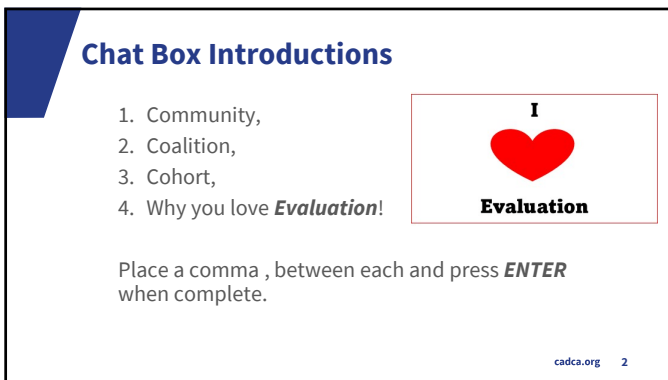




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3



4

Uses of a Coalition Evaluation

- A. Get Funding!
- B. Adjust plans and strategies / Ensure Accountability
- C. Increase readiness to implement strategies
- D. Celebrate: Tell the Coalition Story / Report to Funders
- E. Recognize coalition members and partners
- F. Build member ownership of the coalition work
- G. Graduate from the NCA

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Ingredients


Logic Model Evaluation Plan Coalition Output Worksheet

Community Assessment Strategic and Action Plan Evaluation Communication Plan Sustainability Plan

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Coalition Evaluation - PROCESS



Coalition Evaluation

1. Confirm Data on the Logic Model
2. Document Your Coalition's Work
3. Tell Your Coalition's Story
4. Develop data collection plan

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Uses of a Coalition Evaluation

1. **Get Funding!**
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6. Build member ownership of the coalition work
7. Graduate from the NCA

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1. Get Funding



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1. Get Funding

There's a saying:

"Funders don't fund the greatest need....

...they fund the ability to make a difference."

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1. Get Funding

Sustainability (Week 3) Case Statement:

1. What need(s) is being addressed?
2. Does the coalition make a difference? How?
3. What is unique about the coalition?



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1. Get Funding

Sustainability (Week 3) Case Statement:

1. What need is being addressed?



Community Assessment



Logic Model

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Case Statement:


NBC News has referred to Ohio as "ground zero for illicit fentanyl use," and referred to Montgomery County as the "epicenter of the opioid epidemic."¹ Data shows that AAA County has the highest rates of opioid overdose deaths in the state of Ohio.² It is no secret that the county has been hit hard by the opioid epidemic. In fact, the county saw 566 overdose-related fatalities in 2017.³ While we cannot ignore the imminent crisis our county is experiencing around opioids, the county also has higher than average rates of alcohol and drug use.⁴ In AAA County, 27% of children live with someone who

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1. Get Funding

Sustainability (Week 3) Case Statement:


2. Does the coalition make a difference? How?



Logic Model



Evaluation Plan



Coalition Output Worksheet

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Since the implementation of the AAA County Prevention Coalition and the collaboration with other initiatives in the area aimed to prevent substance use, AAA County has seen a 49% decrease in accidental overdose deaths.⁵ There has also been a 53% decrease in overdose calls to 911 and emergency room visits.⁶ The Ohio State Highway Patrol report a 7% decrease in OVI offenses and a 41% decrease in drug violations in AAA County.⁷ While the AAA County Prevention Coalition has only been around since 2017, there have been great strides to improve outcomes related to substance use locally and the outcomes provide support for those initiatives.

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1. Get Funding

Sustainability (Week 3) Case Statement:

3. What is unique about the coalition?



Strategic and
Action Plan



Coalition Output
Worksheet

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The AAA County Prevention Coalition is an alliance of diverse community members from a variety of stakeholder groups that are passionate about improving behavioral health outcomes. The members have worked to implement over 50 strategies at a county-level to improve the lives of children that have experienced trauma. These evidence-based strategies have impacted over 20,000 AAA County residents in 2019. One of our overall goals is to improve systems in XXX County to make health services more accessible for those in need. With over 75 local government agencies, nonprofit organizations, and businesses involved, the county has seen a dramatic improvement of collaboration and alignment of resources.

