Assessment driven planning: The development of a strategic plan to address risky drinking behaviors (underage and binge drinking) in 12-25 year olds

Caren Bacon, MPH
Shannon Daily Stokes, MPA
David Valentine, PhD.

American Public Health Association's 135th Annual Meeting

Institute of Public Policy
University of Missouri-Columbia

1

Background

- Development of the partnership between the Youth Community Coalition (YC^2) and the Institute of Public Policy (IPP)

- Strategic Prevention Framework-State Incentive Grant

Assessment

- Divided into three separate phases
  - Data assessment:
    - What are the issues regarding risky drinking in our community?

  - Resource assessment:
    - What resources are available to the Coalition to address these issues within our community?

  - Readiness assessment:
    - How ready is the community to address the issues of risky drinking behaviors?

Institute of Public Policy
University of Missouri-Columbia

3

Data Assessment

- Conducted to develop an understanding of where the problems, as identified by the data, existed within our geographic area concerning risky drinking behaviors among 12-25 year olds

- Used "Getting to Outcomes" by the RAND Corporation

Institute of Public Policy
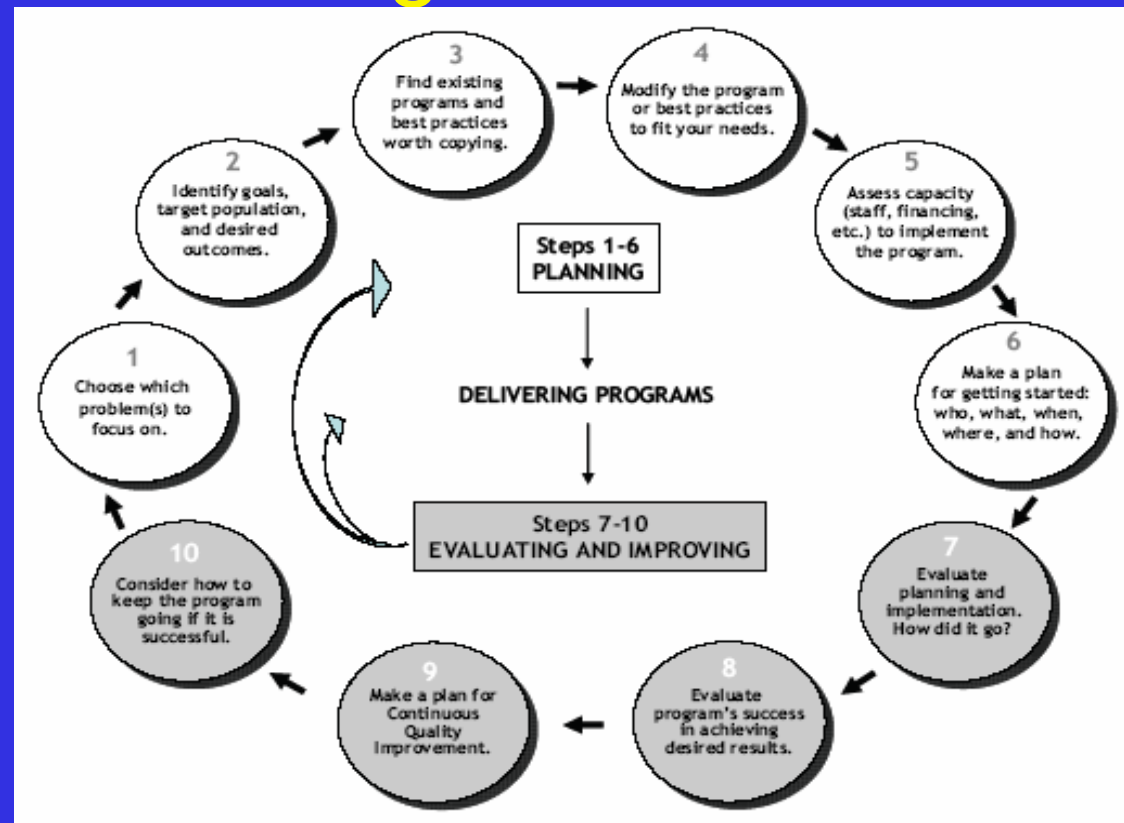University of Missouri-Columbia

4

Data Assessment

- "Getting to Outcomes" - incorporates community planning, implementation, and an evaluation model into one manual. It takes the three processes of planning, implementation and evaluation and converts them into what they define as 10 accountability questions that walk individuals through the processes of planning, implementing, and evaluating a program.

Chinman, M., Imm, P., Wandersman, A. (2004) Getting To Outcomes 2004 Promoting Accountability Through Methods and Tools for Planning, Implementation, and Evaluation (TR-101-CDC). Santa Monica, CA: RAND Corporation.

Institute of Public Policy
University of Missouri-Columbia

5

Data Assessment
"Getting to Outcomes"

Institute of Public Policy
University of Missouri-Columbia

6

Data Assessment

- Divided into two phases:

  1) Secondary data collection

  2) Focus groups

Data Assessment

1) Secondary data collection

– Collected through the internet or by contacting individuals through phone or email (examples of data collected: Missouri Student Survey results, CORE data and results, # of liquor licenses, etc)

Data Assessment

2) Focus groups

– Asked questions related to the risk and protective factors associated with the risky drinking behaviors

– A total of nine focus groups were attempted with seven completed (12-15 year olds, 16-18 year olds, parents of 12-18 year olds, 18-25 year old college students and 18-25 year old non college students)

Institute of Public Policy
University of Missouri-Columbia

9

Data Assessment

- Selecting intervening variables
  - Based upon both the information presented by the data and information presented by the knowledge of Coalition members who are working on these issues or with the target population

Resource Assessment

- Conducted to assess the community resources available to address risky drinking behaviors

- Used "Getting to Outcomes" by the RAND Corporation

Resource Assessment

- Divided into two steps:
  - Resource readily available to coalition
    - YC2 members

  - Potential sources for resource needs
    - Broader community search

Readiness Assessment

- Conducted to identify how ready the community was to address risky drinking behaviors

- Used "Community Readiness Model" by the Tri-Ethnic Center for Prevention Research at Colorado State University

Readiness Assessment

- According to the Community Readiness Model Handbook: "The Community Readiness Model is a model for community change that integrates a community's culture, resources, and level of readiness to more effectively address an issue"

Insert citation for the CRM handbook

Readiness Assessment

- Identification of key informants
  - Requested a list of potential interviewees or sectors

- Key informants
  - Selected a list of individuals who represented a variety of key sectors relevant to the issues within our geographic area (examples business, legal/law enforcement, education, etc)

- Interviews
  - Conducted six interviews in person
  - Scored according to the model using a research specialist and a graduate research assistant

Strategic Plan

- Development of strategic plan
  - Outline provided by funding agency

  - Collaborative effort by both the coalition coordinator and the evaluator

Institute of Public Policy
University of Missouri-Columbia

16

Next Steps

- Implementing the evidence based program and the environmental strategy

- Developing an evaluation plan for both the evidence based program and the environmental strategy

Institute of Public Policy
University of Missouri-Columbia

17

Conclusion

- Built capacity of coalition and evaluation team

- Participatory evaluation

- Dual efforts of coalition and evaluation team

Institute of Public Policy
University of Missouri-Columbia

18

Contact Information

Caren Bacon
Institute of Public Policy
Harry S Truman School of Public Affairs
University of Missouri-Columbia
Email: baconc@missouri.edu

Institute of Public Policy
University of Missouri-Columbia

19