Leveraging Your National Cross-Site Evaluation Data for Local Success

Presented by:
Barbara O'Donnel – ICF International
Ashley Briggs – ICF International
Presented to:
DFC New Grantee Meeting
December 12, 2013

Today's Agenda

- Communicating Effectively about Key Community Issues
- How to Leverage Your DFC Data:
  - For tracking progress
  - For improving operations
  - For sustainability
- How to Present DFC Data (what we can and cannot say)
  - Thinking about How/What Data to Present
  - Data Visualization
- Discussion

Brief Comment: Year 6 Grantees with Gap in 2012-2014

- "New" COMET (May 2012) has changed in many ways
- Participate in survey review process
  - Must occur prior to submitting any core measure data
  - Look over the survey review guide in your packet
- Mock ups are in interactive agenda
  - COMET
  - Coalition Classification Tool (August only)
- Reach out to DFC_Evaluators@icfi.com or 1-877-854-0731 with questions

Communicating Effectively about Key Community Issues: Data is Your Friend, Build Capacity

- Assess your local capacity to collect/communicate about data
  - How much fear do you feel when the conversation turns to data?
  - Can your local evaluator help? Might you have a sector member who could help?
  - Reach out to the national evaluation team
- Learn to communicate about data effectively. The more people you have locally that understand the data, the better.
  - If you are someone who does not understand data, be sure the person explaining it to you explains it until you do understand
  - If you do understand data, be sure to explain it to someone you trust who does not
  - You want to have faith in your understanding so that you can discuss data with confidence. "I'll get back to you on that."
- You will likely be able to turn data around much more quickly than can be done nationally. Take the time to develop quality control checks.

The COMET System: New Data, New Opportunities

- Telling your "story" is important data to collect and communicate
- The COMET system was designed to take stock of what has been accomplished by grantees; not to document every aspect of every activity.
  - Know what you have at your hands in COMET and support with documenting in other ways
- Three common purposes to use DFC data:
  - Track progress
  - Improve/change what you are doing
  - Engage in sustainability efforts
  - Advocacy – you will hear more about this from afternoon presentation

Tracking Progress Locally

- Core measures progress:
  - Short-term change and long-term change are key features in DFC National Evaluation reports (http://www.whitehouse.gov/ondcp/drug-free-communities-support-program)
  - Keep track of overall progress (how much change on core measures has occurred since the beginning of your DFC grant)
  - Keep track to recent trends (changes in core measures since the last report
- Tracking membership (Community Coalition Capacity Building)
  - Number of new members
  - Key members added since last report
  - Trends in involvement
    - Who is stepping up active involvement?
    - Who is more of a challenge to get actively involved?

Tracking Progress Locally

- Tracking accomplishments on the seven core strategies
  - Number of accomplishments in progress reports important for tracking both changes in specific accomplishments and the mix of accomplishments being made (e.g., more environmental than individual strategies over time?)
  - Number of adults and youth served allows for the assessment of the coalition's "footprint" in the community.
  - Helps you understand how and to what extent you track your own impact
- Note on Modifying/Changing Policies
  - Be sure to track month and year of votes or when policy actually was changed or modified
  - Collect data after change, what is it telling you?
- Aligning accomplishments to strategic/action plans
  - What has been accomplished?
  - What remains to be accomplished?
  - What resources are needed to achieve the remaining accomplishments?
  - What barriers may impede successfully completing remaining accomplishments?

Analyzing Local Core Measures Data

- Three ways to summarize core measures:
  1. Long-term change
     - Percentage point change
     - Percentage change
  2. Short-term change
  3. Comparison to other state and national data sources
- Refer to DFC National Evaluation reports for templates on reporting, and for local purposes
- Be careful when making comparisons to other DFC coalitions, the state and national data: Head-to-head comparisons of DFC data may mask what is occurring locally.

Did You Know? Prevalence of Past 30-Day Use: Long-Term Change

	Long-Term Change: First Observation to Most Recent All DFC Grantees Since Program Inception				
School Level	Substance	n of coalitions	% Report Use, First Outcome	% Report Use, Most Recent Outcome	% Point Change
Middle School	Alcohol	882	14.3	11.4	-2.8**
	Tobacco	886	7.2	5.4	-1.9**
	Marijuana	873	5.7	4.5	-1.3**
High School	Alcohol	939	37.1	33.3	-3.8**
	Tobacco	932	19.4	16.2	-3.2**
	Marijuana	925	18.5	17.8	-0.7**

Source: COMET 2002-2012 data. ** p<.01; * p<.05;
Red text: important for reporting national evaluation data only; Locally will have n of students surveyed

