



Wyoming Survey & Analysis Center  
UNIVERSITY OF WYOMING

# Enhancing Environmental Prevention Efforts in Washington State

*Webinar Three: Evaluating Environmental Strategies*

**September 21, 2017**

# Presenter



---

*Transforming lives*

---

**Rodney Wambeam, PhD**  
**University of Wyoming**





# 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"

# Playing the Short and Long Game



# Fidelity Rubrics for Environmental Strategies

Preparation					
Core Activity	Missing 0	Weak Fidelity 1	Moderate Fidelity 2	Strong Fidelity 3	Rating Score
Baseline survey data that describe the attitudes and behaviors of the target population was collected.	No baseline data collected	Some data were used, but did not reflect the attitudes and behaviors of the target population	Survey data mostly reflected recent attitudes and behaviors of the target population, but quality could be improved	A recent survey collected high quality, up-to-date data on attitudes and behaviors of the target population	
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.	No messages developed	Positive messages were created, but they may not be believable, fully address the target population, or describe social norm data	Positive and believable messages that address the target population and data were created	Clever, engaging, believable, messages that correct misperceptions and speak to the target population using accurate data were created	

# Questions/Discussion





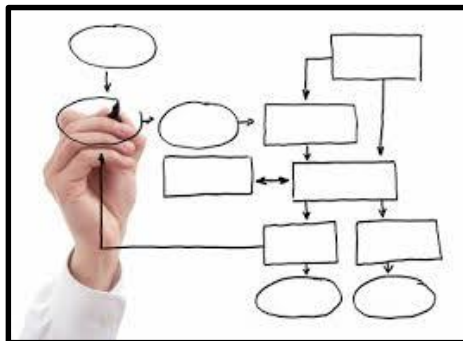
# Change Your Thinking



# 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?



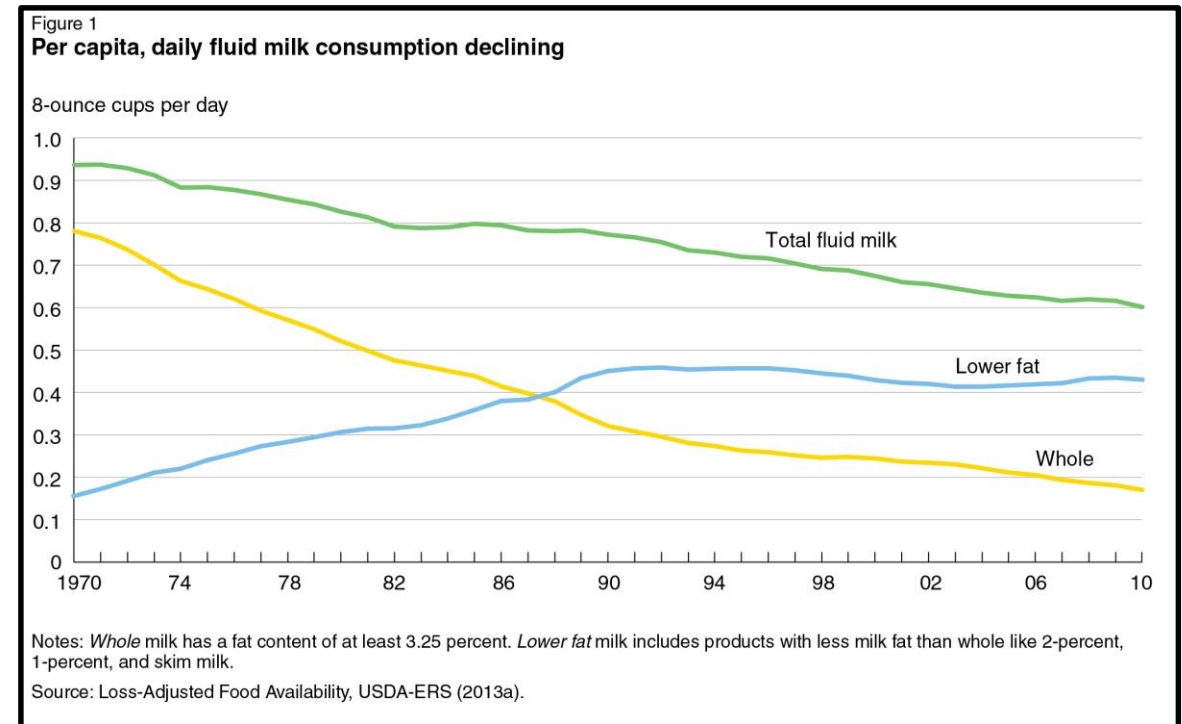
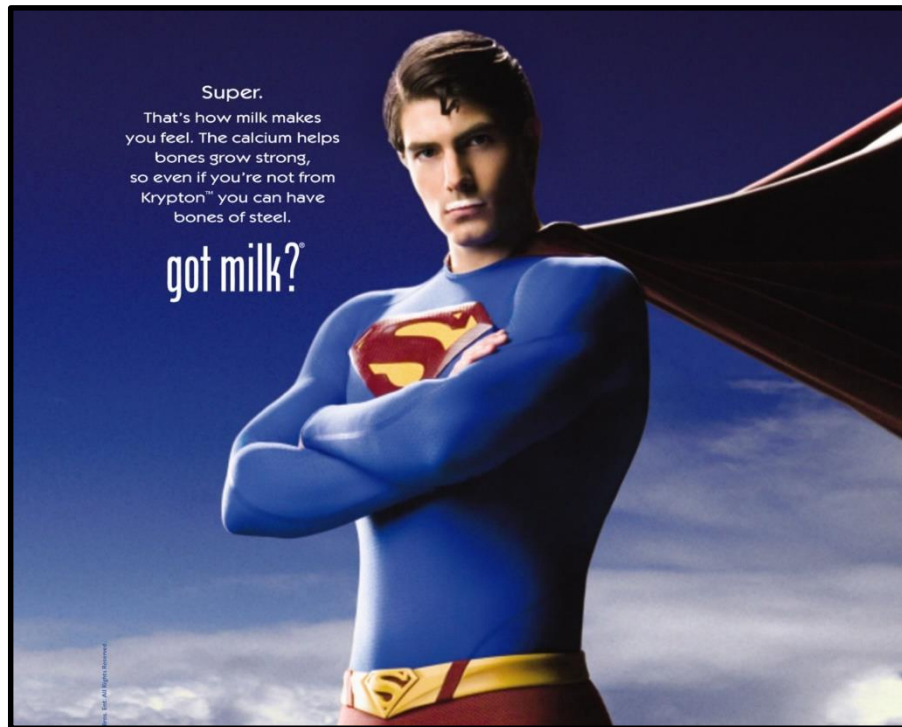
# Different Unit of Analysis

