

**LiveFree! SARG Evaluation Plan**

**Goal 1:** By December 31, 2010, there will be an increase in community awareness (among parents, youth and key community leaders) of the effects of alcohol use mixed with prescription drug use by youth and increased enforcement efforts.

Outcomes	Data collection					
	What measures instruments/ questions will be used to collect data?	Who/what is the source of the data? (e.g. police, schools, retailers, parents, community members, etc)	How will the data be collected? (e.g. archival measures, survey, observation, etc)	If survey data is needed, from how many people will data be collected?	When will data be collected?	Who is responsible for collecting, analyzing and reporting data?
<p><b>Long Term Outcome 1:</b> By December 31, 2011, the amount of youth deaths from the use alcohol mixed with prescription drugs will decrease.</p>	Data from the Medical Examiner's Office for the 6 <sup>th</sup> Judicial Circuit detailing the age of decedents and drugs present for only Pinellas County decedents will be analyzed.	State and County Reports	Data from the Medical Examiner's Office will be provided to the Evaluation Workgroup of the Coalition for analysis.	NA	The Medical Examiner's Office releases data every 6 months that summarizes the drug deaths in the community from January to June and July to December.	LiveFree! Monitoring and Evaluation Workgroup and Needs Assessment Workgroup, SARG Coordinator, SARG Project Director/LiveFree! Executive Director, LiveFree! Evaluator

**1. Intervening Variable : Social Norms**

- **S1:** By December 31, 2010, there will be a decrease in the amount of youth that perceive their parents believe that alcohol use is not wrong or not very wrong by youth.
- **S2:** December 31, 2010, the capacity to understand why youth feel prescription drug use is safer than street drugs and why youth mix alcohol and prescription drugs together will be better understood.
- **S3:** By May 31, 2010, 75 youth will participate in AlcoholEDU.

<p><b>Immediate Outcome(s):</b>  <b>S1:</b> Social Marketing campaign that targets parents on the dangers of underage drinking will be expanded in the community.</p>	<p>Data from Intercept Survey (Questions to be determined) that measures effectiveness of social marketing campaign.</p>	<p>Parental attitudes and the Florida Youth Substance Abuse Survey in 2012; Intercept Survey</p>	<p>Collected from the FYSAS or from local Intercept Survey.</p>	<p>100 parents</p>	<p>Annually for Intercept Survey and Biennially for the FYSAS.</p>	<p>LiveFree! Monitoring and Evaluation Workgroup and Needs Assessment Workgroup, SARG Coordinator, SARG Project Director/ LiveFree! Executive Director, LiveFree! Evaluator</p>
<p><b>S2:</b> Conduct focus groups with youth in different areas of Pinellas County to better understand social norms in their area.</p>	<p>Data from focus groups will be collected.</p>	<p>Perceived risk of alcohol use will be assessed by the Florida Youth Substance Abuse Survey in 2012; Focus Group Data</p>	<p>Collected from the FYSAS or from local focus groups.</p>	<p>NA for FYSAS, Total of number in the focus groups will be recorded.</p>	<p>Annually for focus groups and Biennially for the FYSAS.</p>	
<p><b>S3:</b> AlcoholEDU for Youth Sanctions web-educational sessions will be provided to Pinellas County youth.</p>	<p># of sessions of AlcoholEDU completed and increase in knowledge gained from pretest to posttest</p>	<p>Outside the Classroom (AlcoholEDU contractor) sends session information and test results to SARG Coordinator</p>	<p>Completed classes will be tallied by Outside the Classroom and reported to SARG Coordinator</p>	<p>NA</p>	<p>Monthly</p>	

