

PROCESS EVALUATION			
DFC Goal One: Establish and Strengthen collaboration to prevent and reduce substance abuse among youth.			
Activity	Measure	Data Source(s)	Frequency
Recruitment Events 1. Kickoff rally 2. Open houses 3. Year-end school events 4. Chelsea fair/Dexter Daze/Day in the Village	<ul style="list-style-type: none"> • # of people who sign up to receive emails • # of brochures distributed • # of people who sign up for Safe Homes 	<ul style="list-style-type: none"> • Sign-up sheets • Inventory of brochures 	<ul style="list-style-type: none"> • Following each event (four times per year)
Membership Recognition 1. CTZN of the Month and Kudos Awards 2. Volunteer Appreciation Party 3. Postcards to new members 4. Postcards to members who have not attended recently	1. # of CTZNs of the Month and Kudos Awards 2. # in attendance at Volunteer Appreciation Party 3. # of postcards sent 4. Rate of meeting attendance of postcard recipients following mailing 1-4. Number of volunteers 1-4. Total volunteer hours 1-4. Average # of times each person volunteers	1. Meeting minutes 2. Sign-in sheet 3. Inventory of postcards 1-4. SRSLY Membership database	Annually in August
Build sustainability	Total amount of money raised # of donors (new and continuing) # of volunteers (new and continuing)	Excel Donor List Excel Membership database	Annually in August
Marketing – promoting membership	<ul style="list-style-type: none"> • Website traffic • Facebook friends • Newsletter – subscribers, number opened/clicked 	<ul style="list-style-type: none"> • Google analytics • Facebook • Constant Contact 	Annually in August
Enhance coalition capacity and effectiveness	1. Community ownership 2. Organizational effectiveness 3. Comprehensive prevention approach 4. Commitment to results orientation 5. Linkage between coalition and community funded prevention programs 6. # of members attending prevention conferences and/or post-conference presentations to coalition	1-5. Internal Evaluation Tool, SRSLY Survey 6. Meeting Minutes, and membership database	Annually in August

PROCESS EVALUATION			
DFC Goal Two: Reduce substance among youth by addressing the factors in a community that increase risk of abuse			
Activity	Measure	Data Source(s)	Frequency
Project Sticker Shock	<ol style="list-style-type: none"> 1. % of alcohol retailers participating 2. Participant feedback (businesses) 3. Volunteer feedback 4. Customer feedback 5. # of stickers distributed 6. # of posters/window clings distributed 	<ol style="list-style-type: none"> 1. Store agreements 2-3. Feedback forms 4. Surveys 5-6. Inventory 	Annually in October
Printed Educational Materials	<ul style="list-style-type: none"> • # of materials distributed • Community feedback 	<ul style="list-style-type: none"> • Inventory • Focus groups with target audience 	Annually in May
Community and Classroom Presentations	<ul style="list-style-type: none"> • # in attendance • Participant feedback & post-tests 	<ul style="list-style-type: none"> • Sign-in sheet • Surveys 	Following every presentation
Promote CPD Tip Line	<ul style="list-style-type: none"> • # of tips related to youth substance abuse • # of communications that mention tip line 	<ul style="list-style-type: none"> • CPD records • Inventory 	Annually in August
Compliance Checks	<ul style="list-style-type: none"> • # of businesses that pass compliance checks 	Washtenaw County Sheriff records	Twice per year
Responsible Server Training	<ul style="list-style-type: none"> • # in attendance • # of businesses with trained staff 	Sign-in sheets	Annually
Drug Dog Searches at Schools	<ul style="list-style-type: none"> • # of searches conducted per year 	CSD records	Annually
SRSLY Safe Homes	<ul style="list-style-type: none"> • # of families on the list • # of yard signs distributed • # of page hits on website 	<ul style="list-style-type: none"> • Member Database • Google analytics 	Quarterly
Positive Social Norms marketing	<ul style="list-style-type: none"> • # of marketing pieces including positive social norms • # of press releases including positive social norms 	Inventory	Annually
What's Your Anti-Drug? Contest	<ul style="list-style-type: none"> • # of participants in contest 	Contest entries	October
SRSLY Fridays at schools	<ul style="list-style-type: none"> • # of school staff wearing SRSLY shirts 	Head count	Monthly
Public Service Announcements	<ul style="list-style-type: none"> • # of PSAs shown at SRSLY Cinema • # of PSAs shown on Chelsea Channel • # of hits on PSAs on YouTube 	<ul style="list-style-type: none"> • Cinema DVD • City records • YouTube 	Annually
Guiding Good Choices	<ul style="list-style-type: none"> • # of participants • Learning objectives 	<ul style="list-style-type: none"> • Sign-in sheets • Course evals. 	Annually