From individuals



To populations

# Evaluation Starts with Questions



<http://www.ers.usda.gov/media/1118789/err149.pdf>

# Questions/Discussion





# Process Evaluation

# Shift in Thinking about Processes

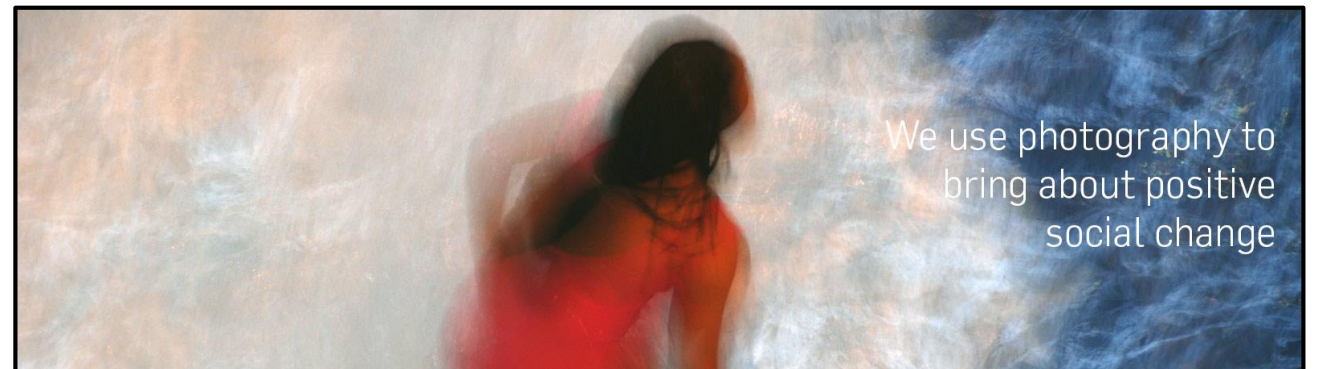


# Digital Storytelling

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

<http://www.digitalstoryteller.org/>

<http://www.photovoice.org/>



