



Newfoundland & Labrador, Canada



# Evaluation of the Engage, Educate & Empower: Niagara Youth Drug Strategy

**Stephanie Avery**

**Ashley Barrett**

**Réanne Meuse**

**Natalie Reardon**

# Overview

- ▶ Company Overview
- ▶ Program Profile
- ▶ Evaluation Plan
- ▶ Evaluation Issues
- ▶ Methodology
- ▶ Data Analysis
- ▶ Timeline
- ▶ Challenges and Solutions
- ▶ Summary



# Company Overview

***Solomon Four is a true experimental design that uses four comparison groups to rule out alternative explanations***

## Skills

- ▶ Program evaluation, research design and methodology
- ▶ Logic models and evaluation matrices
- ▶ Developing and administering data collection tools
- ▶ Analyzing data and making recommendations

## Experience

- ▶ Health
- ▶ Education
- ▶ Human Resources
- ▶ Labour Market
- ▶ Justice
- ▶ Aboriginal Affairs



# Program Profile

- ▶ Drug Strategy Community Initiative Fund
- ▶ Immediate – improve knowledge and skills that prevent drug use
- ▶ Long term – reduce risk taking behaviors and demand for illicit drugs



# Program Profile

- ▶ **Annually**
  - ▶ Increase knowledge and skills of group peer-leaders and youth service providers
- ▶ **By June 2011**
  - ▶ Increase accessibility of information for youth, parents and youth service providers
- ▶ **By March 31, 2012**
  - ▶ Establish peer-led substance abuse prevention youth working groups in 35% of schools
  - ▶ Increase prevention knowledge of 75% of caregivers



# Program Profile: Stakeholders



# Evaluation Plan: Objectives

- ▶ Program Design and Implementation
- ▶ Access and Reach
- ▶ Progress and Results



# Evaluation Plan:Design

*We will use both cross-sectional and longitudinal designs to gain an in-depth understanding of the Niagara Youth Drug Strategy*

## Cross-sectional design:

- ▶ To ensure that diverse perspectives of stakeholders are represented

## Longitudinal Perspective:

- ▶ To examine the relationship between the strategy and illicit drug use among youth





# Evaluation Plan: Administrative Procedure

## ▶ Phase 1: Project Initiation

- ▶ Meeting with client
- ▶ Consult with Evaluation Advisory Committee
- ▶ Inception mission
- ▶ Draft and finalize methodology

## ▶ Phase 2: Project Implementation

- ▶ Data collection
- ▶ Preliminary data analysis

## ▶ Phase 3: Analysis and Reporting of Findings

- ▶ Analysis and synthesis of data
- ▶ Present preliminary findings
- ▶ Develop and present draft report
- ▶ Finalization of evaluation report



# 1) Evaluation Issue: Program Design & Implementation

<b>Objectives</b>	<b>Indicators</b>	<b>Sources</b>
a) To examine whether the strategy is being implemented as intended and whether the expected outputs were delivered	<ul style="list-style-type: none"><li>▶ Strategic analysis of information in initial proposal, work plan, logic model, meeting notes etc</li><li>▶ Outputs of the program</li><li>▶ Opinion of stakeholders</li></ul>	<ul style="list-style-type: none"><li>▶ Document/ Admin review</li><li>▶ Key informant interviews</li></ul>
b) To determine whether the governance structure was effective	<ul style="list-style-type: none"><li>▶ Opinion of stakeholders</li><li>▶ Resources and funding provided</li><li>▶ Role of advisory committee</li></ul>	<ul style="list-style-type: none"><li>▶ Document/ Admin review</li><li>▶ Key informant interview</li></ul>

# 1) Evaluation Issue: Program Design & Implementation

<b>Objectives</b>	<b>Indicators</b>	<b>Sources</b>
c) To examine whether partnerships were developed and effectively used to obtain project goals	<ul style="list-style-type: none"><li>▶ Number of partnerships formed</li><li>▶ Opinion of stakeholders</li></ul>	<ul style="list-style-type: none"><li>▶ Key informant interviews</li><li>▶ Survey</li></ul>
d) To examine which aspects of the program design and implementation worked particularly well and which aspects can be improved	<ul style="list-style-type: none"><li>▶ Opinion of stakeholders</li></ul>	<ul style="list-style-type: none"><li>▶ Key informant interview</li><li>▶ Survey</li></ul>

## 2) Evaluation Issue: Access and Reach

Objectives	Indicators	Sources
a) To examine whether the program is effectively reaching out to youth at risk for illicit drugs	<ul style="list-style-type: none"><li>▶ Profile of participants</li><li>▶ Opinion of stakeholders</li><li>▶ Awareness of target population of strategy</li></ul>	<ul style="list-style-type: none"><li>▶ Document/ Administrative file review</li><li>▶ Key informant interviews</li><li>▶ Survey</li></ul>
b) To examine whether the strategy is effective at reaching out to parents and various stakeholder groups that have an interest in addressing illicit drug use among youth	<ul style="list-style-type: none"><li>▶ Opinion of stakeholders</li><li>▶ Awareness of community services providers</li></ul>	<ul style="list-style-type: none"><li>▶ Key informant interviews</li><li>▶ Survey</li></ul>

### 3) Evaluation Issue: Progress and Results

Objectives	Indicators	Sources
a) To examine the progress of the program toward the immediate and intermediate outcomes for the target population	<ul style="list-style-type: none"><li>▶ Increased awareness of healthy lifestyle choices and illicit drugs and their negative consequences</li><li>▶ Improved capacity such as knowledge and skills to avoid illicit drug use and make healthy lifestyle choice</li><li>▶ Reduce risk-taking behaviors associated with illicit drug use</li></ul>	▶ Survey
b) To examine the progress of the program toward the immediate and intermediate outcomes for the community	<ul style="list-style-type: none"><li>▶ Increased awareness and access to health promotion and prevention resources to prevent youth illicit drug use</li><li>▶ Increased engagement of community structures, networks in activities to prevent illicit drug use among youth</li><li>▶ Improvements to community practices that increase the effectiveness of HP&amp;P activities targeting illicit drug use</li></ul>	▶ Survey

