

Introduction to Coalition Evaluation March 28, 2024

Presented by:



Catalyst Research, LLC

Daniel Webb, Ph.D.
Co-Owner

dwebb@catalystresearch.net
dwebb@catalyst-insight.com

LEARNING OBJECTIVES

In today's session, we will work to satisfy the following learning objectives:

- Increase knowledge of evaluation terms and techniques for coalitions
- Explore different data types and sources
- Learn the basics of developing an evaluation plan

PTS Training | Intro to Coalition Evaluation | March 28, 2024 | Slide 2

AGENDA

Today's Agenda:

1. Evaluation basics
2. Applying evaluation to coalition work
3. Evaluation plans
4. Q&A/Discussion

PTS Training | Intro to Coalition Evaluation | March 28, 2024 | Slide 3

ABOUT YOUR PRESENTER

Dan Webb, Ph.D.

- Co-owner, Catalyst Insight and Catalyst Research
- Headquartered in Buffalo, NY
- 20 years in the prevention field
- Expertise in program evaluation, grant writing, survey development, and data analysis/reporting
- Excited to be presenting today and looking forward to a great session!



PTS Training | Intro to Coalition Evaluation | March 28, 2024 | Slide 4

NOTE

Today's training draws heavily on the Community Anti-Drug Coalitions of America's (CADCA) Evaluation and Planning Primers

[Click here for the evaluation primer](#)

[Click here for the planning primer](#)

PTS Training | Intro to Coalition Evaluation | March 28, 2024 | Slide 5

EVALUATION BASICS

Most definitions of evaluation have several commonalities. Evaluation is ...

- ...intended to investigate the value/merit/worth of a process or set of processes
- ...a systematic, formal exercise with measurable processes and outcomes
- ...reliant on quality program delivery and data collection in order to be successful
- ...useful for demonstrating **contribution** to change, not attribution
- ...only useful if the results are used

PTS Training | Intro to Coalition Evaluation | March 28, 2024 | Slide 6

EVALUATION BASICS

As you collect more data, you can perform an analysis of contribution by looking at cumulative coalition efforts¹:

Example curve: % Indicating "Great Risk of Rx Use"

PTS Training | Intro to Coalition Evaluation | March 28, 2024 | Slide 7

EVALUATION BASICS

Evaluation is commonly broken into two components: process evaluation and outcome evaluation.

- CADCA defines **process evaluation** as, "...focus[e]d on who participates, how they come to agreement on action, and how to distribute action across the group. Key components of process evaluation include member satisfaction and the coalition's structure."²
- CADCA contrasts this with **outcome evaluation**, which they state, "analyzes the results of actions taken by the coalition."³

Your coalition should conduct process and outcome evaluation to understand the contribution you are making to intended changes.

PTS Training | Intro to Coalition Evaluation | March 28, 2024 | Slide 8

EVALUATION BASICS

Process Evaluation Questions	Outcome Evaluation Questions
Did we run our program in a quality fashion?	How much did participant knowledge change?
Did we implement strategies and activities with fidelity?	How many students drank alcohol in the past 30 days?
Did we reach the people we wanted to reach?	How many program participants abstained from negative behavior after 90 days?
Do people enjoy the activities and strategies we offer?	How much did student test scores change after receiving tutoring?

PTS Training | Intro to Coalition Evaluation | March 28, 2024 | Slide 9

EVALUATION BASICS

A good evaluation is dependent on good **goals** and **SMART*** objectives⁴:

- Goals** state intent and purpose, and they support coalition vision and mission statements. For example: "To create a healthy community where illicit substances are not used by adults or youth."
- Objectives** represent specific, measurable results a coalition plans to achieve and serve as the basis by which coalitions evaluate their work. For example: "To reduce the number of youth in high school in our community who smoke cigarettes from 18.5 percent to 10 percent by 2026, as measured by the CLYDE Youth Survey."

**Specific, Measurable, Achievable, Realistic, and Time-Bound*

PTS Training | Intro to Coalition Evaluation | March 28, 2024 | Slide 10

APPLYING EVALUATION TO COALITION WORK

Quantitative Data

- Information that can be measured and recorded in numerical format
- Address quantities of an item
- Often deal with larger sample sizes
- Surveys, incident logs, etc.

Qualitative Data

- Information that can be observed but not measured
- Address qualities of an item
- Often deal with smaller sample sizes
- Provide a depth of detail not available with quantitative
- Interviews, focus groups, etc.