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CADCA Report to Congress

Written Testimony of Sue R. Thau, Public Policy Consultant, Community Anti-Drug Coalitions of America (CADCA)

Before the Senate Committee on the Judiciary

Tackling the Opioid Crisis: A Whole-of-Government Approach

Date: December 17, 2019, 10:00 a.m.
Location: 226 Dirksen Senate Office Building

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CADCA Report to Congress

Three DFC Grantee Case Studies from the Epicenter of the Opioid Epidemic
The remainder of this testimony will detail how three different DFC funded coalitions (Carter County Drug Free Coalition, Kentucky; Scioto County Drug Action Team Alliance, Ohio, and Jackson County Anti-Drug Coalition, West Virginia), all from the epicenter of the opioid epidemic in Appalachia, successfully utilized their DFC grants and the year-long required Academy training from the Institute to:

1. Build the capacity of the 12 required sectors of the community into a highly functioning coalition;
2. Use local data to assess their specific opioid issues and the community conditions that were causing the crises;
3. Develop multi-sector, comprehensive, action plans to address the local conditions that were identified;
4. Implement a comprehensive set of actions across all of the *Seven Strategies for Community Change*, that reinforce each other for achieving outcomes; and
5. Evaluate results based on local data to show stunning reductions in youth opioid misuse, opioid overdose rates and other relevant metrics

<https://www.judiciary.senate.gov/imo/media/doc/Thau%20Testimony.pdf> cadca.org 19

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CADCA Report to Congress

30-day Prescription Drug Use

Grade	2006 (%)	2016 (%)
8th Grade	4.0	2.0
10th Grade	12.0	1.0
12th Grade	11.0	1.0

<https://www.judiciary.senate.gov/imo/media/doc/Thau%20Testimony.pdf> cadca.org 20

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CADCA Report to Congress

DFC Core Measure Data Past 30-Day Use Over a Five Year Period
Grades 6-12 Scioto County, Ohio 2013 (Baseline)-2018 (Current)

Substance	2013-2014 (%)	2015-2016 (%)	2017-2018 (%)
Alcohol	25.0	20.0	15.0
Marijuana	17.0	12.0	8.0
All Drugs	4.4	2.5	2.6

<https://www.judiciary.senate.gov/imo/media/doc/Thau%20Testimony.pdf> cadca.org 21

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1. Get Funding

Key Points – every grant / funder asks!

- Community conditions → **Community Assessment**
- Data-driven process and priorities → **Logic Model**
- Evidence-based strategies → **Strategic and Action Plan**
- Engagement of community partners → **Coalition Outputs**
- Outcome data → **Evaluation Plan**

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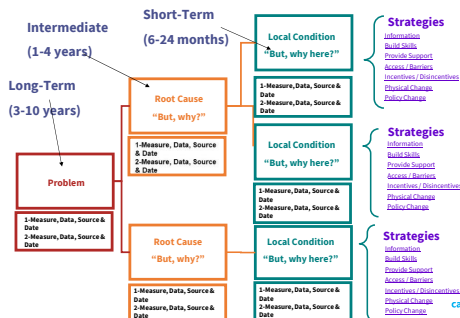
Uses of a Coalition Evaluation

1. Get Funding!
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SMART Objectives



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CDC – RFA – DFC - 2021

The recommended strategies and activities are based on the Seven Strategies for Community-Level Change (refer to the Funding Opportunity Description: Strategies and Activities section for additional information) and identify the intended short-term, immediate, and long-term outcomes for this NOFO.

Table 1: DFC Framework

CDC-RFA-CE20-2004CC21 Drug-Free Communities (DFC) Support Program - Competing Continuation Framework			
Goal: Strengthen community coalitions and reduce/prevent youth substance use			
Strategies and Activities	Short-Term Outcomes	Intermediate Outcomes	Long-Term Outcomes
Provide information to the general public and key stakeholders about youth substance use.	Improve knowledge regarding patterns of youth substance use.	Reduce factors in the community that increases the risk of substance use and misuse.	Establish and strengthen collaboration
Enhance skills among relevant			

Source: CDC - <https://www.grants.gov/web/grants/view-opportunity.html?oppid=130848> cadca.org 28

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2. Adjust Plans and Strategies - Scenario

A coalition has recently analyzed its assessment data for 2020 and realized that none of the short term, intermediate or long-term outcomes moved in a positive direction. Specifically, the 2020 survey results show **an increase** in:

- 30-day use of Rx drugs not prescribed,
- perceived availability of Rx drugs
- youth reporting they obtain Rx drugs from their homes

Which coalition products would assist in this discussion? How?