Did You Know? Prevalence of Past 30-Day Use: Short-Term Change

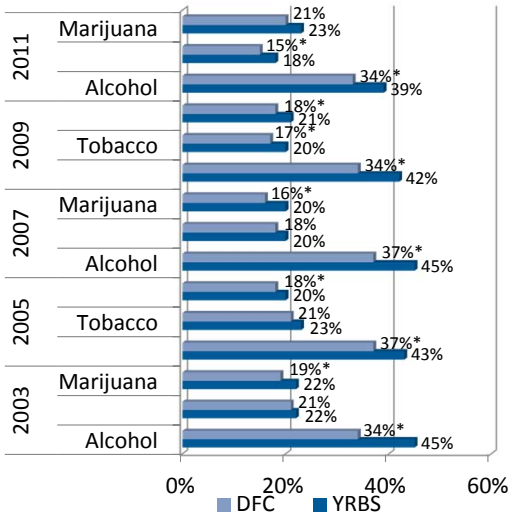
		Short-Term Change: 2011 Report vs. Next Most Recent				
Core Measure	School Level	Substance	n of coalitions	% Report Use, First Outcome	% Report Use, Most Recent Outcome	% Point Change
Past 30-Day Use	Middle School	Alcohol	184	12.0	10.4	-1.6**
		Tobacco	185	5.2	6.2	+1.0*
		Marijuana	186	4.5	5.3	+0.7**
	High School	Alcohol	216	36.1	33.8	-2.2**
		Tobacco	213	16.5	15.1	-1.4**
		Marijuana	213	19.6	20.9	+1.3**

COMET 2002-2011 data. ** p<.01; * p<.05

Methods to Assess Change in Core Measures Outcomes: Comparison to National Prevalence Data

- ***Comparisons to Other National Data Sources***
  - National data such as YRBS, Monitoring the Future, NSDUH, and State-level reports can provide important context in the absence of a comparison group design.
  - ***Advantage***: This is the next-best thing to a comparison group – it helps establish a basis of comparison from what's happening at the local level to larger trends observed statewide and nationwide. Statewide prevalence estimates available from YRBS.
  - ***Disadvantages***:
    - Data collections such as YRBS don't discriminate between DFC and non-DFC communities, so the comparison of your local DFC data to state-level YRBS may really be a comparison of a DFC community to a mix of DFC and non-DFC.
    - YRBS data corresponding to DFC data are available only for high school students on the measures of 30-day use.
    - Also, keep in mind that YRBS is collected biannually, so if your data collection schedule is in the YRBS off-years, your basis of comparison is weaker at best and may not be appropriate.

Comparison of DFC to YRBS



Methods to Assess Change in Core Measures Outcome

- *Tell us what you do – how do you use core measures data?*
- *If comparing to national data, be sure aware of timeframe*
- *Avoid picking only the findings that put your coalition in the best light*
  - *Honesty about your challenges and the challenges in the community lets others know you can be trusted as well as keeping focused on key issues*
  - *What happens if caught being less than truthful?*

Improving/Changing What You Do

- Data driven decision making – during site visits with high performing DFC coalitions, grantees report doing at least some level of this
- Data used can be focused on the sections of COMET that cover the Strategic Prevention Framework (SPF): assessment, capacity building, planning, implementation, evaluation
  - Tracking risk/protective factors, Assessment activities, Capacity building activities, Implementation, Planning activities, Evaluation activities, Training and TA needs
- Tracking risk and protective factors (and especially, changes in those factors) can fundamentally affect a coalition's choice of strategy
- The Training and TA needs section of COMET provides quick reference for what key needs for improving operations exist

Accomplishments Example: Providing Information

Activity	Number of DFC Grantees Engaged in Activity	Percentage of DFC Grantees Engaged	Number of Completed Activities	Number of Adults Served	Number of Youth Served
Information Dissemination: Brochures, flyers, posters, etc. distributed	638	91.8%	2,026,759	--	--
Informational Materials Produced: Press releases, brochures, flyers, posters, etc. produced	620	89.2%	186,112	--	--
Media Coverage: Media stories covering coalition activities	612	88.1%	12,362	--	--
Direct Face-to-Face Information Sessions	609	87.6%	16,509	140,404	203,682
Special Events: Fairs, celebrations, etc.	595	85.6%	5,651	748,265	558,331
Media Campaigns: Television, radio, print, billboard, or other posters aired/placed	587	84.5%	463,868	--	--
Social Networking: Posts on social media sites	488	70.2%	30,977	186,062 followers	142,193 followers
Information on Coalition Website: New materials posted	346	49.8%	9,779	1,486,758 hits	--
Summary: Providing Information	695	100%	2,752,017	n/a	n/a

- Locally, what might you add?