### 3) Evaluation Issue: Progress and Results

<b>Objectives</b>	<b>Indicators</b>	<b>Sources</b>
c) To determine whether there are any unintended or anticipated outcomes of the program	<ul style="list-style-type: none"><li>▶ Opinion of target population</li><li>▶ Opinion of stakeholders</li></ul>	<ul style="list-style-type: none"><li>▶ Survey</li><li>▶ Key informant interviews</li></ul>
d) To examine the successful elements and the limitations in the various communities toward achieving their intended outcomes	<ul style="list-style-type: none"><li>▶ Opinion of stakeholders</li><li>▶ Suggestions obtained from communities regarding the strengths and limitations</li></ul>	<ul style="list-style-type: none"><li>▶ Key informant interviews</li><li>▶ Case studies</li></ul>

# Methodological Approach

- ▶ **Involve Experts and Target Groups When Developing Measures**
  - ▶ To ensure that measure is comprehensive in scope
- ▶ **Use a Mixed-Methods Approach**
  - ▶ To complement strengths/limitations of different methods and for triangulation of data
- ▶ **Pilot Testing**
  - ▶ To identify issues related to the administration and comprehension of measure
- ▶ **Focus on privacy of data**
  - ▶ E.g., confidentiality, anonymity, etc.



# Methodology

Method	Rationale/Advantages	Potential Challenges
<b>DOCUMENT AND ADMINISTRATIVE FILE REVIEW</b>		
<ul style="list-style-type: none"><li>▶ Review of program policy manuals and other background documents, program data files, paper files, etc.</li></ul>	<ul style="list-style-type: none"><li>▶ Profile program and participants</li><li>▶ Historical information</li><li>▶ Already collected</li><li>▶ Few biases about information</li></ul>	<ul style="list-style-type: none"><li>▶ Narrow scope</li><li>▶ Incomplete data</li><li>▶ Restricted to what already exists</li></ul>
<b>KEY INFORMANT INTERVIEWS</b>		
<ul style="list-style-type: none"><li>▶ Telephone interviews with program managers of the community services, academic experts, etc.</li></ul>	<ul style="list-style-type: none"><li>▶ Deeper understanding of program activities</li><li>▶ In-depth information</li><li>▶ Useful for constructing surveys</li><li>▶ Make recommendations</li></ul>	<ul style="list-style-type: none"><li>▶ Time consuming</li><li>▶ Expensive</li></ul>



# Methodology

Method	Rationale/Advantages	Potential Challenges
<b>SURVEYS</b>		
<ul style="list-style-type: none"><li>▶ Pre-post survey with youth (<i>school</i>)</li><li>▶ Pre-post survey with community service providers (<i>telephone</i>)</li><li>▶ <math>n = 95\%</math> confidence interval</li></ul>	<ul style="list-style-type: none"><li>▶ Easy access to target population (<i>school</i>)</li><li>▶ High response rates</li><li>▶ Convenient for participants</li><li>▶ Cost-effective</li></ul>	<ul style="list-style-type: none"><li>▶ In-school surveys may lack independence of responses</li><li>▶ Obtaining consent from schools</li></ul>
<b>CASE STUDIES</b>		
<ul style="list-style-type: none"><li>▶ Intensive study of individual communities</li></ul>	<ul style="list-style-type: none"><li>▶ Understand experiences and successes</li><li>▶ In-depth information</li></ul>	<ul style="list-style-type: none"><li>▶ Time consuming</li></ul>

# Data Analysis

## ▶ **Quantitative Data**

- ▶ Coded and entered into SPSS spreadsheet
- ▶ Examine frequency counts, percentages, means and standard deviations
- ▶ Cross tabulations can facilitate the analysis of trends

## ▶ **Qualitative Data**

- ▶ Can organize information into themes and highlight trends
- ▶ Select quotes that illustrate important points

- ▶ ***We ensure that our data analyses are reliable by having two or more consultants analyze the data and compare their results!***



# Workplan

Monthly meetings with advisory committee

Interim reports delivered quarterly, monthly contact with client

Participation in funder-related activities

- Presentation of preliminary findings
- Draft final report
- Final report

June  
2009

**Data collection**

March  
2012

<b>1. Project initiation</b>  Meet with client/advisory committee  Inception mission  Methodology report	<b>2. Project implementation</b> Document review  Pilot testing and preliminary analysis  Key informant interviews  Surveys  Case studies	<b>3. Analysis and reporting</b> Data analysis  Data synthesis  Develop reports
--	--	--

# Challenges and Solutions

Challenges	Solutions
• Resistance from stakeholders	• Inception mission • Workshops with stakeholders
• Ethical concerns with the population of interest	• Privacy and confidentiality • Ethical review of evaluation with advisory committee • Representative on the advisory committee to help with the design and administration of data collection process
• Identifying and selecting key informants and survey population	• Inception mission • Involvement of advisory committee

# Summary

- ▶ Mixed-methods approach
- ▶ Strong timeline and budget
- ▶ Sound administrative approach



# Acknowledgements

- ▶ Coach: Monique Goguen Campbell
- ▶ CES Case Competition Organizing Team
- ▶ Judges
- ▶ CES/SSHRC Travel Grant
- ▶ Memorial University of Newfoundland



# Thank-You

## Questions?