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Uses of a Coalition Evaluation

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Community Readiness For Implementation

Readiness is applicable to individuals, groups, coalitions, organizations and the community.

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3. Increasing Readiness for Implementation

To raise readiness: Increase awareness about:

Problem, root cause and local conditions

Coalition and its Partners

Proposed Strategies

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3. Increasing Readiness


Logic Model

Strategic and Action Plan


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3. Increasing Readiness



Logic Model



Strategic and Action Plan



Proposed Policy Issue Brief
NCA Week 3

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3. Increase Readiness to Implement Strategies

Key Points:

- **Logic Model** describes the local condition – based on data
- **Strategic and Action Plan** describes:
 - Steps to build readiness
 - Evidence-based strategies / policies to be implemented
 - Short-, Intermediate- and Long-Term Objectives to be achieved

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Uses of a Coalition Evaluation

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4. Celebrate – Tell the Coalition Story

Logic Model

Evaluation Plan

Strategic and Action Plan

Coalition Output Worksheet

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DFC Me

Drug-Free Communities

Local Problems Require Local Solutions

DFC

Welcome to DFC Me

DFC Me (Management and Evaluation) is the Drug-Free Communities Support Program's new interactive website designed to improve communication and help your coalition better manage its grant. DFC Me is also your one-stop shop for submitting reports, sharing best practices, receiving the latest program and training updates, and also provides you with the ability to request technical assistance. We hope you take advantage of all the features our new site has to offer.

Log In

Username *
First name, a space, then last name, e.g. John Doe

First name, a space, then last name, e.g. John Doe

Password *

Math question * [Forgot your password?](#)

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DFC Evaluation Report

Drug-Free Communities Support Program National Evaluation

ANNUAL REPORT

JULY 2020

<https://www.whitehouse.gov/wp-content/uploads/2021/06/2020-ONDCA-DFC-Evaluation-Report.pdf>

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DFC Evaluation Report – Process

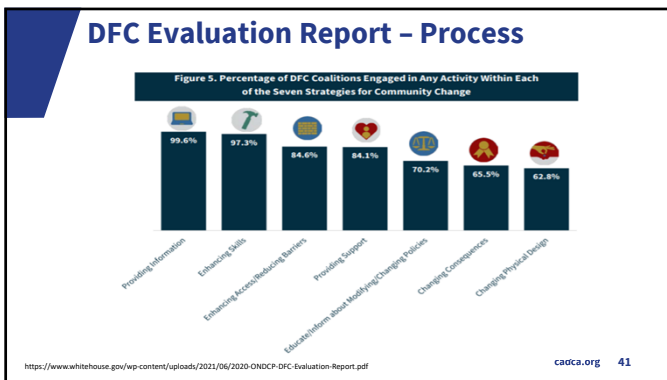
Table 5. DFC Coalitions' Top Capacity-Building Activities

Capacity-Building Activity	% of Coalitions Selecting in Top Three	Number of Coalitions Selecting in Top Three
Recruitment (e.g., increasing coalition membership and participation)	43.3%	313
Outreach (e.g., engaging key stakeholders in substance use prevention initiatives)	45.2%	299
Training for coalition members (e.g., building leadership capacity among coalition members)	41.9%	277
Strengthening strategies (e.g., planning/executing substance use/misuse prevention initiatives)	39.2%	259
Engaging the general community in substance use prevention initiatives	37.8%	250
Building shared vision/consensus (e.g., attaining an agreement among coalition members regarding goals, planned initiatives, etc.)	25.1%	166
Increasing fiscal resources (e.g., attaining funding for substance use prevention initiatives)	18.3%	121
Gathering community input (e.g., holding hearings on drug problems)	15.7%	104
Improving information resources (e.g., engaging in research or evaluation activities)	11.3%	75
Developing/executing a media plan to draw attention to new drug threats	11.2%	74
Other ^a	0.9%	6

