

Selecting, Implementing, and Evaluating Environmental and Population-Based Prevention Strategies

How To Use Science in Practice

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"Are we having any impact or just howling at the moon?"



Evaluation and Monitoring =

Measuring changes in outcomes and intermediate variables to determine if changes are going in desired directions.

- Provides management information (MIS)
- Determines strength (dosage) of intervention
- Enables changes in strategies and improvement
- Is good politics...let local and State leaders see success

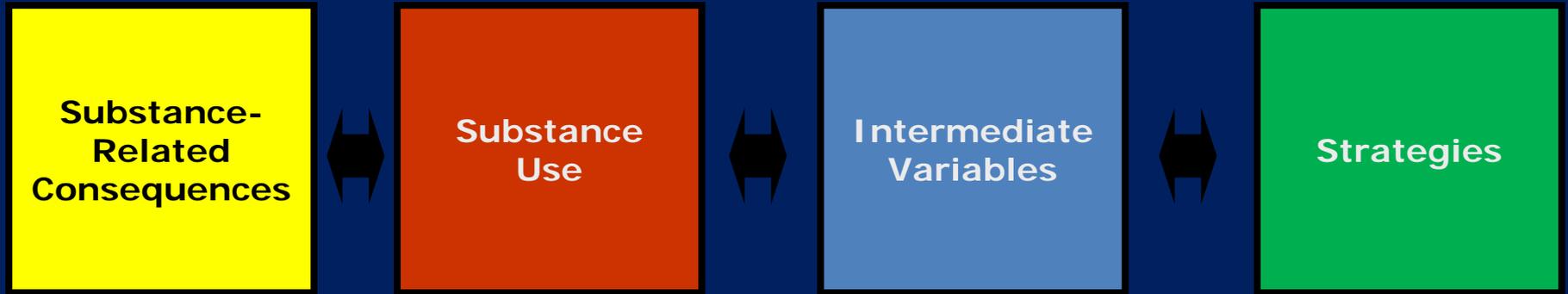
Community Prevention and Data

- **Research:** Uses data to document final results and changes in key variables as part of studies.
- **Local Prevention:** Must use data as information to assess, plan, and manage intervention(s), i.e., to change over time to increase effectiveness.
- Thus data within a local prevention effort is actually “management information,” not research information. **This distinction is a critical difference.**

Data and Effective Local Prevention

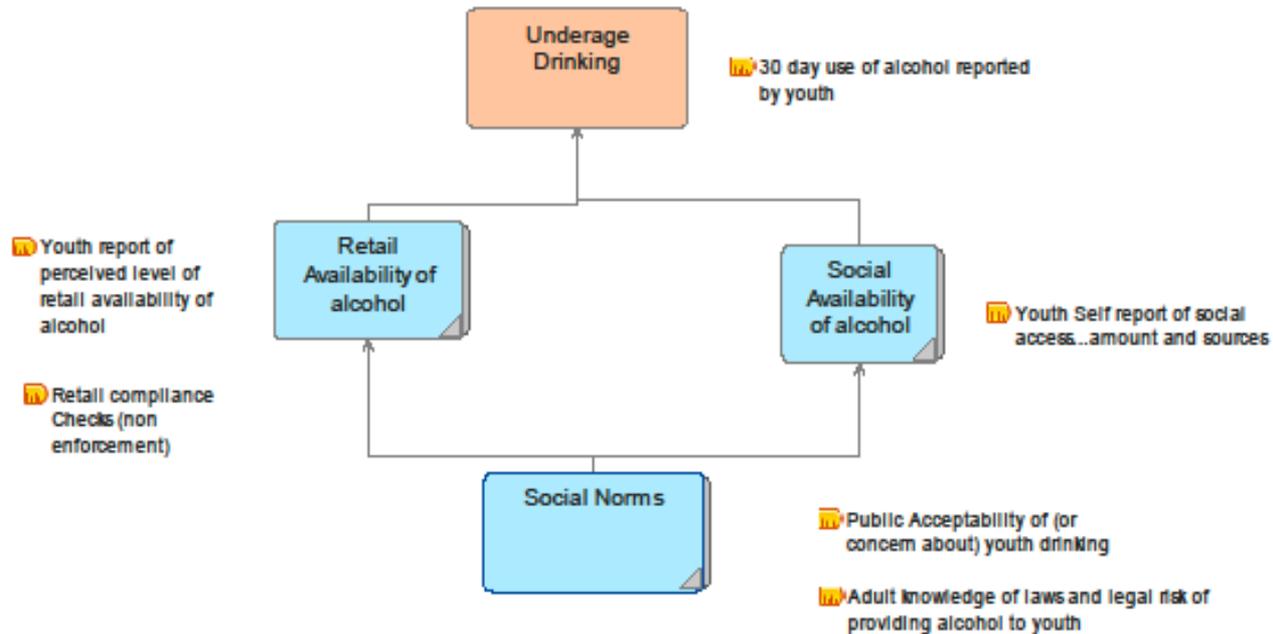
- Local prevention data is only useful if it directly helps improve local assessment, planning, and evaluation.
- Currently, few communities have the resources, technical ability, or skills to collect, analyze, and make full use of data to improve local prevention.
- How do we know what is needed for assessment, planning, and evaluation?
- What can/should the State do?

