

Technical Assistance Collaborative Community Learning Series Webinar Highlights Evaluation Strategies for Substance Use Programs | December 7, 2023

What is Evaluation?

- Evaluation is a process of asking the right questions to understand the effects and the value of our programs
- Evaluation can occur at any stage of program rollout
- Evaluation may address:
 - Planning & implementation
 - Appropriateness
 - Effectiveness to achieve objectives
 - Efficiency
 - Short-term outcomes
 - Long-term impact

Key Components for Evaluation Plans

- Program information
- Purpose
- Key evaluation questions
- Preferred methodology
- Tasks and deliverables
- Budget
- Timeline

Evaluation Roadmap

- Clarifies the goals and reasons for conducting an evaluation
- Helps set evaluation priorities based on these goals
- Identifies indicators and methods for data collection and analysis
- Provides valuable information for funders and community partners

Examples of Evaluation Questions

- **Needs Analysis:**
 - How will the program meet specific need(s)?
 - What insights can existing evidence provide on addressing this need?
 - How can the program be customized for the target audience?
- **Process:**
 - How is the program being executed?
 - What obstacles and enablers are affecting its implementation?
 - Are the participants being effectively reached as planned?
- **Outcomes:**
 - How effective was the program?
 - How many clients were served?
 - To what extent did they benefit?
- **Economic:**
 - Was the program cost-effective?
 - How can its cost-benefit ratio be improved?

Opioid TAC Evaluations

- Consult one-on-one with communities and organizations interested in evaluations
- Provide group trainings & shared resources
- Provide support with gathering information, developing a plan, implementing program, and reporting