# In Minerva...

Table 3: Guidance for Reporting Environmental Strategy Services

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



# Questions/Discussion

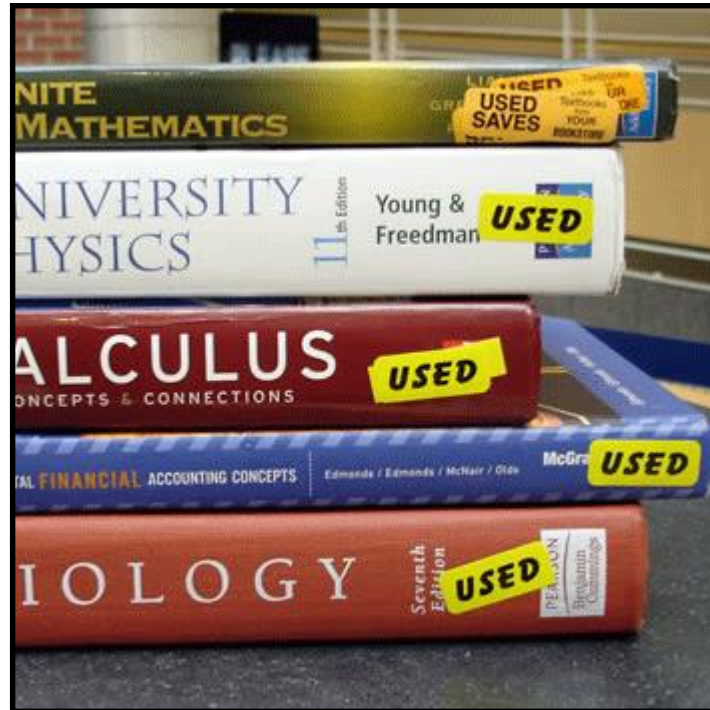




# Outcome Evaluation

# Shift in Thinking about Outcomes

From Program Evaluation



To Policy Analysis

# Models Over Individual Variables



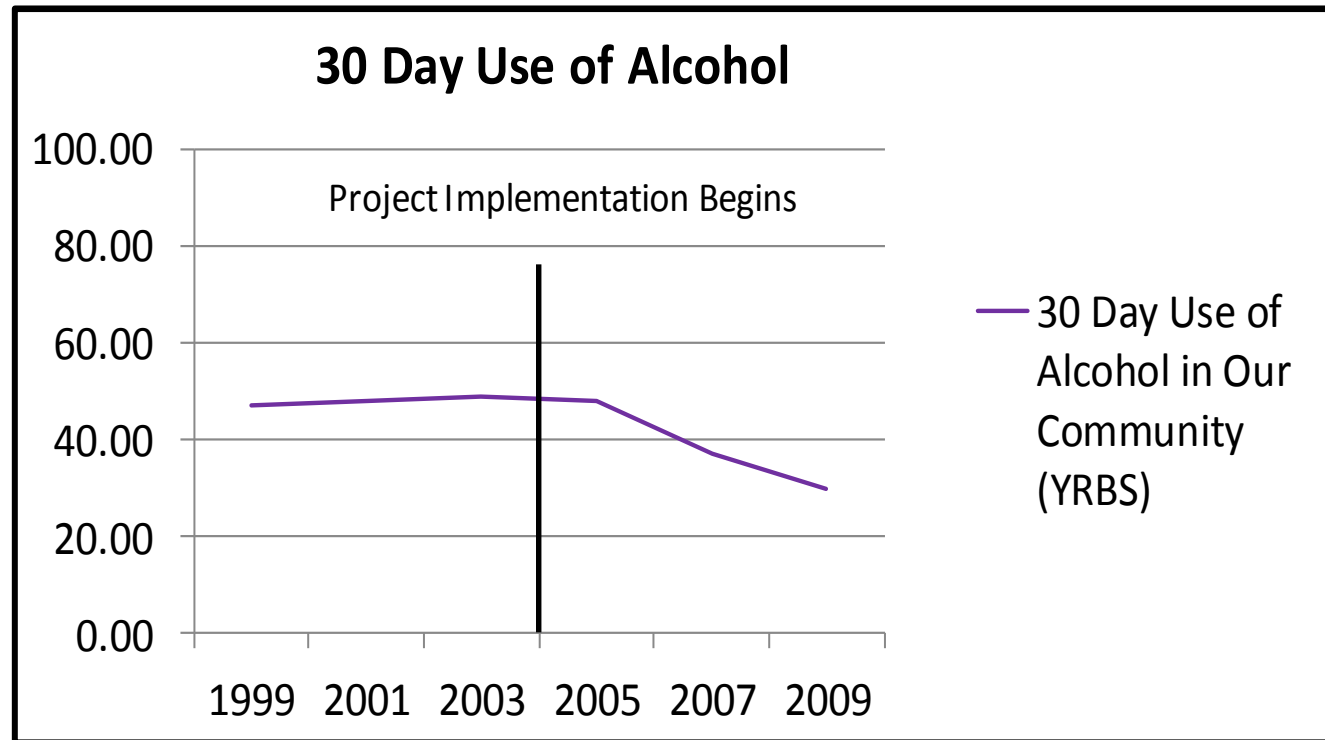