Logic Model for Substance Abuse Prevention

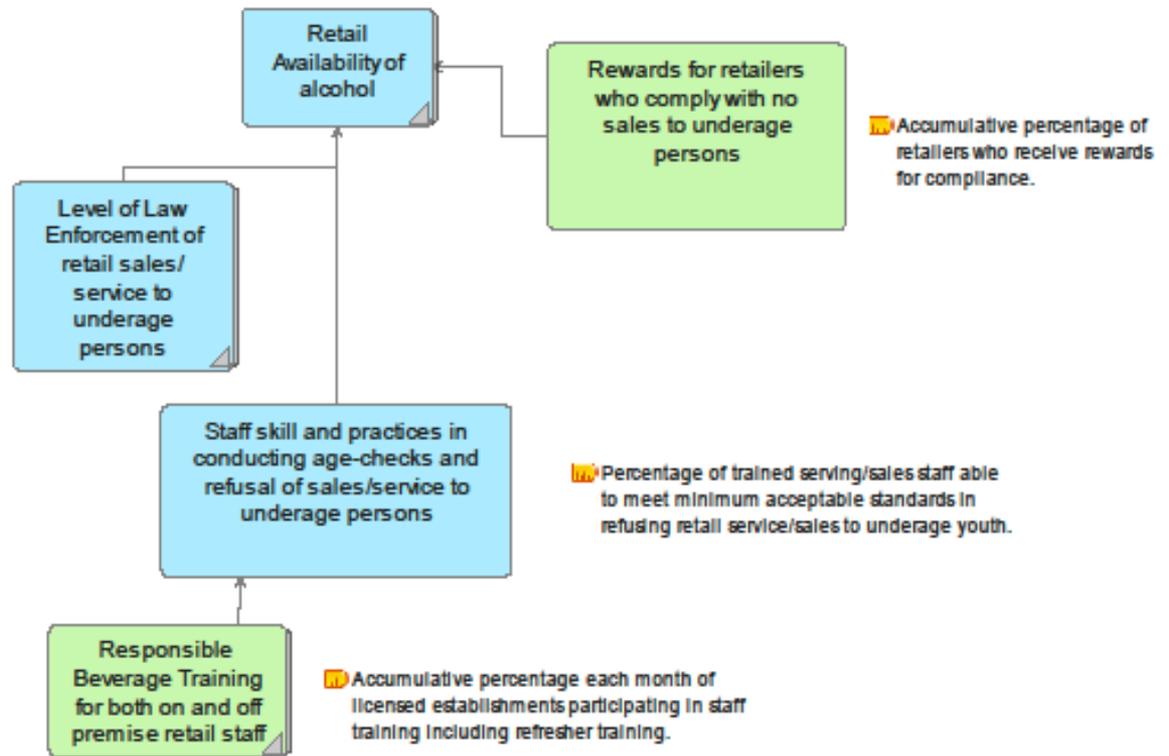


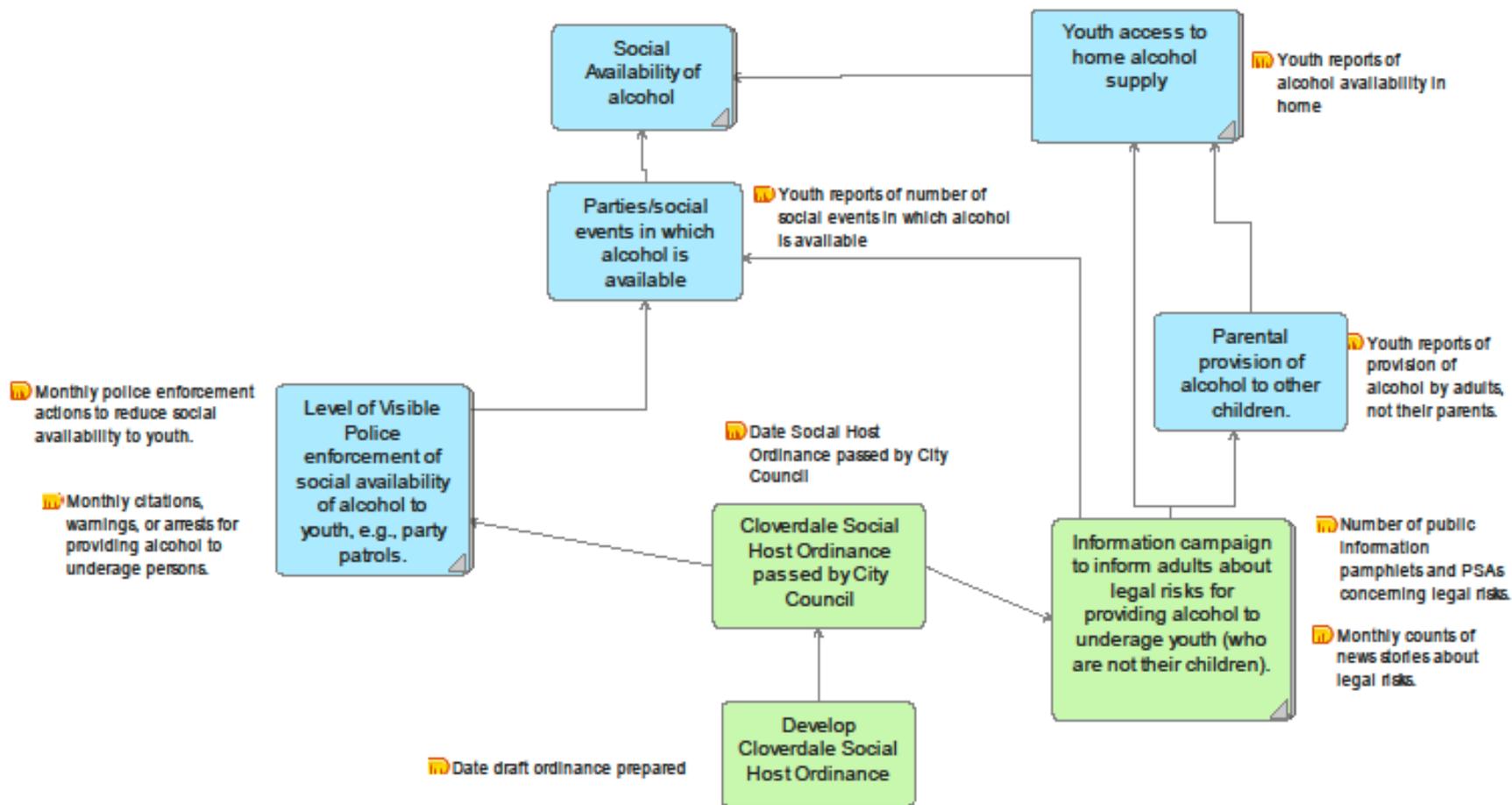
