

Prevention Partnership Evaluation Projects

Florida Department of
Children and Families,
Substance Abuse Program

Executive Office of the
Governor,
Office of Drug Control

Substance Abuse and
Mental Health Services
Administration,
Center for Substance Abuse
Prevention

University of Miami,
Comprehensive Drug
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Prevention Evaluation Group



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Lets talk about PEIs!

One of the most common questions a field evaluator gets is "Why and how should I use PEIs?" We thought it would be beneficial to approach this like the proverbial news reporter and try to spell out the "what", "when", "where", "why", and "how" of the PEI.

What:

Program Evaluation Instrument. This instrument contains items recommended by DCF, the University of Miami, and most of all, the Center for Substance Abuse Prevention. We use it as part of a pretest-posttest design, which is one of the most commonly used designs in the substance abuse prevention field. The same variables are measured twice.

When:

The first administration of the PEI ("baseline" or "pretest") should occur before participants begin receiving any of the "dosage" of the program and the second (posttest) should occur after they complete the entire program. The pretest data are usually collected within a week or two before participants start program services, but sometimes it is necessary to collect them on the same day as the first program services. The posttest data are collected soon after the participants finish the program (or sometimes on the last day of the program). Data that are collected too soon before participants start or too long after they complete the program will give a weak measure of program effects, as will pretest data that are collected after some of the program "dosage" has already been received.

Where:

The PEI can be administered just about anywhere that assures privacy and confidentiality and minimizes distractions. We decided a long time ago to keep it a paper test so that providers do not have to worry about having touch screen computers and other high-tech gadgets to administer it. The PEI is administered by you, the provider, at a location you choose, but it is printed by KIT Solutions in Pittsburg, and returned to them to be scanned into their system using software called TeleForm.

Why:

PEIs are used in Florida to evaluate substance abuse related outcomes for programs that are funded as substance abuse prevention programs. They measure the impact of your program on prevalence of substance use, attitudes toward use, perception of harmfulness of use, disapproval of use and/or other substance abuse-related constructs appropriate to the age group that you serve (unless you serve only children too young to complete any form of the PEI). Data are collected for each substance abuse prevention program contracted for service during your funding period. Your program may have other salubrious outcomes not measured by the PEI. We always encourage you to supplement the PEI with additional questions that you score yourself if you feel that your program's best outcomes are not measured by the PEI.

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How:

Prevention providers no longer make "homemade" copies of the PEI. When you need a batch of PEIs, you request them (online or by phone) from KIT Solutions. If you have not received *KIT Solutions Prevention Training* please contact KIT Solutions at 888.600.4777 to set up an online training session or to learn when the next training will be available.

Each PEI request consists of a Baseline (Pretest) and Posttest for each program specified. If you plan to collect interim measures (usually done only when a district *mandates* yearly testing in your contract) or if you want to collect 6 month or 1 year follow-up data, you will need to request additional PEIs.

There are certain guidelines that should be followed in terms of PEI administration:

Before Survey Administration:

- Register each group (Level 1) or participant (Level 2) using the One Family Prevention (PBPS) website from KIT Solutions.
- Verify that the correct Group ID (Level 1) or Individual Scan ID (Level 2) is on the form **before data collection**.
- Be sure you have enough PEIs for all participants.
- Have sharpened # 2 pencils for all participants.
- Have a large envelope for completed PEIs.
- Request consent/assent to complete the PEI and plan an alternative activity for non-participants.
- Recruit adequate staff members to assist in survey administration.
- Review recommended Instructions to Participants
- Remind participants not to place their name on the instrument and not to make stray marks that will keep the scanner from reading it properly
- Be sure that it is clear to participants that no one is monitoring or observing their responses and that the only "right" answer is the truthful one.

After Survey Administration:

- Check to be sure that the Group Scan ID or Individual Scan ID has been completed properly on each PEI.
- Erase drawings, names, and stray markings from the PEI.
- Make and keep a photocopy of each completed PEI.
- Submit originals to KIT Solutions.

If you have any questions regarding your project's PEI, please contact your local field evaluator (see page 4 for contact information).