Sustainability

- Potential Funders will likely want to know:
  - What the coalition accomplished on the four core measures
  - What activities the coalition accomplished (COMET implementation section)
  - How large of a footprint the coalition has established (membership, number of adults/youth served)
  - Be truthful and honest about both successes and challenges.
  - When possible, turn any negatives into potential positives – there is still work to be done in any given area that's why funding is needed
- The Community Assets section of the CCT provides a quick local self-assessment of what has been accomplished because of the DFC grant
- Sustainability is different than advocacy – be sure to keep separate

Community Assets: Summary from CCT

Asset	Strategy Type	Communities With Asset Before DFC	Coalition Accomplishment After DFC
Prescription drug disposal programs	Other Environmental	11.7%	63.6%
Social norms campaigns	Direct Service	12.6%	65.6%
ATOD information materials multi-language	Information	19.1%	69.5%
Town hall meetings / community AOD problems	Information	19.4%	67.5%
Recognition programs for business compliance	Other Environmental	21.6%	57.9%
Recognition programs for ATOD-free youth	Other Environmental	22.6%	61.5%

What Coalitions Should/Shouldn't Say

- Core Measures:
  - We cannot say that DFC ***caused*** changes in the core measures (no comparison group, no experimental study)
  - Know your audience, researchers may criticize harshly if can't back up what you say or overstate case***We can say:*** While it cannot be determined for certain that the work of [DFC coalition] caused the observed changes, the data are consistent with what would be expected if the coalition were having an impact.
- Avoid overstatements. Evaluations provide credibility to claims of effectiveness. It is important not to overstate evaluation results, since that would damage our credibility.
  - Err on the side of understating evidence
  - Avoid superlatives (e.g., consistently, always)

Next Step: Tailoring Results

- Who do you want to message these results to?
  - Superintendents
  - School boards
  - Local government
  - Business Leaders/Groups
- What messages resonate with them?
  - Rigorous research with positive findings
  - Cost effectiveness
  - What sets DFC apart from other community initiatives?
- In what format are these results most effectively conveyed?
  - Press releases
  - Testimony
  - Fact sheets
- Be careful about advocacy – stay focused on communicating facts

How to Present your Data and Your DFC Story

- When preparing to share data – ask yourself if there is a way you can present it visually rather than just numbers
  - You may decide presenting the numbers is just as effective
  - Be clear about what question you are answering with the data
  - Be sure if you create a graphic it is easily understood
- You may also want to introduce local “voices” from the field and/or more details about what you are doing locally and the people you have impacted
- Elevator speech AND detail to back it up if have the opportunity – both are important to have

Data Visualization: Simple Example of Presenting Multidimensional Data

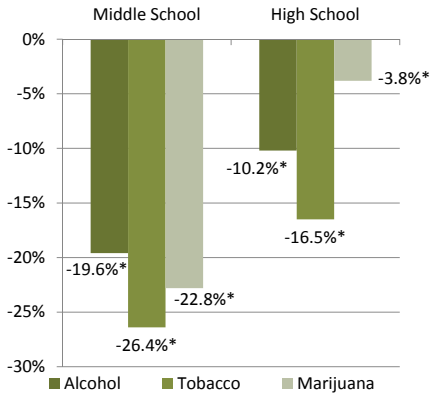


FIGURE 2: PERCENTAGE CHANGE IN PAST 30 DAY ALCOHOL, TOBACCO, AND MARIJUANA PREVALENCE OF USE: LONG-TERM CHANGE AMONG ALL DFC GRANTEES SINCE INCEPTION OF THE GRANT

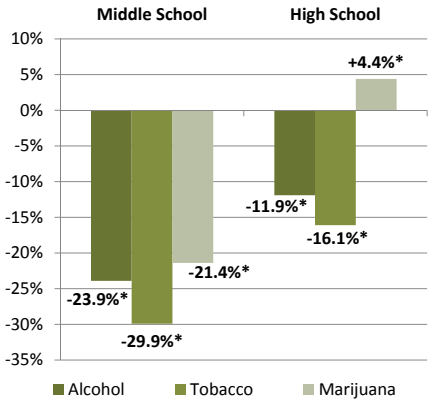


FIGURE 3: PERCENTAGE CHANGE IN PAST 30 DAY ALCOHOL, TOBACCO, AND MARIJUANA PREVALENCE OF USE: LONG-TERM CHANGE AMONG CURRENT DFC GRANTEES