Ingredients



Dessert

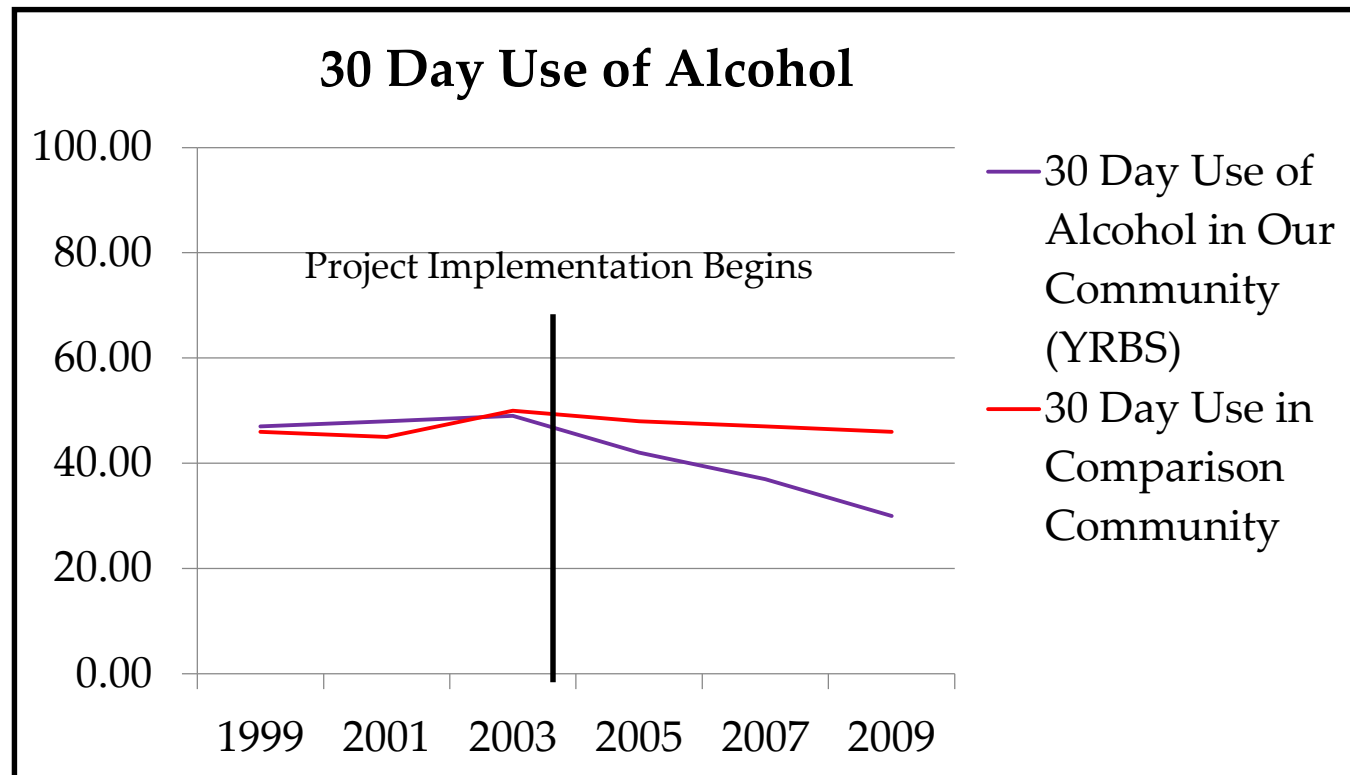
# Potential Designs

## Interrupted Time Series Analysis



# Potential Designs

## Control Series Analysis



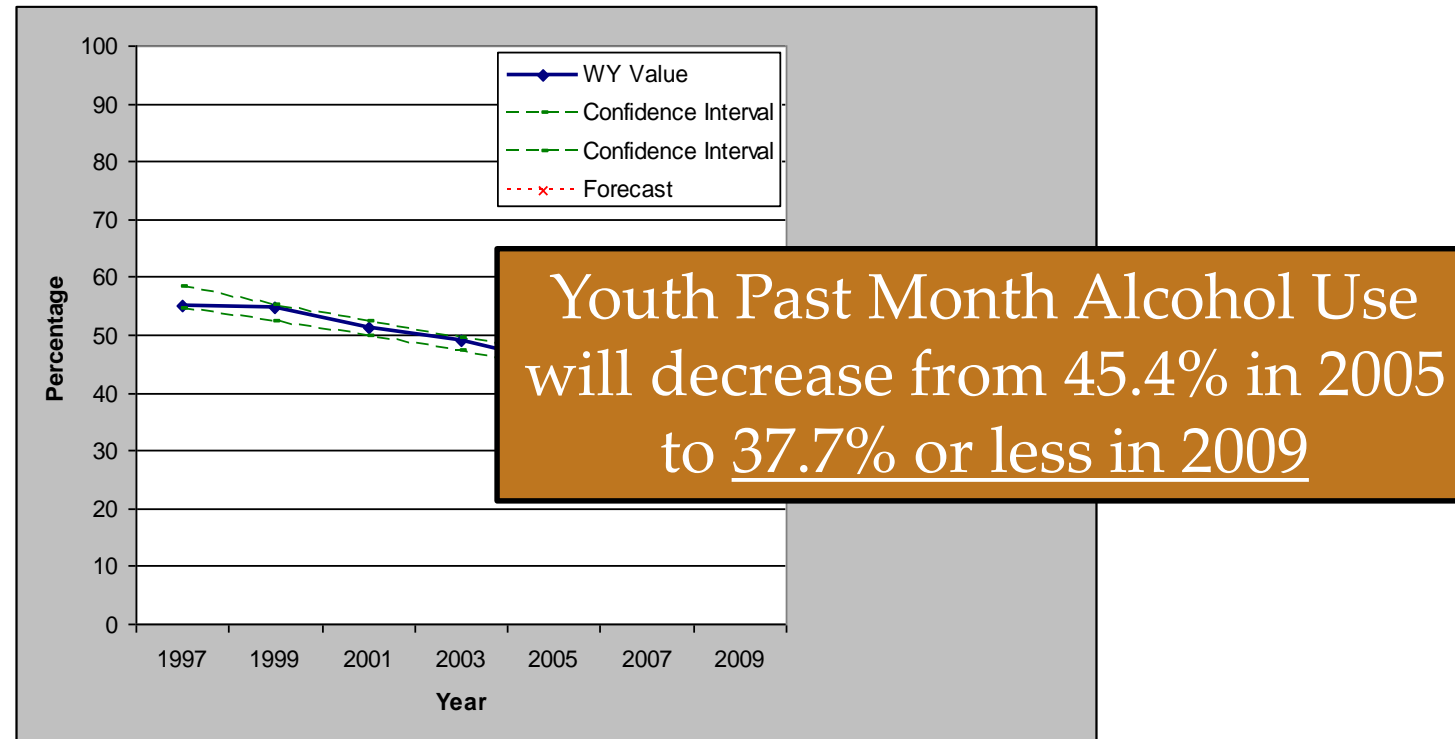
# Choosing a Comparison Community

- Demographics
- Economy/Industry
- Educational Systems
- Not Receiving the Intervention
- **Common Baseline Data**



