

HOLLYWOOD

Center for Substance Abuse Prevention (CSAP)
Center for the Application of Prevention Technologies

Evaluating Community Level Change & Environmental Strategies

Rodney A. Wambeam, Ph.D.
Wyoming Survey & Analysis Center
Regional Technical Expert Panel Meeting
Hollywood, California
June 22-24, 2010

A Life in the Community for Everyone
SAMHSA
Substance Abuse and Mental Health Services Administration
U.S. Department of Health and Human Services

A Shiny New Unit of Analysis

Center for Substance Abuse Prevention (CSAP)
Center for the Application of Prevention Technologies



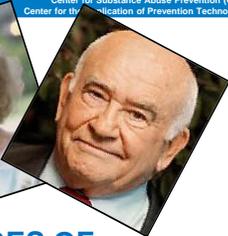
What We Lose

Center for Substance Abuse Prevention (CSAP)
Center for the Application of Prevention Technologies

- Pre/post testing
- Parental consent forms
- Institutional review boards
- Anything that resembles science



Center for Substance Abuse Prevention (CSAP)
Center for the Application of Prevention Technologies



THE CHALLENGES OF OUTCOME EVALUATION

Center for Substance Abuse Prevention (CSAP)
Center for the Application of Prevention Technologies

How Do We Measure Outcomes?

- How do we know things are changing?
- What caused the change?
- Did we reach our outcomes?

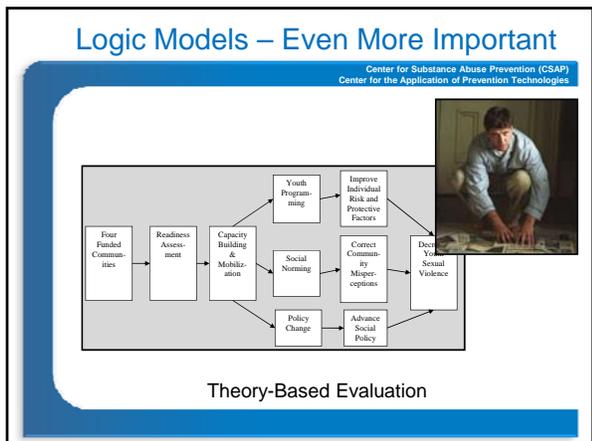


Center for Substance Abuse Prevention (CSAP)
Center for the Application of Prevention Technologies

Shift in Scientific Thinking



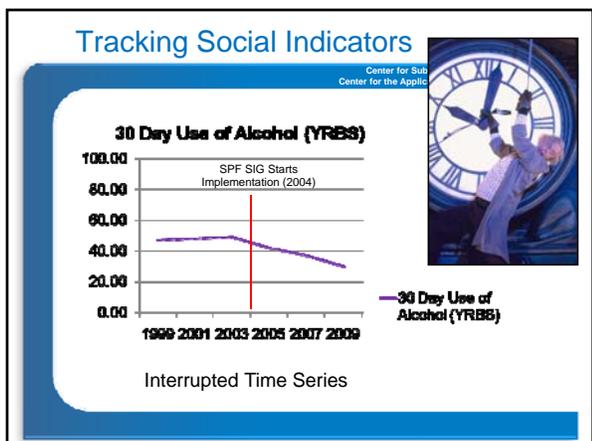
```
graph LR; A[Program Evaluation] --> B[Policy Analysis]
```

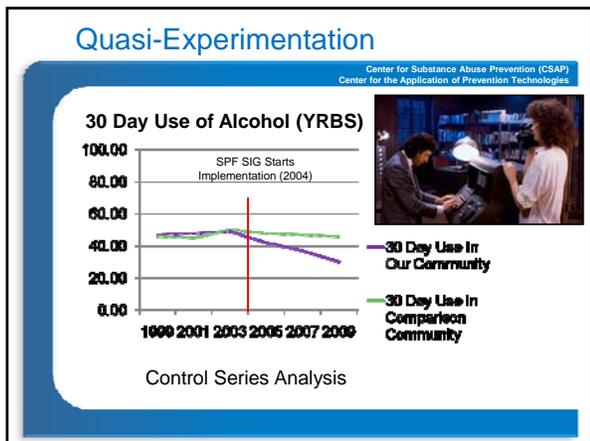


Models versus Variables

Center for Substance Abuse Prevention (CSAP)
Center for the Application of Prevention Technologies

Beta or R²?





- ### Choosing Comparison Communities
- Center for Substance Abuse Prevention (CSAP)
Center for the Application of Prevention Technologies
- Demographics
 - Educational Systems
 - Economic Base
 - Common Baseline Data
 - Not getting the intervention
-

Fidelity Scoring

Center for Substance Abuse Prevention (CSAP)
Center for the Application of Prevention Technologies

Community	Needs Assessment	Capacity Building	Strategic Plan	Total
Campbell	2.4	1.9	2.4	6.7
Carb...	1.5		1.5	4.6
Linco	2.0		2.0	4.6
Park	2.6		2.6	7.0
Uinta	2.1		2.1	6.1
Wind Reservation	1.9		1.9	3.6

Dependent Variable = Change in Outcomes

- 30-day use of alcohol
- 30-day binge drinking
- Alcohol-related arrests
- Alcohol-related motor vehicle crashes

Independent Variable

Performance Targets

Center for Substance Abuse Prevention (CSAP)
Center for the Application of Prevention Technologies

Percentage of students in 9th through 12th grade who have had a drink of alcohol in the past 30-days (YRBS)

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

“You played it for her and you can play it for me.”

Center for Substance Abuse Prevention (CSAP)
Center for the Application of Prevention Technologies

- Community level unit of analysis
- Processes measured through storytelling
- Use policy analysis as a scientific foundation
- Theory and logic are of extreme importance
- Hypothesize about models not variables
- Quasi-experimentation using comparison communities
- Set performance targets
- Think like an artist

Center for Substance Abuse Prevention (CSAP)
Center for the Application of Prevention Technologies

Disclaimer: any resemblance between the presenter and Ron Howard is purely coincidental

THANKS! QUESTIONS?
