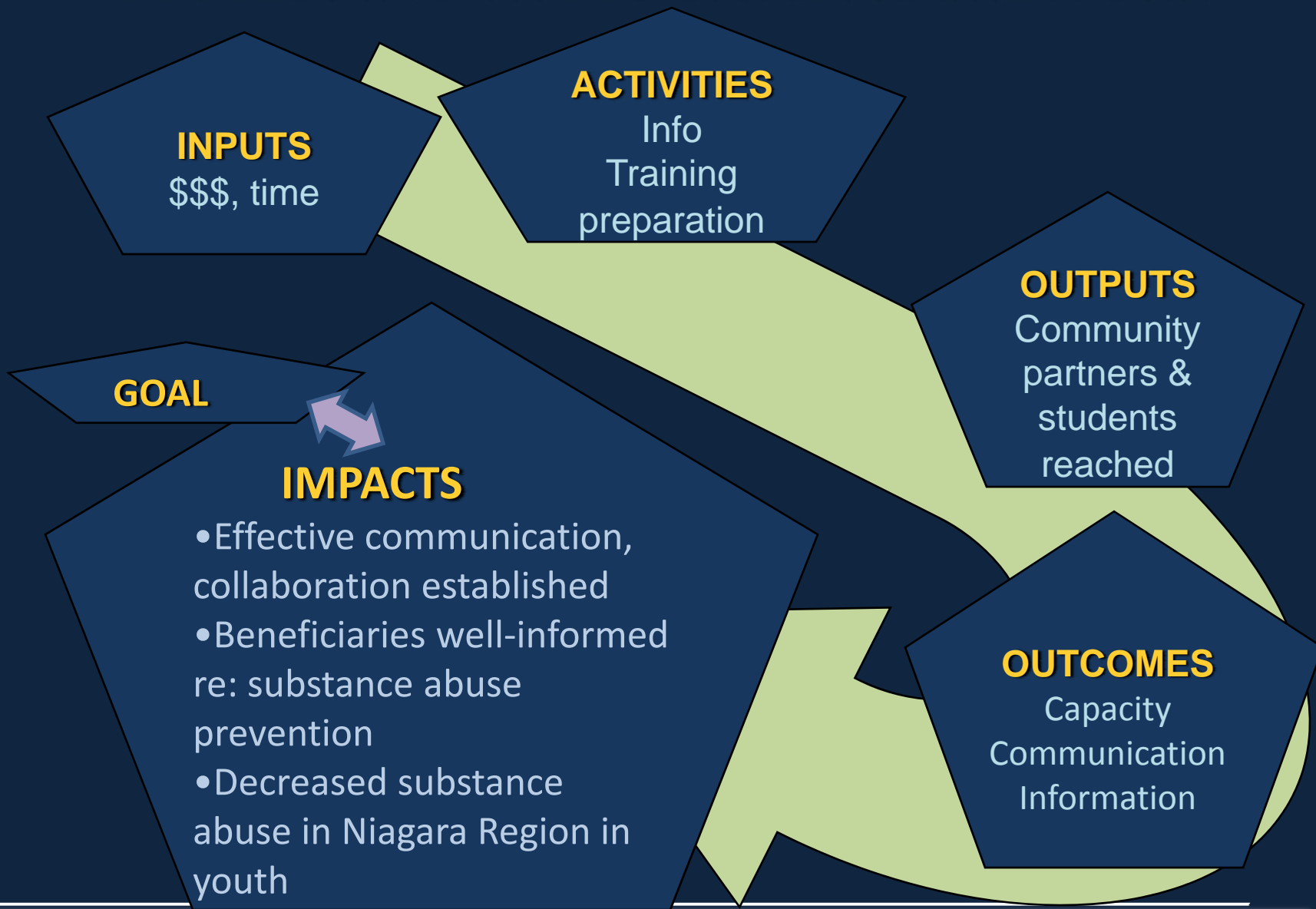


DEVELOPING THE LOGICAL FRAMEWORK

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EVALUATION MODEL

- **Partnership evaluation** (current)
 - Collaboration between LRG and NDAC
 - LRG & NDAC involved in design phase of evaluation
 - LRG responsible for conducting the evaluation as well as providing regular feedback on the results.
- **Participatory evaluation** (whenever possible)
 - Involved beneficiaries as much as possible



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RATIONALE

INDICATORS

Potential impact on community if NDAC program were to be discontinued

DATA REQUIRED

Documents related to NDAC ; expert opinions on the program, report on program activities

Source: documents, experts

EVALUATION QUESTION

Is there a need for continuing a NDAC program?