PROCESS EVALUATION			
DFC Goal Two: Reduce substance among youth by addressing the factors in a community that increase risk of abuse			
Activity	Measure	Data Source(s)	Frequency
Youth Empowerment Solutions	<ul style="list-style-type: none"> • # of participants • Learning objectives • # of youth-led projects completed 	<ul style="list-style-type: none"> • Sign-in sheets • Course evals. • Quarterly report 	Annually
Ban on Paraphernalia Sales	<ul style="list-style-type: none"> • Existing policy in city of Chelsea 	City records	Annually
Big Red Barrel	<ul style="list-style-type: none"> • # of pounds of medication disposed of • # of posters made and distributed • # of participants at presentations on preventing medicine abuse • Learning objectives 	<ul style="list-style-type: none"> • CPD records • Inventory • Sign-in sheets or head count • Surveys(?) 	Annually
Family Volunteer Opportunities	<ul style="list-style-type: none"> • # of family volunteer opportunities • Community feedback 	<ul style="list-style-type: none"> • Quarterly report • Focus groups with target audience 	Annually
Youth Leadership Opportunities	<ul style="list-style-type: none"> • # of youth-led projects completed 	<ul style="list-style-type: none"> • Quarterly report 	Annually
CPTN SRSLY	<ul style="list-style-type: none"> • # of books distributed • Learning objectives • Feedback from students, teachers and parents 	<ul style="list-style-type: none"> • Inventory • Surveys/Focus groups 	Annually
Fun substance-free events	<ul style="list-style-type: none"> • # in attendance • Participant feedback 	<ul style="list-style-type: none"> • Sign-in sheets • Feedback forms • Meeting minutes 	Following each event (quarterly)

OUTCOME EVALUATION		
Measure	Data Source(s)	Collection Frequency
<ul style="list-style-type: none"> • Youth Risk behaviors <ul style="list-style-type: none"> ○ Lifetime use – alcohol, marijuana, rx/otc meds ○ Recent use – alcohol, marijuana, rx/otc meds ○ Binge drinking - alcohol ○ Early onset – alcohol, marijuana • Risk factors – alcohol and marijuana <ul style="list-style-type: none"> ○ Ease of access ○ Perception of risk ○ Perception of parental approval ○ Perception of peer approval ○ Peer disapproval ○ Peer group use ○ Perception of peer use • Protective factors <ul style="list-style-type: none"> ○ Prosocial community involvement ○ Prosocial family involvement ○ School bonding 	MiPHY	Every other year
<ul style="list-style-type: none"> • Adult risk behaviors <ul style="list-style-type: none"> ○ Binge drinking ○ Drunk driving ○ Illegal drug use 	HIP Survey	Every five years (2005, 2010, 2015, etc.)
<ul style="list-style-type: none"> • Community Norms • Risk Behaviors • Risk and Protective Factors • Participation/Perceptions of SRSLY 	SRSLY Survey	Bi-annually on off MiPHY years (UM students to help with design and implementation of this survey)
<ul style="list-style-type: none"> • Community Norms <ul style="list-style-type: none"> ○ Access and Use – where/when/how? ○ Perceived norms 	Focus Groups	Annually
<ul style="list-style-type: none"> • Substance abuse related diagnosis & ER visits 	Hospital records	Annually
<ul style="list-style-type: none"> • Drug and alcohol related arrests – youth and adult 	Law enforcement records	Annually
<ul style="list-style-type: none"> • Drug and alcohol related disciplinary action – youth 	School records	Annually
<ul style="list-style-type: none"> • Drug and alcohol related calls – youth and adult 	HVA records	Annually