<p><b>Intermediate Outcomes(s):</b>  <b>S1:</b> Increased awareness by parents and youth on the dangers underage drinking and the harmful effects of alcohol.</p>	<p>Attitudes and perceived risk of alcohol use will be assessed by the Florida Youth Substance Abuse Survey in 2012 and the Substance Use, Health and Safety Survey; Intercept Survey questions to be determined.</p>	<p>State Surveys;  County Survey and Intercept Survey</p>	<p>Reports from State and County will be reviewed when disseminated and will be compared to previous reports</p>	<p>NA</p>	<p>Annually for Intercept Survey and Biennially for the FYSAS.</p>	
<p><b>S2:</b> Evaluate and compare data collected from focus groups. Begin action plans for each area based of data collected.</p>	<p>Focus groups data analyzed to better understand the increase in prescription drug use.</p>	<p>Focus group data</p>	<p>Data from focus groups will be collected by the coalition</p>	<p>Total of number in the focus groups will be recorded.</p>	<p>Annually for focus groups and Biennially for the FYSAS.</p>	<p>LiveFree! Monitoring and Evaluation Workgroup and Needs Assessment Workgroup, SARG Coordinator, SARG Project Director/LiveFree! Executive Director, LiveFree! Evaluator</p>
<p><b>S3:</b> More Pinellas County youth will have a better understanding of the dangers of underage drinking, alcohol use.</p>	<p>Attitudes and perceived risk of alcohol use will be assessed by the Florida Youth Substance Abuse Survey in 2012 and the Substance Use, Health and Safety Survey; Intercept Survey questions to be determined.</p>	<p>State Surveys;  County Survey and Intercept Survey</p>	<p>Reports from State and County will be reviewed when disseminated and will be compared to previous reports</p>	<p>NA</p>	<p>Annually for Intercept Survey and Biennially for the FYSAS.</p>	

<p><b>2. Intervening Variable : Enforcement of Sales, Use, Possession Regulations</b></p> <ul style="list-style-type: none"> <li><b>E1:</b> By December 31, 2010, the capacity to measure the amount of youth who report prescription drug use to the Pinellas Juvenile Assessment Center and Juvenile Addiction Receiving Facility will increase.</li> <li><b>E2:</b> By December 31, 2010, the amount of law enforcement agencies conducting compliance checks will increase.</li> </ul>						
<p><b>Immediate Outcome(s):</b>  <b>E1:</b> Current Last Drink Survey will include prescription drug questions.</p>	<p>Last drink surveys</p>	<p>Data will be collected and tabulated by staff at the Pinellas Juvenile Assessment Center and the Juvenile Addiction Receiving Facility</p>	<p>Data collected monthly by PJAC staff and JARF staff in face to face interview with youth brought to the PJAC or JARF</p>	<p>Data collected from 100 per month for 5 months, (500 total; 100 performed at the PJAC and 400 performed at the JARF).</p>	<p>Last Drink Survey Data will be collected daily and entered into the data analysis software and evaluated on a monthly basis.</p>	<p>LiveFree! Monitoring and Evaluation Workgroup and Needs Assessment Workgroup, SARG Coordinator, SARG Project Director/ LiveFree! Executive Director, LiveFree! Evaluator, PJAC staff and JARF staff</p>
<p><b>E2:</b> Compliance checks will be conducted in the City of Pinellas Park, Pinellas County Sheriff's Office, St. Petersburg Beach Police Department and building capacity with St. Petersburg Police Department and Clearwater Police Department.</p>	<p>Reports from local law enforcement on compliance check activities so as to decrease in the number of arrests of retailers or employees of retailers selling to minors.</p>	<p>Local Law Enforcement for compliance data</p>	<p>Staff tracking the number of compliance checks and results</p>	<p>NA</p>	<p>Compliance check data collected monthly.</p>	

<p><b>Intermediate Outcomes(s):</b>  <b>E1:</b> The ability to link alcohol and prescription drug use by youth will increase.</p>	<p>Compliance Checks that monitor number of youth abusing both alcohol and prescription drugs.</p>	<p>ABT, PCSO, CPD, PPPD officers conducting compliance checks will provide the data</p>	<p>Observational measures of the number of violations and arrests</p>	<p>NA</p>	<p>Data will be collected and evaluated on a monthly basis</p>	<p>LiveFree! Monitoring and Evaluation Workgroup and Needs Assessment Workgroup, SARG Coordinator, SARG Project Director/LiveFree! Executive Director, LiveFree! Evaluator</p>
<p><b>E2:</b> Additional law enforcement agencies in Pinellas County will begin conducting compliance checks.</p>	<p>Monitoring the # of compliance check rates in the Cities of Clearwater and/or Pinellas Park and other cities in Pinellas County.</p>	<p>ABT, PCSO, CPD, PPPD officers conducting compliance checks will provide the data</p>	<p>Observational measures of the number of violations and arrests from other cities in Pinellas County</p>	<p>NA</p>	<p>Data will be collected and evaluated on a monthly basis</p>	

**Goal 2:** By December 31, 2010, maintain and expand the LiveFree! Sustainability Workgroups: Needs Assessment, Resource and Capacity Assessment, Executive Workgroup/Comprehensive Community Action Planning, Implementation, and Monitoring and Evaluation.

