

Building Evaluation Capacity in the Area of Demand Reduction

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Presentation Overview

- Role of Evaluation and the MEM
- Why Don't We Evaluate?
- Why Evaluate?
- Challenges in the Field of Prevention
- Proposed Workshop



Evaluation and the MEM

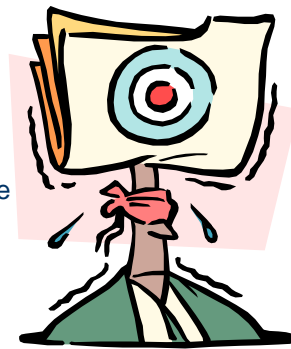
- The MEM as an important instrument of Evaluation
- 22 recommendations issued in the 2nd Round Evaluation
- ?? recommendations issues in the 3rd Round Evaluation
- Capacity issues (financial and technical) identified as primary reason for lack of progress to date



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Why Don't We Evaluate?

- Time
- Financial Resources
- Expertise
- We already “know” the program is effective
- Philosophy
- Long-term change vs. short-term funds
- Fear



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Why Evaluate?

- Decision-making and overall good management of initiatives
- Program/project improvement
- Understanding what work's and what doesn't
- Tracking unanticipated outcomes
- Overall accountability for investment
- Public relations/fundraising



Challenges in the Field of Prevention

- Need to establish “perceived” risk for substance use/abuse at the outset
- Difficult to measure longer-term impacts
- Costly to track cohorts over a prolonged period of time
- Challenges in establishing valid control or comparison groups



Train-the Trainer Workshop: Evaluating Prevention Initiatives

Rationale:

- Member countries have requested information, training and guidance on developing & implementing program evaluations

Location & Duration:

- To be hosted by an interested Member State
- Approximately 3 days of training.



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Train-the Trainer Workshop: Evaluating Prevention Initiatives

Module 1: An Overview of Evaluation

Explores why evaluation is important, why it isn't done, and what it is and can look like.

Module 2: Setting the Stage – Preparing a Logic Model

Identifies and walks participants through the development of a program logic model.



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Train-the Trainer Workshop: Evaluating Prevention Initiatives

Module 3: Developing an Evaluation Plan

Explores what an evaluation plan should look like, what kinds of evaluation questions should be asked, and reviews a variety of potential data sources.

Module 4: Data Collection Methods

Provides opportunities for the participants to learn about the different ways in which to gather data and the pros and cons of each approach

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Train-the Trainer Workshop: Evaluating Prevention Initiatives

Module 5: Evaluation Designs

Explores the differences between various evaluation designs including process vs. outcome evaluations and identifies the strengths and weaknesses of each design.

Module 6: Analyzing Data & Reporting on Results

How to conduct basic analysis including quantitative data analysis and prepare and present data in a useful report.

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Train-the Trainer Workshop: Evaluating Prevention Initiatives

Module 7: Evaluation Challenges and Solutions

Identifies some of the key challenges to anticipate in undertaking evaluations of prevention programs and offers suggestions on how to address them.

Module 8: Presentation Skills

Provides participants with an opportunity to develop some presentation skills.

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Train-the Trainer Workshop: Evaluating Demand Reduction Projects

● Who would benefit?

- Countries implementing wide-scale or community-based Prevention programs.
- Countries identified in MEM as requiring assistance to evaluate prevention programs.

● How to sign up?

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