Enhancing Environmental Prevention Efforts in Washington State

Webinar Three: Evaluating Environmental Strategies

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Presenter

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One Final Review
What are Environmental Strategies?

Environmental Strategies are approaches that coalitions use to change the context in which substance abuse occurs.

Environmental Strategies incorporate prevention efforts aimed at changing or influencing community conditions, standards, institutions, structures, systems and policies.

From CADCA’s Primer, “The Coalition Impact: Environmental Prevention Strategies”

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Playing the Short and Long Game
## Fidelity Rubrics for Environmental Strategies

<table>
<thead>
<tr>
<th>Core Activity</th>
<th>Missing 0</th>
<th>Weak Fidelity 1</th>
<th>Moderate Fidelity 2</th>
<th>Strong Fidelity 3</th>
<th>Rating Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseline survey data that describe the attitudes and behaviors of the target population was collected.</td>
<td>No baseline data collected</td>
<td>Some data were used, but did not reflect the attitudes and behaviors of the target population</td>
<td>Survey data mostly reflected recent attitudes and behaviors of the target population, but quality could be improved</td>
<td>A recent survey collected high quality, up-to-date data on attitudes and behaviors of the target population</td>
<td></td>
</tr>
<tr>
<td>Positive messages that point out and attempt to correct misperceptions around substance use within the targeted population were developed in an attempt to change the social norm.</td>
<td>No messages developed</td>
<td>Positive messages were created, but they may not be believable, fully address the target population, or describe social norm data</td>
<td>Positive and believable messages that address the target population and data were created</td>
<td>Clever, engaging, believable, messages that correct misperceptions and speak to the target population using accurate data were created</td>
<td></td>
</tr>
</tbody>
</table>
Questions/Discussion
Change Your Thinking
Evaluation Challenges

Processes

• Who do we count?
• When do we count them?
• For how long do we count them?
• What else do we count?

Outcomes

• How do we know things are changing?
• What caused the change?
• Did we reach our outcomes?
Different Unit of Analysis

From individuals

To populations
Evaluation Starts with Questions

Figure 1
Per capita, daily fluid milk consumption declining

Notes: Whole milk has a fat content of at least 3.25 percent. Lower fat milk includes products with less milk fat than whole like 2-percent, 1-percent, and skim milk.

Source: http://www.ers.usda.gov/media/1118789/err149.pdf
Questions/Discussion
Process Evaluation
Shift in Thinking about Processes
Digital Storytelling

http://digitalstorytelling.coe.uh.edu/

http://www.digitalstoryteller.org/

http://www.photovoice.org/

PhotoVoice believes nobody should be denied the right to speak out and be heard.

We use photography to bring about positive social change.
In Minerva...

<table>
<thead>
<tr>
<th>Code</th>
<th>CSAP Subcategory Name</th>
<th>Report Session Length</th>
<th>Report Period</th>
<th>Environmental Strategy Questions (per session)</th>
<th>RO C R/O</th>
</tr>
</thead>
<tbody>
<tr>
<td>STV01</td>
<td>Environmental Consultation to Communities: <em>Example: Town Hall Meetings/ Community Group Presentations</em></td>
<td>Session Length (H:M)</td>
<td>Each Session</td>
<td>1. Enter Number of People Attended Presentation/Consultation (Excluding Elected Officials)</td>
<td>C</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2. Enter Number of Elected Officials Reached</td>
<td>C</td>
</tr>
<tr>
<td>STV02</td>
<td>Preventing Underage Sale of Tobacco and Tobacco Products-Synar Amendment: <em>Example: RVP, Beverage server training; Retailer education.</em></td>
<td>Session Length (H:M)</td>
<td>Each Session</td>
<td>1. Enter Number of People Trained</td>
<td>C</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Monthly Roll-Up</td>
<td>C</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1. Enter Number of Stores Visited (i.e. Retailer education)</td>
<td>C</td>
</tr>
<tr>
<td>STV03</td>
<td>Preventing Underage Alcoholic Beverage Sales: <em>Example: RVP, Beverage server training; Retailer education.</em></td>
<td>Session Length (H:M)</td>
<td>Each Session</td>
<td>1. Enter Number of People Trained</td>
<td>C</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Monthly Roll-Up</td>
<td>C</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1. Enter Number of Stores Visited</td>
<td>C</td>
</tr>
<tr>
<td>STV04-1</td>
<td>Establishing ATOD-Free Policies-NEW Policy: <em>Session Name = Name of Policy</em></td>
<td>Session Length = 0</td>
<td>Monthly Roll-Up</td>
<td>1. Enter Number of New Policies Established/Adopted/Enacted</td>
<td>R</td>
</tr>
<tr>
<td>STV04-2</td>
<td>Establishing ATOD-Free Policies-Stakeholders: <em>Session Name = Name of Policy</em></td>
<td>Session Length (H:M)</td>
<td>Each Session</td>
<td>1. Enter Number of People Participate in Policy Stakeholder Meetings</td>
<td>R</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2. Enter Number of Elected Officials Reached (Not Counted Above)</td>
<td>O</td>
</tr>
</tbody>
</table>
Questions/Discussion
Outcome Evaluation
Shift in Thinking about Outcomes

From Program Evaluation To Policy Analysis
Models Over Individual Variables

Ingredients

Dessert

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Potential Designs

Interrupted Time Series Analysis

30 Day Use of Alcohol

Project Implementation Begins

30 Day Use of Alcohol in Our Community (YRBS)
Potential Designs

Control Series Analysis

30 Day Use of Alcohol

Project Implementation Begins

30 Day Use of Alcohol in Our Community (YRBS)

30 Day Use in Comparison Community
Choosing a Comparison Community

- Demographics
- Economy/Industry
- Educational Systems
- Not Receiving the Intervention
- Common Baseline Data
Setting Performance Targets

Underage Drinking Forecast

Youth Past Month Alcohol Use will decrease from 45.4% in 2005 to 37.7% or less in 2009
Wyoming Example

Time Series Analysis with Forecast

Past Month HS Alcohol Use

Before

After

Past Month HS Binge Drinking

Before

After

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California Example

Control Series Analysis

- North Coastal Prevention Coalition
- Six years of preventing availability and messaging
- Past month use increased 0.3% compared to a 5% increase in the comparison community
- Lifetime use increased by 0.5% compared to an 8% increase in the comparison community
In Summary

Processes

Stop counting and think policy analysis instead of program evaluation!
Questions/Discussion
Thank You!

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