Branch to Do View program to
demonstrate Logic Model

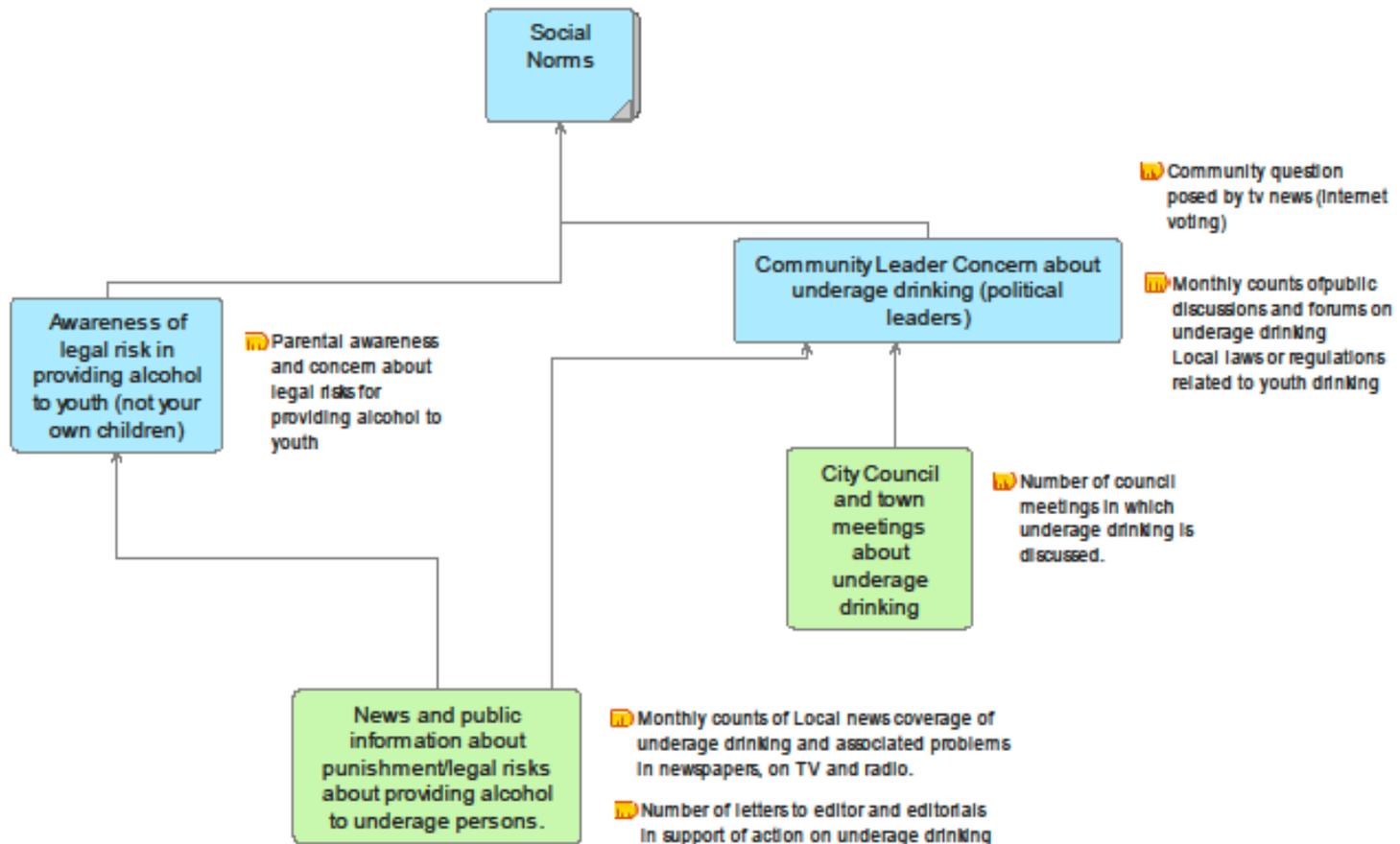
Cloverdale, CA, Plan for Underage Drinking



