

Evaluating the Montana Community Change Project

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Outcome Evaluation

State and Community Evaluation

- Intermediate Outcomes
- Long Term Consumption & Consequence
- Monitoring Community Implementation with short and intermediate outcomes

Long Term Outcome Measure

- Traffic crashes with alcohol under reported
- We need a surrogate measure

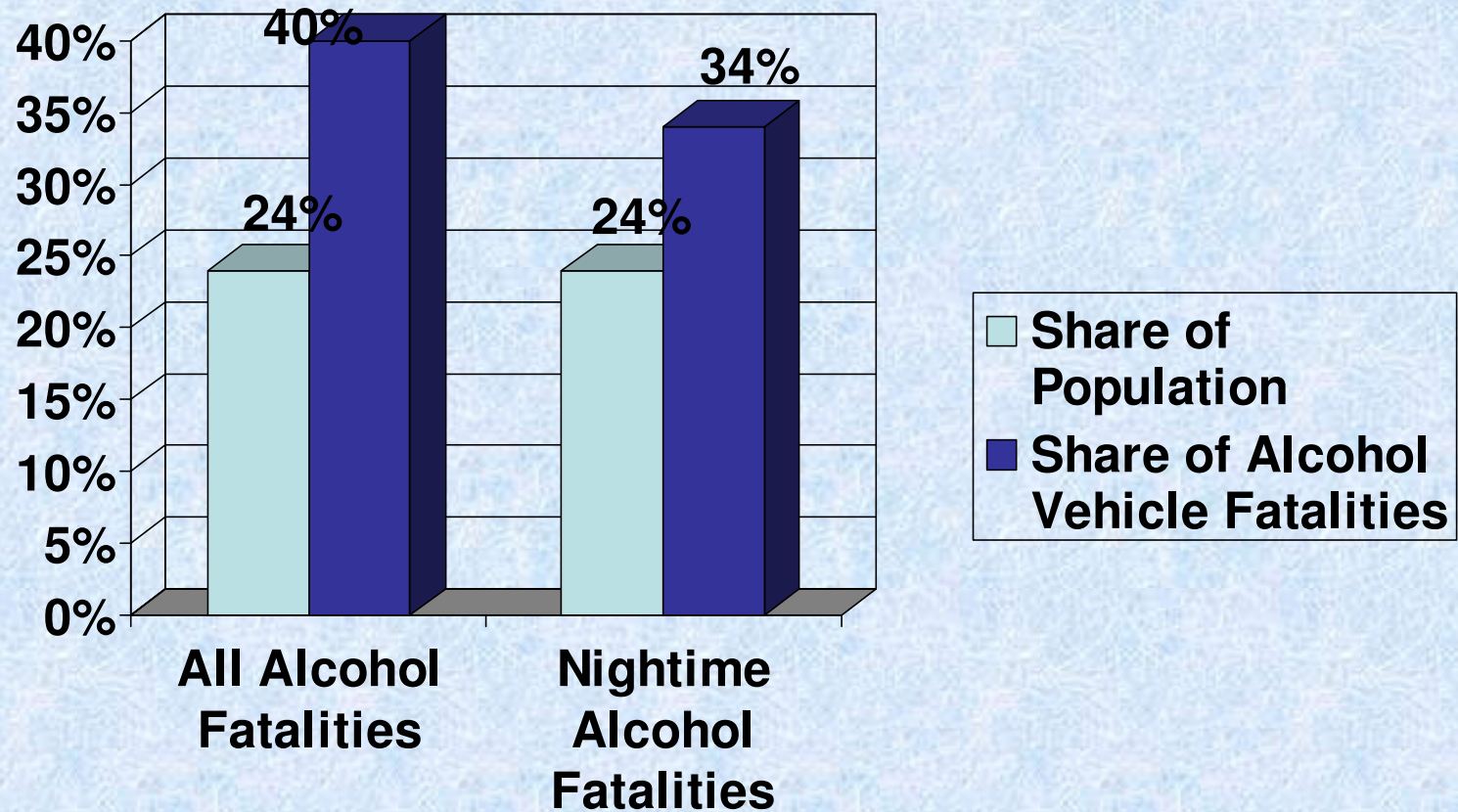
Which is:

**Single Vehicle Accidents at Night
(8pm to 4am)**

Single Vehicle Accidents at Night (8pm to 4am)

- 60% of Montana's alcohol related traffic fatalities occur at night
- MTCCP Counties: from 40% to 100%
- 60% of all alcohol related crashes at night
- MTCCP Counties; from 47% to 72%
- (Handout with County Data)