METHODS OF COLLECTION

Delphi Panel (series of open-ended questions), Document Review, Case Studies

ANALYSIS

Review results of document review; review expert opinions resulting from Delphi panel, analyze success and failures



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EFFECTIVENESS

INDICATORS

Increase in quantity of drug prevention programs offered to targeted population of Niagara; increased knowledge of NDAC partners related to substance abuse prevention

DATA REQUIRED

Records of partners and beneficiaries participating in a pre and post-survey

Source: partners and beneficiaries

EVALUATION QUESTION

Were resources provided by NDAC appropriate to achieve intended results among partners?

METHODS OF COLLECTION

Pre and post online surveys

ANALYSIS

Review and compare pre and post surveys; summarize results of the report



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REACH

INDICATORS

Number of individuals contributing to the NDAC program from each organization; number of times engaged in the program

DATA REQUIRED

Interview records, file records

Source: Key informants (representatives of the partner organizations), files

EVALUATION QUESTION

Do all involved partners have equal access to the NDAC program?

METHODS OF COLLECTION

Key Informant Interviews, File review

ANALYSIS

Review key informant interviews and review program files



CHALLENGES AND SOLUTIONS

- Many partners with diverse backgrounds
 - communication and coordination strategy
- Missing partner (youth)
 - Include a youth(s) rep on committee
- No specific drug profile for Niagara
 - Create a profile for Niagara



CHALLENGES AND SOLUTIONS CONT'

- Multitude of beneficiaries
 - Create different strategies for different beneficiaries
- Funding can disappear
 - Regular partner updates on activities and results
- No ethics board established
 - Create an ethics board and establish ethical guidelines

