



# EVALUATION

Phase 5 of the Strategic Prevention Framework (SPF) focuses on conducting both process and outcome evaluations of the prevention efforts. Key activities include reviewing goals of the initiative, determining required reporting, collecting necessary data, and sharing results.

## Review Goals of Initiative

Review the overarching goals of the initiative.

### Underage Drinking

Reduce underage drinking for persons aged 12 to 20.



### Prescription Drugs

Reduce prescription drug misuse and abuse among persons aged 12 to 25.



## Determine Required Reporting

Determine all of the required reporting, including different types of measures/variables.

### Consumption Measures

Examples include:  
Recent substance use measures include:

- 30-day use
- 30-day binge
- 12-month use



### Intervening Variables

Examples include:

- Perception of parental disapproval or attitude
- Perception of peer disapproval or attitude
- Perceived risk/harm of use
- Family communication around drug use



### Consequence Data

Examples include:

- Crashes
- Arrests
- Overdose deaths

## Consider Different Types of Evaluation

Collect and review both types of evaluation information.

### Formative Evaluation

Monitor the formation of efforts to ensure outputs (also referred to as process measures) lead to desired outcomes



### Summative Evaluation

Summarize the net results of all efforts undertaken (also referred to as outcome measures)

## Collect Data & Monitor Results

Collect data, verify its accuracy, and monitor results.

### Memorandums of Understanding

Negotiate agreements with local partners to ensure annual data collection and access to the data.



### Outcomes Data

Collect, verify, and monitor the outcome data (e.g., consumption, consequences, and intervening variables).



### Process Data

Collect, verify, and monitor the process data (e.g., reach, effort, and costs).

## Report Data

Report results to various stakeholders.



**Report Required Data to Funders**



**Share Results at the Local Level**



**Consider Broad Dissemination**



**Leverage Results with Investors & Authorizers**

See Also: SAMHSA. (2017). *Focus on Prevention*. HHS Publication No. (SMA) 10-4120. Rockville, MD: <https://store.samhsa.gov/product/Focus-on-Prevention/sma10-4120>

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