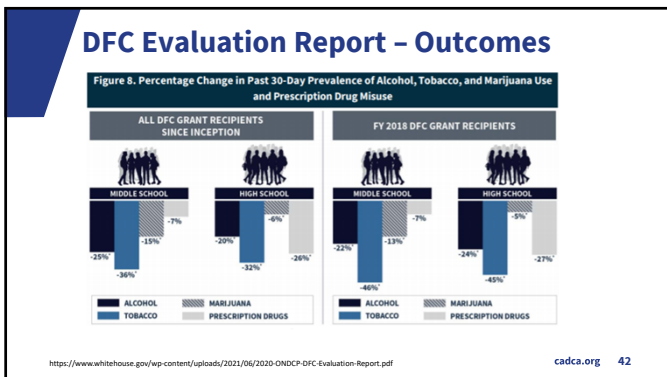
Source: DFC February 2020 Progress Report
 Note: Coalitions select up to three activities from a list of ten activities (or select other).
<https://www.whitehouse.gov/wp-content/uploads/2021/06/2020-ONDOP-DFC-Evaluation-Report.pdf>

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Milton Substance Abuse Prevention Coalition (MA)

<https://www.milton-coalition.org/> cadca.org 43

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Recognize Outputs (Process)

DURING 2018-2019

2,000 Individuals viewed MSAPC's website resources	750 Milton residents received MSAPC's newsletter	124 Families were served by Interface mental health referral service	35 Families received home visits from the Milton Cares substance abuse team
19,366 Vaping prevention messages were viewed by South Shore teens through Snapchat social media platform	6,000 Unique reaches via our new Facebook page	1,000 Students benefited by numerous educational programs	1,900 Adults reached through MSAPC's knowledge-building and outreach programs
426 lbs OI drugs were returned at the Milton Police kiosk and our Prescription Drug Takeback Days (2019)	1 Year 12 monthly "Mind Matters" educational articles written for the Milton Times	\$125k Per year of Drug Free Communities grant received by federal government	

<https://www.milton-coalition.org/> cadca.org 44

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Share Outcomes

Alcohol, Marijuana and Nicotine Most Common Substances Used by Milton Youth

Over the last 4 years of monitoring youth substance use in Milton, **teen alcohol and marijuana consumption rates have dramatically decreased**, thanks to the concerted efforts of many partners working on prevention.


Underage Drinking Among Milton Youth

Category	Overall	Female	Male
30 Day Use	50%	41%	32%
Binge Drinking	35%	24%	14%

<https://www.milton-coalition.org/> cadca.org 45

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Mercer Island Healthy Youth Initiative



MERCER ISLAND
Healthy Youth Initiative

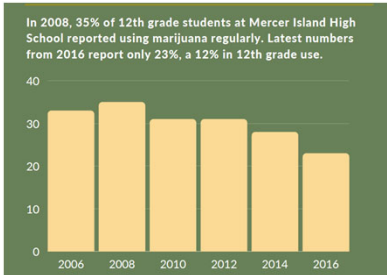
<https://www.mihealthyyouth.com/> cadca.org 46

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Mercer Island Healthy Youth Initiative

Share Outcomes

In 2008, 35% of 12th grade students at Mercer Island High School reported using marijuana regularly. Latest numbers from 2016 report only 23%, a 12% in 12th grade use.



Year	Percentage
2006	33%
2008	35%
2010	31%
2012	31%
2014	28%
2016	23%

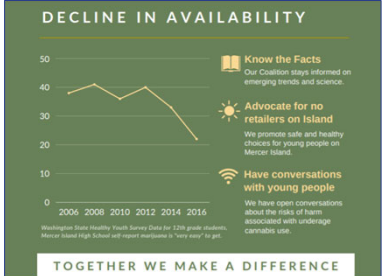
<https://www.mihealthyyouth.com/> cadca.org 47

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Mercer Island Healthy Youth Initiative

Recognize Outputs (Process)

DECLINE IN AVAILABILITY



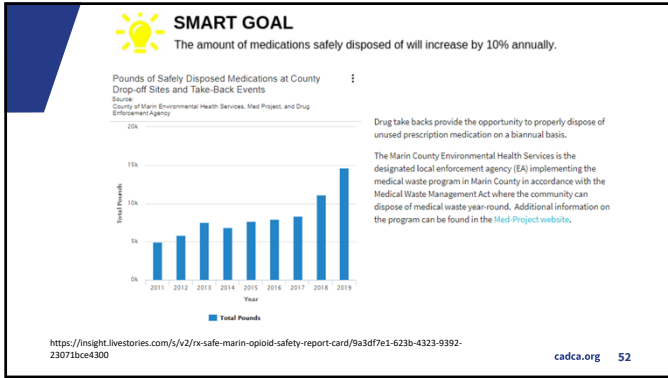
Year	Availability Level
2006	40
2008	38
2010	42
2012	38
2014	32
2016	25

- Know the Facts**
Our Coalition stays informed on emerging trends and science.
- Advocate for no retailers on Island**
We promote safe and healthy choices for young people on Mercer Island.
- Have conversations with young people**
We have open conversations about the risks of harm associated with underage cannabis use.