# Setting Performance Targets

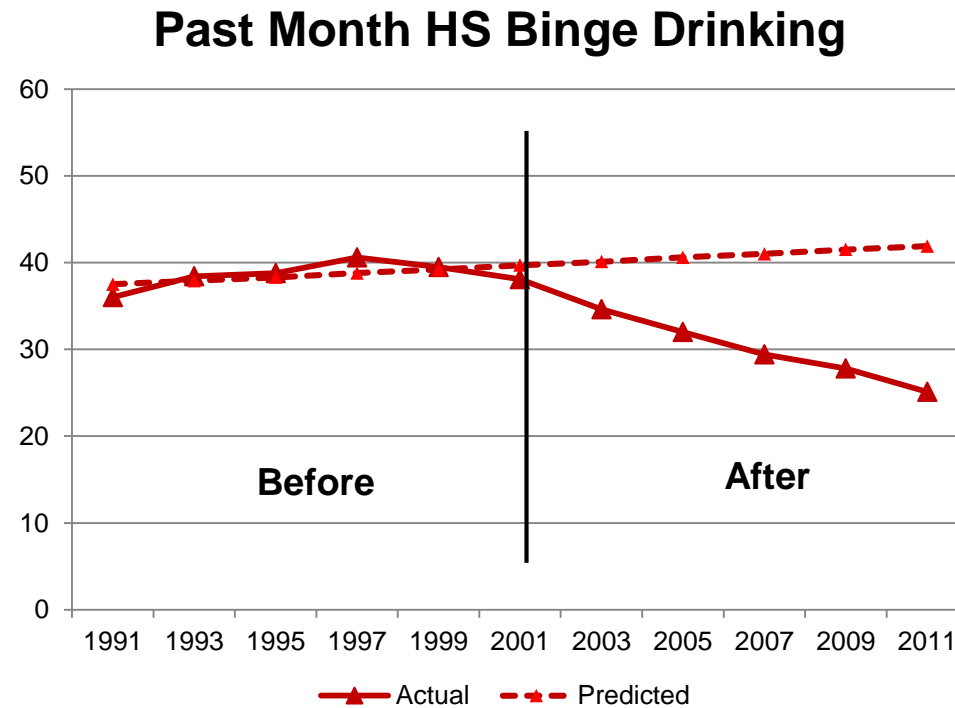
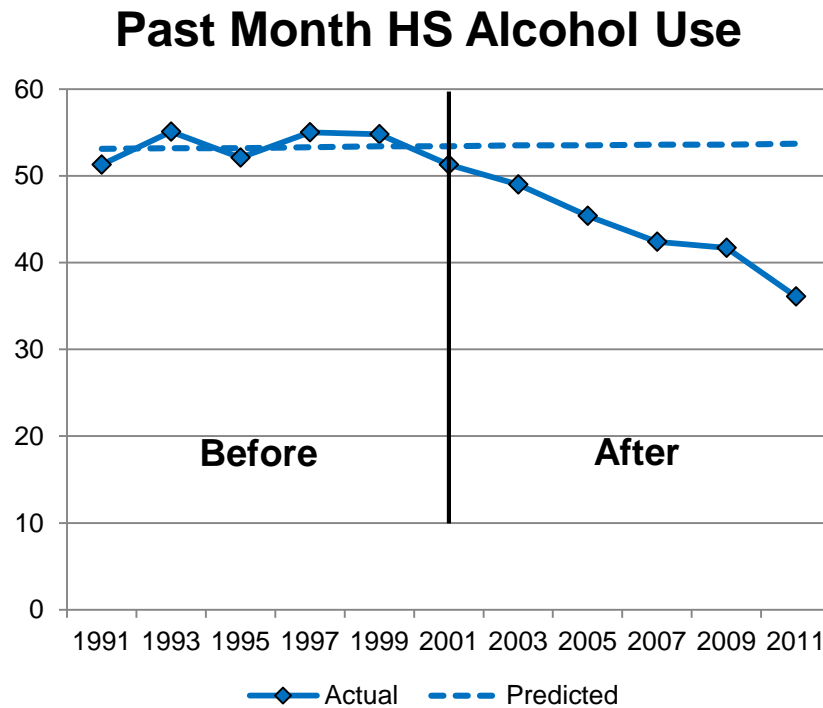
## Underage Drinking Forecast





# Wyoming Example

## Time Series Analysis with Forecast



# 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**



**analysis instead of  
uation!**

# Questions/Discussion





Wyoming Survey & Analysis Center  
UNIVERSITY OF WYOMING

# Thank You!

Rodney A. Wambeam, PhD

Senior Research Scientist

307-760-8928

[rodney@uwyo.edu](mailto:rodney@uwyo.edu)