The 411 on Field Evaluation

What is the role of the Field Evaluator? The University of Miami/Florida State University have been contracted by DCF to provide you with technical assistance in the evaluation of your Substance Abuse Prevention Program. The person who offers technical assistance to the agencies is the field evaluator. Each agency is assigned their own primary and secondary field evaluators, who will guide them through the timeline of their program and assist them on staying on track within the guidelines of the program's science-based manual.

This technical assistance is available whether you are: (1) replicating a science-based program, (2) validating a locally developed program, or (3) creating a new innovative program.

Your field evaluator will be of assistance to you in the following ways: (1) Technical assistance with your program evaluation, evaluation instrument and data collection, along with KIT Solutions; (2) Technical assistance with program implementation, fidelity and barriers and/or issues, as well as any program modifications that need to be executed; (Continued on Page 3)

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(3) Assistance with logic models/manuals for innovation programs (New programs still under development); and (4) Provision of process and outcome measure reports that help your agency interpret and utilize your outcomes appropriately.

Field evaluators are not "monitors" or "inspectors". The primary importance of the field evaluator is providing your program with feedback and assistance in self-improvement (also known as "formative evaluation"). This, in turn, will lead to keeping your program on the right track to maintain itself in the substance abuse prevention field and lead to continued funding.

What a field evaluator is NOT:

1. A Contract Monitor
2. A Contract Manager
3. A Funding Source
4. An Auditor

Remember that evaluation is a collaborative effort in which the field evaluators and the agencies work together to achieve effective "high fidelity" implementation of programs and to assure concrete measurable results.

For more information on field evaluation, please see articles below.

Why do we do Site Visits?

Your Evaluation Team (University of Miami/Florida State University) offers annual on-site technical assistance to all DCF-funded agencies that provide substance abuse prevention programs. These site visits enable us to learn more about how your agency implements its program(s) and for your staff to express to us, in person, their issues and concerns over the last year. Our field evaluators make these visits and are your direct contact for technical assistance in the implementation of your program(s).

What do these site visits consist of? Field evaluators responsible for your program will meet with you and discuss a brief questionnaire in a casual interview format. Evaluators are attempting to gather general information about your program and the key occurrences connected to it in the last year. The questionnaire consists of five sections:

- 1) General overview of your agency
- 2) Program being implemented
- 3) Population/Demographics
- 4) KIT (PBPS) reporting issues
- 5) Any issues/barriers to implementation of your program

Field evaluators will also make available any appropriate written materials that are needed by an individual site. For example, relevant sections from the updated evaluation manual are provided and reviewed, if necessary. In addition, any new contact information of field evaluators and/or DCF district staff is included in the manual, as well.

There are no right or wrong answers. In collaborating on this article, Carrin Lister, primary evaluator for Districts 7 & 12, stated that, "The more relevant information you provide to us, the more we will be better able to assist you."

The questionnaire allows the field evaluator to assess the areas in which you will require their assistance. The evaluator will be your "sounding board" and collaborate with you in maximizing the effectiveness of your program. Field evaluators are NOT contract managers or monitors, they are there for program guidance. (Think of our role as "coach" not as "referee".)

After field evaluators participate in a site visit, a brief report is written and a summary is posted on KIT Solutions for the individual programs to view. Of course, any further questions and/or concerns should be presented to the assigned evaluator via phone and/or e-mail.

Please see page 4 to contact your assigned field evaluator.

Contact your Field Evaluators!

District 1: Mae Waters/Rick Howell
District 2: Mae Waters
District 3: Mae Waters
District 4: Mae Waters/Steve Brooks
District 7: Carrin Lister/Danyelle Dutton
District 8: Letty Ginsburg/Marsha Stevens
District 9: Letty Ginsburg/Hayley Tammara
District 10: Hayley Tammara/Letty Ginsburg
District 11: Hayley Tammara/Carrin Lister
District 12: Carrin Lister/Danyelle Dutton
District 13: Danyelle Dutton/Carrin Lister
District 14: Danyelle Dutton/Carrin Lister
District 15: Danyelle Dutton/Letty Ginsburg
District 23 (Suncoast Region): Marsha Stevens/Letty Ginsburg

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To Contact the Evaluators:

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ADDRESS SERVICE REQUESTED