

## **Appendix A**

## ACSRI Evaluation Plan

### 1. Introduction

For this initiative, the evaluation team will leverage multiple systems to track and measure the participation in program activities (outputs), the quality of program delivery and operations, and the successful achievement of outcomes. The evaluation team will use a mixed-methods, and culturally responsive approach that gathers information through a range of quantitative and qualitative data-collection tools designed to engage key stakeholders. We will involve ACSRI participants in the Clayton community in multiple stages of the evaluation process, from evaluation planning to data collection, analysis, and reporting, so that it is their voice and vision that helps us define success and improve health outcomes for youth in the community.

### 2. Logic Model

The logic model below provides a visual representation of the ACSRI project. This logic model is used to guide the evaluation process and will serve as the starting point for the evaluation questions and the interpretation of the data.

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| ACSRI Logic Model | | | | | |
| Inputs | Activities | Outputs | Short Term Outcomes | Intermediate Outcomes | Long Term Outcomes |
| Funding  Collaboration with community leaders  Community Support  CHS Staff  GCAPP Staff  Community settings for events  GCAPP and CHS leads trained in Connections Matter and Stewards of our Children  Curriculum/class material  Brochures, printouts/ promotional materials  Social media accounts  ACSRI Website | 1. Listening to Local Voices:  Cross-County Needs Assessment | # of listening sessions  # and demographics of participants  Assets identified by participants  Needs expressed by participants | Increased knowledge of community values, norms, assets challenges and opportunities  Increased knowledge of the strengths and weaknesses in addressing trauma in Clayton | GCAPP & CHS tailor community engagement efforts and trainings to meet local needs  Clayton community members participate more in ACSRI meetings, events, and trainings because they are relevant to them | Increased community engagement in cross sector Aces prevention strategies |
| Community Engagement and Relationship Building:  Community Level Events | # of community events held  # of coalition meetings held  # and demographics of participants in events and meetings  # and type of partnerships formed  # and type of sectors represented in coalition | Increased buy-in and enthusiasm to address trauma  Increased number and type of organizations supporting trauma awareness and response | Increased community support for, commitment to and mobilization on effective strategies for addressing trauma in youth  Sustainable pipeline of organizations that are ready to support youth in facing their trauma  Increased number of youth who are engaged and motivated to address their trauma |
| Raising Awareness;  Social media campaign on “The Truth About Our Trauma” | # of people reached through community messaging efforts (social media, traditional media, and e-marketing)  # of downloads of resources | Increased knowledge of key issues surrounding trauma  Increased community awareness of ACES prevention strategies | Increased participation of community members in trainings | Increased number of agencies and organizations (in various sectors) incorporating trauma responsive strategies in their daily work. |
| Training:  Connections Matter, Stewards of our Children, and Community Resiliency Model Trainings | # of Connections Matter and Stewards of Our Children trainings held  # and demographics of participants  A Community Action Plan | Increased sense of agency to identify, unpack, and address individual trauma  Increased awareness and knowledge of Adverse Childhood Experiences (ACES)  Increased knowledge of tools to improve connections  Increased knowledge of techniques to deal with adversity | Community members prevent, recognize, and react responsibly to child sexual abuse and other forms of abuse  Community members apply techniques to deal with adversity in their own lives  Community members share learnings from trainings with others  Community members develop a personal action plan  Community members develop a community action plan that responds to community trauma and prevents ACES | Increased social and emotional well-being of youth in Clayton  Clayton is a more resilient community  Increased incorporation of ACES prevention strategies throughout the county |

### 3. Framework for Data Collection

The table below displays the strategies, activities, and process and outcomes measures, the associated evaluation questions, methods for data collection, timeline for data collection, and who is responsible. It corresponds to the logic model, and provides the details needed to implement the evaluation.

ACSRI Evaluation Questions

1. How well does ACSRI accomplish what it set out to achieve?
2. What difference does the ACSRI project make?
3. How appropriate are the community events and trainings for the Clayton community?
4. Does ACSRI complement or interfere, appreciate, or depreciate other interventions in the community?

| Strategy and Activity Individual Level Questions Indicators/Measures Method Timeline Person Responsible | | | | | |
| --- | --- | --- | --- | --- | --- |
| 1. Conduct Cross-County Needs Assessment | What historical and community level knowledge have GCAPP and CHS staff gained because of the Cross-County Needs Assessment?  How will GCAPP and CHS staff leverage this knowledge in ACSRI to meet local needs? | # of listening sessions  # and demographics of participants  Assets identified by participants  Needs expressed by participants | Listening Sessions | Spring 2022 | CHS Project Manager |
| 2. Facilitate Community Level Events | What instrumental partnerships were formed?  What was the coalition building process in Clayton?  How did community level support for addressing trauma in youth change?  How culturally relevant were events to community members? | # of community events held  # of coalition meetings held  # and demographics of participants in events and meetings  # and type of partnerships formed  # and type of sectors represented in coalition  Perceptions on relevance and usefulness of community events  Suggestions to improve events | Attendance Logs  Interactive Data Collection at Community Events  Interviews  Observations | Spring, Fall, Winter 2022 | Director of Evaluation and Research |
| 3. Spread social media campaign on “The Truth About Our Trauma” | How many adults and youth were reached?  How well was the campaign implemented?  Did adult and youth knowledge of and engagement in adolescent trauma issues increase? | # of people reached through community messaging efforts (social media, traditional media, and e-marketing)  # of downloads of resources | Website Analytics | Spring 2022 | Social Media Consultant |
| 4. Train community members on Connections Matter, Stewards of our Children, and Community Resiliency Model Trainings | How have people’s knowledge, skills, and attitudes changed because of trainings?  To what extent are community members applying what they’ve learned in trainings?  How culturally relevant are the trainings to community members? | # of Connections Matter, Stewards of Our Children, and Community Resiliency Model trainings held  # and demographics of participants  A Community Action Plan  Perceptions of the trainings and suggestions for improvements | Attendance Logs  Pre and Post Surveys  Community Workshop  Observations | TBD. | Director of Evaluation and Research |

### 4. Data Analysis and Interpretation

Salesforce will be used to store and report on concrete reach data, while Excel will be used to analyze survey data of knowledge, skills, & attitudes and record observations. The evaluation team will use qualitative analysis software to analyze qualitative data from interviews and community workshops. If Covid-19 is still rampant, analysis and interpretation will be validated virtually by program participants to ensure a deeper understanding of perspectives shared. If the virus subsides, the evaluation team will consider conducting Participatory analysis workshops with program participants in Clayton.

### 5. Communication of Findings

The evaluation team will create “mini-reports” each quarter which will enable program staff to make course corrections where needed. Reports will be presented in a user-friendly way, with colorful charts and graphics to inspire adoption and ownership of the data presented. The data will circle through the data collectors, to the program implementers, to the evaluation team, to people participating in programs, so that participant voice is present in storytelling. To demonstrate and document performance and program effectiveness at required reporting intervals, such as at the end of the grant period, the evaluation team will consolidate findings from mini reports into two larger reports semi-annually.