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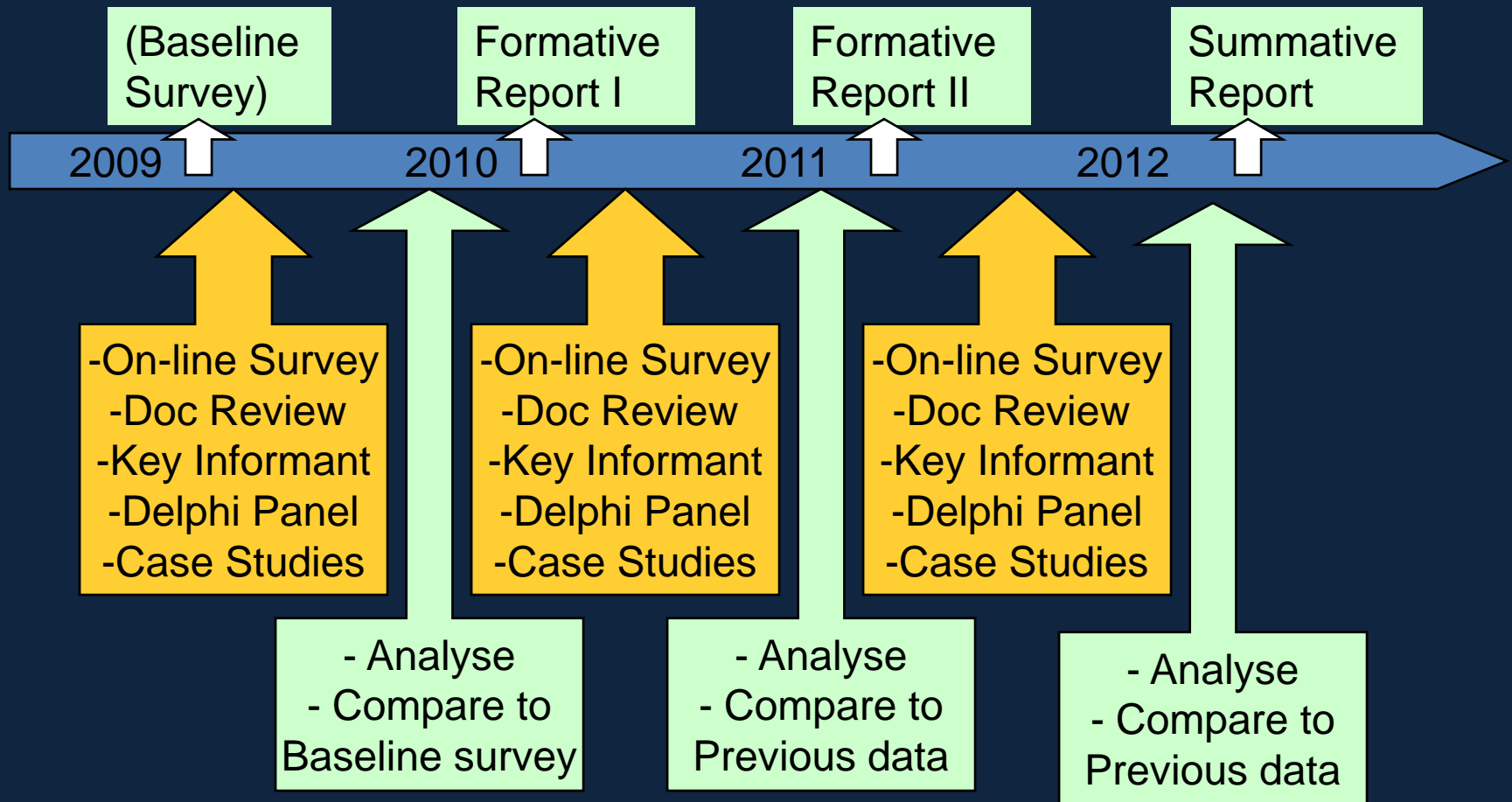
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METHODOLOGY



JUSTIFICATION OF METHODS

Online Surveys

- Versatile
- Efficient and accurate when properly done
- Easy to compare and analyze
- Possible to get a lot of data
- Lower cost

- Might not get accurate feedback
- Wording can bias client response
- Impersonal



JUSTIFICATION OF METHODS

Document Review

- Can get comprehensive and historical information
- Does not interrupt program or client's routine in program
- Information already exists

- Time-consuming
- Data is restricted to what exists (may be incomplete)
- Must be quite clear about what is looked for
- Not flexible



JUSTIFICATION OF METHODS

Delphi Panel

- Freely express opinions and critique ideas anonymously
- Does not interrupt program or client's routine in program (fill in on own time)
- Not dominated by one person

- May be hard to coordinate
- May be influenced by bias of participant
- Limited to forecasting future developments



JUSTIFICATION OF METHODS

Case Studies

- Fully depicts client's experience of program input, process and results
- Powerful means to portray program to outsiders
- Usually quite time consuming to collect, organize and describe
- Represents depth of information, rather than breadth



JUSTIFICATION OF METHODS

Key informant interviews

- Provides full range and depth of information
- Develops relationship with client
- Can be flexible

- Can be time consuming
- Can be hard to analyze and compare
- Can be costly
- Interviewer can bias clients response



WORKPLAN – 3 years evaluation process

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Evaluation activities	Jun-09	yearly	Mar-10	Mar-11	Mar-12
Overview report (baseline)	●				
- Evaluation framework					
- Implementation plan					
Pre-post test (on-line)		■			
Delphi panel		■			
Case studies		■			
Document review		■			
Key informant interviews		■			
Progress report (formative)			●	●	
Final report (summative)					●



ACKNOWLEDGEMENTS

- Canadian Evaluation Society
 - ❖ Judges
 - ❖ Organizing Committee
 - ❖ Case Developers
- SSHRC
- Other funding sponsors
- Dr. Harry Cummings



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***THANK YOU FOR
YOUR
ATTENTION!***

***MERCI POUR
VOTRE
ATTENTION!***