TOGETHER WE MAKE A DIFFERENCE

<https://www.mihealthyyouth.com/> cadca.org 48

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- ### Uses of a Coalition Evaluation
1. Get Funding!
 2. Adjust plans and strategies / Ensure Accountability
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 5. Recognize coalition members and partners
 6. Build member ownership of the coalition work
 7. Graduate from the NCA
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5. Recognize Coalition Members and Partners

Evaluation
Communication
Plan

Evaluation "Communication" Plan

Coalition Name: ABC Coalition

Who Cares About Substance Use and Abuse?	What do we want them to do?	How will they benefit from the coalition's work?	What data must be shared with the audience?	How will the data be shared with the audience?
AUDIENCE	ACTION	WFM	Information	REPORT
Police Chief	<ul style="list-style-type: none"> Enforce MMP in local parts Conduct more compliance checks Respond to & enforce Social Host Laws 	<ul style="list-style-type: none"> Increased public support for law enforcement Safer community fewer calls for services to address underage drinking parties 	<ul style="list-style-type: none"> Adult & student participation of law enforcement Adult & youth perception of risk 	<ul style="list-style-type: none"> One on one meeting with local police chief - 1 page one pager Meet with officers during staff meetings Periodic reports to community via social media
Parents	<ul style="list-style-type: none"> Secure liquor availability Understand Social Host Laws - provide info to others on the legal financial and other consequences of providing alcohol 	<ul style="list-style-type: none"> Decrease underage drinking/abuse in their children Safety for all roads Reduce liability for parents/legal consequences providing alcohol 	<ul style="list-style-type: none"> Where youth access alcohol/responsibility Police and court reports 	<ul style="list-style-type: none"> Flyers to parents at Open House and other media Seminars/workshops Youth engaged Parents Parent Community Education events
Youth	<ul style="list-style-type: none"> Shared information and awareness among parents and peers Work with coalition to share information to share with parents and peers 	<ul style="list-style-type: none"> Gain community service Safety of themselves and their friends 	<ul style="list-style-type: none"> Share survey results Drug Facts 	<ul style="list-style-type: none"> Meet with students at SADD meeting Youth engaged Parents Presentation at school assembly

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5. Recognize Coalition Members and Partners

Coalition Output
Worksheet

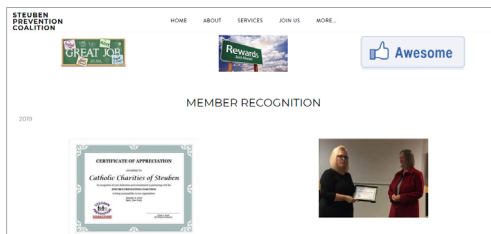
Coalition Name: ABC County Coalition

Coalition Outputs and Processes		Legend: C = Community Change, S = Services Provided, R = Results Generated, P = Coalition Process	
Code	Date (Month/Year)	Event / Action	Description
		A. Describe the event or action in detail. Include: B. Why is this important? C. What happened as a result?	A. Who was involved? (what organizations were collaborating, what committee, donor or provider is this related to?) B. How long did this event last? C. How long did this event last? D. In aggregate: - Number of people served or affected - Cash or in-kind value of resources - Number of people trained (people) - Number of hours for action
C	4/15/20	City Council Passed Social Host Ordinance on a 6-3 vote. This addresses the local condition of parents having parties. Mayor committed to enforcing the new law.	A. City Council, Police Chief, Neighborhood Association, Youth Council B. Gov., Law Enforcement, Youth, Parents C. First Social Host Ordinance in the city
S	5/7/20	Coalition and State Liquor Control Board conducted second round of ABST Training to local bars and state centers. Addressed Access to alcohol.	A. State Liquor Control Board, Public Dept., State Officers, Coalition B. Business, Gov., Law Enforcement C. Second training in 2020 D. 13 Establishments participated with 40 people attending the 4-hour class
M	6/24/20	Resolution reported of the passage of the Social Host Ordinance by the City Council. The article described the process, action and law enforcement intent to enforce.	A. ABC Home Journal, Coalition, Mayor B. Media, Gov. C. First article on the page D. ABC Home Journal reached 15,000 residents of ABC County
C, R	7/20/20	State Liquor Control Board time allocated to conducting the ABST Training in ABC County.	A. State Liquor Control Board B. Gov., Business C. First training in the County D. Total of 8 hours in preparation and delivery @ 500 / hour = 5400 in-kind
P	8/10/20	Coalition Meeting conducted from 1 - 2:30 PM. Topics included 2nd Generation, ABST Training and working with the Youth Council.	A. See Sign in sheet - 15 organizations represented B. All 15 organizations represented C. All 15 organizations represented D. 55 People attended the Coalition Meeting