MTCCP 19 Counties:2005-2007 Data



Long Term Outcomes

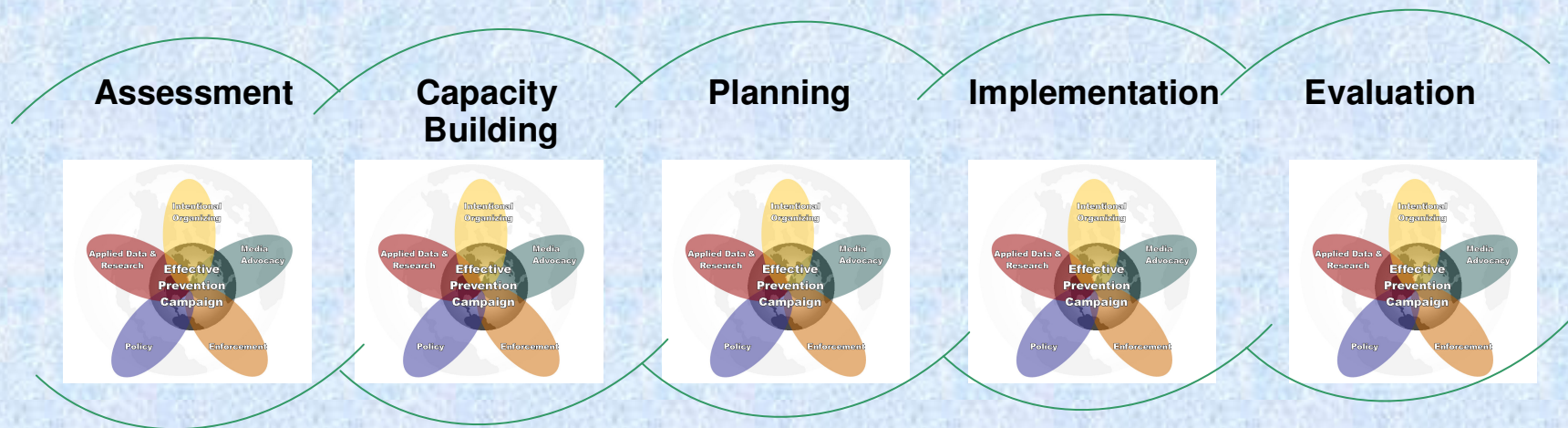
- **Consumption changes:** Binge drinking and drinking and driving
- **Consequence Changes:** alcohol related vehicle crashes with injuries & fatalities, including single-vehicle, night-time crashes
- **Shift in cultural norms & sustainability**

But.....Outcomes depend on community implementation

Monitoring Community Implementation

- Outputs and activities that will lead to desired outcomes;
- Ways to measure that outputs & activities are resulting in short and intermediate term outcomes;
- Ultimately changing long-term outcomes
Within the structure of the project!

IPS Environmental Prevention Model & the Strategic Prevention Framework



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Process versus Outcome

- ***Process measures***

How effectively was the program implemented?

(i.e. were enough people training through RBSS?

Were there enough compliance checks in local communities?)

- ***Outcome measures:***

Did the program impact the desired results?

(i.e. were there fewer traffic fatalities etc)

Process Evaluation

1. Created matrices for each Step;
2. Sub-headings to correspond to 5 IPS petals and 2 more for cultural awareness and sustainability;
3. Columns for each of the 24 communities;
4. Assigned 1 – 3 scoring for each indicator;

Process Indicators Includes

- How data was used?
- Who was at the table?
- Were community champions cultivated?
- How well-functioning are the strategy teams?
- How much Media coverage?

Total of 90 indicators

Tracking Initiatives

Two key points
Date of Initiation
&
Dosage

Media
Advocacy
Training & TA

Additional
law
enforcement

Inputs

Increased media
coverage

Increased law
enforcement

Outputs

Increased awareness

Intermediate
outcomes

Reduction in problems

Fewer Alcohol-related
Traffic Crashes

Outcomes

Community Monitoring Data Collection Tools

UM/BBER

- Project Coordinator Interviews
- Program Officer Survey
- Strategy Team Surveys
- Inclusiveness and Cultural Awareness Survey

Communities w/IPS

TA

- Community Completed Workbooks
- Community Readiness Survey
- Community Work plans
- Site Visit Reports
- Matrix of Initiatives
- Front page media tracking form

PNA Data

New analysis to inform the project

Data Analysis to Inform Community Strategies

Use PNA individual student survey data set to assess social & environmental factors related with student binge drinking.

Montana 2006 PNA data for 8th through 12th graders =19,643

Analysis questions:

- **How do demographic factors such as gender, age, grade level, rural/urban, and race/ethnicity affect binge drinking by Montana students?**
- **How do availability of alcohol [including family & social factors] and law enforcement affect student binge drinking?**
- **Look at these factors and how they affect the likelihood of a student being a binge drinker.**

2006 Sample Characteristics

DEMOGRAPHICS:

- Rural=40%
- 8th graders=36%
- 12th graders=26%
- American Indian=9%
- Regular alcohol use =33%
- At age 14 or younger =45%

FACTORS:

- Binge drinking=24%
- Easy availability alcohol =72%
- Drinking & NO fear of police =26%
- Siblings drink=64%
- Personally know adults who got drunk/high=73%
- Alcohol problems in family=40%

Factors & Intermediate Outcomes

What do these factors tell us about the importance of social availability?