Data Visualization: Simple Example of Presenting Multidimensional Data (fixed)

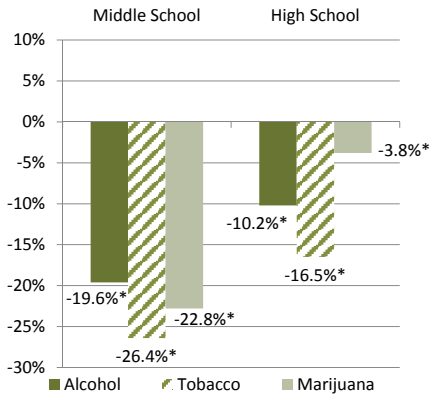


FIGURE 2: PERCENTAGE CHANGE IN PAST 30 DAY ALCOHOL, TOBACCO, AND MARIJUANA PREVALENCE OF USE: LONG-TERM CHANGE AMONG ALL DFC GRANTEES SINCE INCEPTION OF THE GRANT

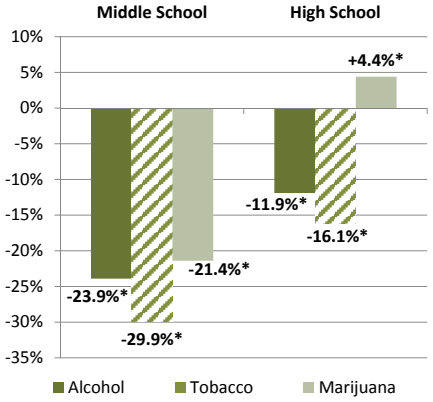
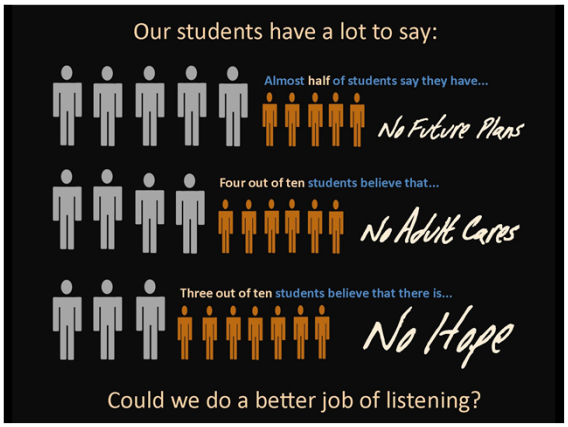


FIGURE 3: PERCENTAGE CHANGE IN PAST 30 DAY ALCOHOL, TOBACCO, AND MARIJUANA PREVALENCE OF USE: LONG-TERM CHANGE AMONG CURRENT DFC GRANTEES

Infographic

- Look for free online tools to help you
- Share yours on social media



What data might you collect locally?

- Video/Photos of events
- Vignettes or short stories from what those in the community communicate to you about why/how you are important making a difference
- Newspaper clippings
- Commendations/awards
- Caution: Qualitative data can be just as risky as the numbers. Using the two (numbers and stories) in relation to one another is often the most effective strategy. Your audience may again determine this.

Discussion

- How have you used your DFC data?
- What data resonate most with your staff, your coalition, and other stakeholders in the community?
- What other non-COMET data resonate with key stakeholders in your community?
- Have you used the CCT to collect perspectives of sector members?
- Are you making sure you find places in COMET to tell at least a little of your story?

Discussion

- What challenges have you experienced with data collection?
  - Are certain data points in COMET difficult to measure with certainty (e.g., number of adults/youth served?)
  - How have you overcome these challenges?

What You Can Do:

- Take cues from how data are presented at the national level – read ONDCP press releases and reports
- Be conservative in making claims about the effectiveness of your DFC grant
- Provide the non sugar-coated version of the truth – this process is about learning
- For DFC National Evaluation, make use of the free-form text fields – we read them and they can really help you tell your story
- Let us know when you have experienced success in using data – we can help spread the word

REMEMBER, We are Here to Help!

- For questions specific to the DFC National Evaluation, survey reviews, data collection, and content of data entry:
  - **ICF DFC National Evaluation Team**:
    (877) 854-0731 or DFC_Evaluators@icfi.com
- **ONDCP, Drug-Free Communities Support Program**
  www.whitehousedrugpolicy.gov/dfc
- **CADCAS' National Coalition Institute:**
  (800-54-CADCA x 240) or training@cadca.org
- **COMET Technical Assistance**
  (888)-348-4248 or DCARSupport@kitsolutions.net

  http://kitusers.kithost.net/Support/Default.aspx?alias=kitusers.kithost.net/support/dcarsupport