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Steuben Prevention Coalition



<http://www.steubenpreventioncoalition.org/membercommunity-recognition.html>

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Anybody??

WHAT WE'VE ACCOMPLISHED TOGETHER

2,700
ASSOCIATIONS & COMPANIES

As a coalition of more than 2,700 associations and companies from across the industries and conference destinations representing over 50,000 businesses—Go LIVE Together is focused on the safe reopening and recovery of meetings and events.

IMPACT

Through grassroots advocacy, meetings with elected officials, and cutting-edge research, Go LIVE Together has successfully changed the trajectory of our industry recovery. Here's how it's been done:

We accelerated safe reopenings nationwide by:

- Meeting with governors and mayors, including those in California, Florida, Illinois, Nevada, and New York.
- Participating in task forces in six states and four trade shows.
- Engaging an epidemiological modeling firm to analyze the risk of COVID-19 infection at large business gatherings. The firm's model predicts a nearly 10% transmission rate of COVID-19 at events hosting 20,000+ people this summer.

As a result of these efforts, shows are safely being delivered nationwide throughout the rest of the year.

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Uses of a Coalition Evaluation

1. Get Funding!
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4. Celebrate: Tell the Coalition Story / Report to Funders
5. Recognize coalition members and partners
6. Build member ownership of the coalition work
7. Graduate from the NCA

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6. Build Member Ownership of the Coalition Work

Logic Model

Evaluation Plan

Coalition Output Worksheet

Community Assessment

Strategic and Action Plan

Evaluation Communication Plan

Sustainability Plan

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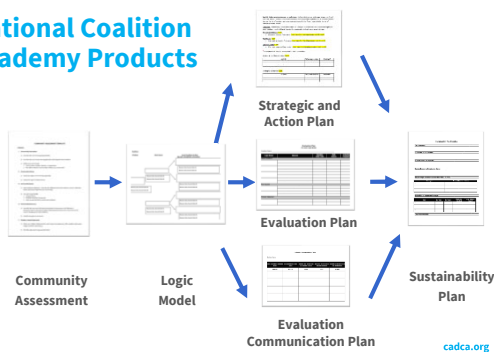
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Uses of a Coalition Evaluation

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National Coalition Academy Products



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Coalition Evaluation - PROCESS



Coalition Evaluation

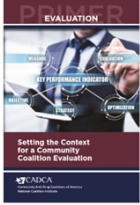
1. Confirm Data on the Logic Model
2. Document Your Coalition's Work
3. Tell Your Coalition's Story
4. Develop data collection plan

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Coalition Evaluation

Three Parts of a Coalition Evaluation

1. Confirm data on your logic model.
2. Document your Coalition's work.
3. Tell your coalition's story

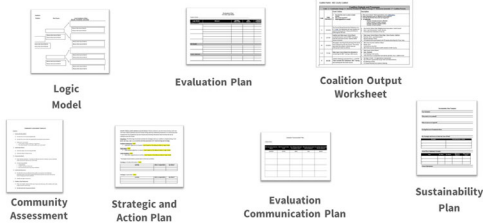


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Supplemental Webinar: Evaluation

Key Points



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CADCA Contacts

CADCA Coalition Development Support	CADCA National Coalition Academy Support
<p>Rick Collins Kim Linkel Dave Shavel Joy Sweeney</p> <p>800-54CADCA x240 training@cadca.org</p>	<p>Salma Hassan</p> <p>800-54CADCA x221</p> <p>nca@cadca.org</p>

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Thank You!



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