Outcomes	Data collection					
	Who/what is the source of the data?	How will the data be collected?	If survey data, from how many people will data be collected?	What instruments/questions will be used to collect data?	How frequently will data be collected?	Who is responsible for collecting, analyzing and reporting data?
<p><b>Long Term Outcome 2:</b> Develop strategies through LiveFree! Sustainability Workgroups to accurately collect local data on prescription drug use, deaths and alcohol use, deaths.</p>	<p>Increase in coalition membership of Law Enforcement, Number of signed MOUs and trainings attended by Law Enforcement and other county agency officials so as to build collaborative relationships with county agencies who have access to local data on prescription drug use, deaths and alcohol use, deaths.</p>	<p>Tabulated from coalition records; Executed MOUs; Attendance sheets from trainings</p>	<p>NA</p>	<p>Coalition rosters; Executed MOUs; Training Attendance Sheets</p>	<p>Monthly</p>	<p>LiveFree! Monitoring and Evaluation Workgroup and Needs Assessment Workgroup, SARG Coordinator, SARG Project Director/LiveFree! Executive Director, LiveFree! Evaluator</p>

**Objective 1 from CCAP:** December 31, 2010, develop the capacity to have a strong information sharing/data collection and evaluation unit to support efforts to reduce underage drinking and polydrug use.

<p><b>Immediate Outcome(s):</b> Partners identified for support and increased membership</p>	<p># of partners identified and the level of their support in evaluating LiveFree! activities</p>	<p>Observational of number of partners.</p>	<p>NA</p>	<p>NA</p>	<p>Quarterly</p>	<p>LiveFree! Monitoring and Evaluation Workgroup and Needs Assessment Workgroup, SARG Coordinator, SARG Project Director/LiveFree! Executive Director, LiveFree! Evaluator</p>
<p><b>Intermediate Outcomes(s):</b> The LiveFree! Needs Assessment and Monitoring and Evaluation Workgroup will continue to strengthen and become identified groups by the community for data collection and evaluation.</p>	<p>Evaluate the process of the number of times the committee meets and monitor the progress of meeting all the other goals in this evaluation as well as monitoring the number of county agencies attending meetings or providing support.</p>	<p>Tabulated from many sources including meeting rosters, information contacts, data submissions, etc.</p>	<p>NA</p>	<p>NA</p>	<p>Monthly</p>	<p>LiveFree! Monitoring and Evaluation Workgroup and Needs Assessment Workgroup, SARG Coordinator, SARG Project Director/LiveFree! Executive Director, LiveFree! Evaluator</p>

**Objective 2 from CCAP:** By December 31, 2010, increased capacity of coalition members through the Sustainability Workgroups, Needs Assessment, Resource and Assessment Capacity, Executive Workgroup/Comprehensive Community Action Planning, Implementation and Monitoring and Evaluation.

<p><b>Immediate Outcome(s):</b> Collaboration with local agencies to help implement prevention strategies.</p>	<p>The Pinellas County Profile of Alcohol and Drug Indicators presented annually to Pinellas County Data Collaborative, JWB Children’s Services Council, elected bodies, including School Board and county commission to identify areas need for prevention resources</p>	<p>All data sources in the Pinellas County Profile of Alcohol and Drug Indicators Federal, State and county reports and data from compliance checks and PJAC Last Drink Survey and Social Marketing</p>	<p>SARG Coordinator collects data from various sources. Mostly archival and state surveys</p>	<p>NA</p>	<p>Monthly Bi-Annually Published Annually</p>	<p>LiveFree! Monitoring and Evaluation Workgroup and Needs Assessment Workgroup, SARG Coordinator, SARG Project Director/LiveFree! Executive Director, LiveFree! Evaluator</p>
<p><b>Intermediate Outcomes(s):</b> LiveFree! will increase steward and coalition membership participation in activities.</p>	<p>Coalition membership rosters and number of joint activities with other county agencies both private and governmental.</p>	<p>Tabulating the number of activities and membership</p>	<p>NA</p>	<p>NA</p>	<p>Quarterly</p>	<p>LiveFree! Monitoring and Evaluation Workgroup and Needs Assessment Workgroup, SARG Coordinator, SARG Project Director/LiveFree! Executive Director, LiveFree! Evaluator</p>