PTS Training | Intro to Coalition Evaluation | March 28, 2024 | Slide 11

APPLYING EVALUATION TO COALITION WORK

Primary Data

- Information collected by the researcher
- Allow you to specifically address your research question
- Often difficult to collect due to resource constraints
- Surveys, focus groups, etc.

Secondary Data

- Information collected by someone else, usually as part of daily operations
- Available data may not match your research question
- Usually much cheaper to obtain than primary data
- Incident logs, tracking sheets, etc.

PTS Training | Intro to Coalition Evaluation | March 28, 2024 | Slide 12

APPLYING EVALUATION TO COALITION WORK

There are several key sites you can use for almost any community project. These include:

- United States Census
<https://data.census.gov/cedsci/>
- FBI Uniform Crime Reports
<https://www.fbi.gov/services/cjis/ucr>
- County Health Rankings
<http://www.countyhealthrankings.org/>
- CDC WONDER
<https://wonder.cdc.gov/>
- CDC ABES
<https://www.cdc.gov/healthyyouth/data/abes.htm>

PTS Training | Intro to Coalition Evaluation | March 28, 2024 | Slide 13

APPLYING EVALUATION TO COALITION WORK

Local Data Sources Inside Your Organization:

You can collect data yourself to help understand and substantiate community conditions

- Youth surveys (e.g., CLYDE, PNA, Pride)
- Youth and adult community surveys
- Youth and adult focus groups
- Youth and adult key informant interviews
- Environmental scans
- *In all cases, ensure that your instruments and data collection practices are inclusive and diverse*

PTS Training | Intro to Coalition Evaluation | March 28, 2024 | Slide 14

APPLYING EVALUATION TO COALITION WORK

Local Data Sources Outside of Your Organization:

Use all of your social networks to see what is available through local organizations. Tips:

- Ask organizations for data *as soon as possible*
- Highlight the benefits of providing the requested data
- Be mindful of the existing workload of your contact(s)
- Offer to lend on-site support
- Offer to present the results of your analysis to the partner organization
- Consider maintaining a list of organizations and the data they have on file

PTS Training | Intro to Coalition Evaluation | March 28, 2024 | Slide 15

EVALUATION PLANS

One key component of beginning your evaluation process is developing a coalition evaluation plan:

- A coalition evaluation plan is a translation of logic model elements that describes what data to collect, how/when to collect the data, and who will be responsible. The resulting data will enable a successful evaluation.

PTS Training | Intro to Coalition Evaluation | March 28, 2024 | Slide 16

EVALUATION PLANS

Use case: You are using an evidence-based program such as Too Good For Drugs in your program. Considerations for evaluation of this program include:

- How you will collect *process* data for this program
- How you will collect *outcome* data for this program
- How often you will collect data on the program
- From whom you will collect data
- Who is the person(s) responsible for data collection
- How data will be used to understand both the implementation and outcomes of the program
- How you will share these outcomes with key stakeholders

PTS Training | Intro to Coalition Evaluation | March 28, 2024 | Slide 17

EVALUATION PLANS

Ask yourself these questions when creating an evaluation plan:



What strategies and activities are we proposing?



How will we measure the *processes* and *outcomes* of our proposed strategies and activities?



Who will *collect* and *analyze* the data we've identified?



How will we *use* and *share* the data we collect to inform the community and improve programs?

PTS Training | Intro to Coalition Evaluation | March 28, 2024 | Slide 18

EVALUATION PLANS

An example evaluation plan might have the following tabular layout:

Local Issue	Measure	Data Source	Collection Frequency	Parties Responsible
Underage Drinking	% of students who drank in the past 30 days	Community-Level Youth Development Evaluation Survey	Every two years in November in eight school districts in Grades 8, 10, 12	Assessment committee School liaison
Underage Drinking	% of focus group participants who indicate that alcohol use is harmful to their health	Focus groups with students in Grades 8, 10, and 12	One focus group per district in spring and one in fall	Assessment committee School liaison Volunteers

PTS Training | Intro to Coalition Evaluation | March 28, 2024 | Slide 19

Q&A

Questions?

PTS Training | Intro to Coalition Evaluation | March 28, 2024 | Slide 20

REFERENCES

1-3: <https://www.cadca.org/resource/evaluation-primer-setting-the-context-for-a-community-coalition-evaluation/>

4: <https://www.cadca.org/resource/planning-primer-developing-theory-change-logic-models-and-strategic-and-action-plans/>

PTS Training | Intro to Coalition Evaluation | March 28, 2024 | Slide 21