- Monthly number of enforcement checks against selling/serving alcohol to underage persons
- Number of citations or arrests for underage alcohol sales or service







Indicators for Cloverdale, California, Underage Drinking Prevention Plan

Outcome: 30-Day Use of Alcohol Reported by Youth

Major Intermediate Variables

Retail Availability:

- (a) Youth report of perceived level of retail availability of alcohol
- (b) Retail compliance checks (non-enforcement)

Social Availability: Youth self-report of social access...amount and sources

Social Norms:

- (a) Public acceptability of (or concern about) youth drinking
- (b) Adult knowledge of laws and legal risk of providing alcohol to youth

Retail Availability

Intermediate Variables

Level of law enforcement of retail sales/service to underage persons:

- (a) Monthly number of enforcement checks against selling/serving alcohol to underage persons
- (b) Number of citations or arrests for underage alcohol sales or service

Staff skill and practices in conducting age-checks and refusal of sales/service to underage persons: Percentage of trained serving/sales staff able to meet minimum acceptable standards in refusing retail service/sales to underage youth

Strategies

Rewards for retailers who comply with no sales to underage persons:
Accumulative percentage of retailers who receive rewards for compliance

Responsible Beverage Training for both on- and off-premise retail staff:
Accumulative percentage each month of licensed establishments participating in staff training including refresher training

Social Availability

Intermediate Variables

Parties/social events in which alcohol is available: Youth reports of number of social events in which alcohol is available

Level of visible police enforcement of social availability of alcohol to youth, e.g., party patrols:

- (a) Monthly police enforcement actions to reduce social availability to youth
- (b) Monthly citations, warnings, or arrests for providing alcohol to underage persons

Youth access to home alcohol supply: Youth reports of alcohol availability in home

Parental provision of alcohol to other children: Youth reports of provision of alcohol by adults, not their parents

Strategies

Information campaign to inform adults about legal risks for providing alcohol to underage youth (who are not their children):

- (a) Number of public information pamphlets and PSAs concerning legal risks
- (b) Monthly counts of news stories about legal risks

Cloverdale Teen Party Ordinance passed by City Council: Date Social Host Ordinance passed by City Council

Develop Cloverdale Social Host Ordinance: Date draft ordinance prepared

Social Norms

Intermediate Variables

Awareness of legal risk in providing alcohol to youth (not your own children): Level of parental awareness and concern about legal risks for providing alcohol to youth

Community Leader Concern about underage drinking (political leaders):

- (a) Community question posed by TV news
- (b) Monthly counts of public discussions and forums on underage drinking local laws or regulations related to youth drinking

Strategies

News and public information about punishment/legal risks about providing alcohol to underage persons:

- (a) Monthly counts of local news coverage of underage drinking and associated problems in newspapers, on TV and radio
- (b) Number of letters to editor and editorials in support of action on underage drinking

City Council and town meetings about underage drinking: Number of council meetings in which underage drinking is discussed

Discussion

Question 1. What additional resources are needed to overcome current challenges that you face in your State to implement environmental strategies?

Question 2. What resources are available that could be reallocated or redirected in your State, especially in support of data needs for local prevention?