What do these factors tell us about the importance of law enforcement?

Factors Increasing the Probability of Binge Drinking for 8th Graders (by order of impact*)

1. NO concern about parent's catching me drinking
2. NO concern about what neighbors think
3. Being around drunk/high adults
4. Siblings drink
5. American Indian male
6. Alcohol easy to get
7. NO concern about police
8. Alcohol problems in family

[*Variables significant at 1% level of confidence]

Factors Increasing the Probability of Binge Drinking for 12th Graders (by order of impact*)

1. Being around drunk/high adults
2. NO concern about parent catching me when I drink
3. Siblings drink
4. Alcohol easy to get
5. Male → with higher impact for American Indian males
6. NO concern what neighbors think
7. Alcohol problems in family

[*Variables significant at 1% level of confidence]

Factors Increasing the Probability of Binge Drinking Compared to No Binge for 8th, 10 & 12th graders (by order of impact*)

1. Being around drunk/high adults
2. Alcohol easy to get
3. NO concern about parent catching me when I drink
4. Siblings drink
5. Male → with higher impact for American Indian
6. NO concern what neighbors think
7. Alcohol problems in family
8. NO concern about police

[*Variables significant at 1% level of confidence]

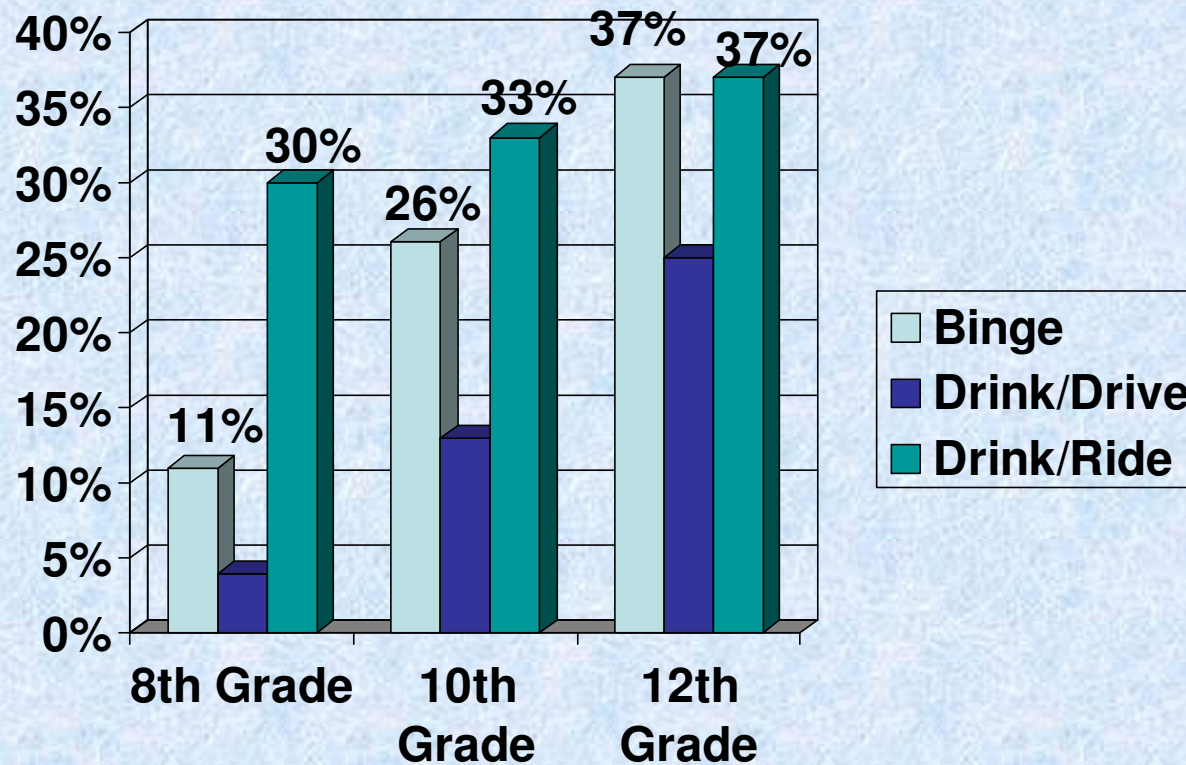
'No-Surprise' Results

- 1. Binge drinking very dependent on family and adult drinking behavior.**
- 2. Ease of obtaining alcohol a major impact on binge drinking.**
- 3. Males, especially by 12th grade major determinant of binge drinking.**
- 4. Lack of concern about police reinforces binge drinking for 8th graders.**

Next Steps and Questions: 2008 PNA Data

- **What factors affecting underage binge also affect.....**
- **Drinking and driving or riding in a car in relation to.....**
- **Where kids get their alcohol**

Montana Students Drinking and Driving: 2008 PNA



The End

THANK YOU

QUESTIONS and COMMENTS?

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