

Welcome to the Opioid Settlement Technical Assistance Learning Series

Evaluation Strategies for Substance Use Programs

December 7, 2023 | 2:00 p.m. - 3:00 p.m.



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Welcome & Introduction of Presenter

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Collegiate Recovery Program & Opioid Settlement Evaluation
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HOUSEKEEPING ITEMS

- This Zoom event will be recorded
- Participants will be on mute when presenters are speaking
- To ask a question, please use the chat
- Any follow-up questions or requests for the Technical Assistance Collaborative (TAC), please email:
MDHHS-opioidsettlementhelp@michigan.gov
- Following this event, please complete the brief survey, a link and QR code will be provided at the end



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Evaluation Strategies for Substance Use Programs

Stella M. Resko, PhD

Professor, School of Social Work & Merrill Palmer Skillman Institute
for Child & Family Development;
Doctoral Program Director & CADAS Coordinator
Wayne State University



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Agenda

- **Evaluation:** What it is and Why it is Important.
- **Approaches to Evaluation**
- **Evaluation examples** from Wayne State's Substance Use Research Team and Center for Behavioral Health & Justice
- **Evaluation support** available through the Opioid Settlement Technical Assistance Collaborative.
- **Questions and Comments**

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Lessons from Tobacco Settlements

- Tobacco litigation culminated in a Master Settlement Agreement (1998) between 46 states and the major cigarette corporations.
 - Reimburse states for money already spent to cover smoking-related medical expenses,
 - Fund public health efforts to help current smokers to quit and prevent youth from starting to smoke.

"We cannot fail in making sure whatever dollars we get in a resolution go to treatment, emergency response, and education."

-Mississippi Attorney General

Berman, M. L. (2018). Using Opioid Settlement Proceeds for Public Health: Lessons from the Tobacco Experience. *U. Kan. L. Rev.*, 67, 1029.

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Lessons from Tobacco Settlements

“Only a pittance of the billions in tobacco company payouts has been spent on combating tobacco use. Instead, much of the money...was plowed into state slush funds and used to patch budget shortfalls. In the most extreme cases, states sacrificed future payments for much smaller, but immediate infusions of cash to pay workers, or build schools and roads.”

- Evaluation estimates indicate states spent ~2.6% of MSA revenue and tobacco taxes on tobacco-related programming.

Berman, M. L. (2018). Using Opioid Settlement Proceeds for Public Health: Lessons from the Tobacco Experience. *U. Kan. L. Rev.*, 67, 1029.



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Evaluation:

- Evaluation is the art of asking questions.
- Evaluation gives us the framework and tools to understand the value of our program process and outcomes.
- There are many reasons to evaluate programs.

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Evaluation Can Occur at Any Stage of Program Rollout



BEFORE A PROGRAM
STARTS



DURING PROGRAM
IMPLEMENTATION



AFTER SERVICES HAVE
BEEN PROVIDED

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Preliminary Questions

- How much time and money do we have to invest?
- What other resources are available?
- Who do we want input from? Who are we leaving out?
- What do we want to learn?
- What are we focusing on? Process, outcomes, economics, or other things?
- What type of data do we want?
- What is the scope of the project?
- How will we use the results?

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Identifying Key Evaluation Questions

- Planning and Implementation
- Objectives and Outcomes
- Impact
- Appropriateness
- Effectiveness
- Efficiency



Questions identifying the extent to which project activities and/or outcomes were achieved.



Questions that capture relevant and useful information covering the range of issues that the evaluation wants to address.

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Examples of Evaluation Questions



NEEDS ANALYSIS:

HOW WILL THE PROGRAM ADDRESS A NEED, WHAT DOES THE EXISTING EVIDENCE TELL US ABOUT HOW TO APPROACH THIS ISSUE? HOW CAN THE PROGRAM BE TAILORED TO THE TARGET AUDIENCE?



PROCESS:

HOW IS THE PROGRAM BEING IMPLEMENTED? WHAT ARE THE BARRIERS AND FACILITATORS TO IMPLEMENTATION? ARE PARTICIPANTS BEING REACHED AS INTENDED?

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Examples of Evaluation Questions (2)



OUTCOME:

HOW WELL DID THE PROGRAM WORK? HOW MANY CLIENTS WERE SERVED? HOW MUCH DID THEY BENEFIT?



ECONOMIC:

WAS THE PROGRAM COST-EFFECTIVE? HOW CAN THE COST-BENEFIT BE ENHANCED?

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Utilizing Logic Models in Evaluation

Program Logic Model Component	Example Evaluation Questions
Inputs	Has the program had adequate resources to deliver the activities? To what extent has the program used its resources efficiently?
Activities	Have the activities been appropriate for producing the intended outcomes? To what extent are the activities aligned with current research?
Next users	Has the program targeted the right people in the right way?
Outcomes	To what extent have the outcomes of the program been met? To what extent can we attribute the outcomes to the program? Are there alternative mechanisms that could be used for reaching the outcomes? What is the likelihood of the program contributing to the desired long term outcomes?
Program goal	To what extent has the program contribute to the overall goal? Does the program continue to address a need?
Assumptions	Is the theory of the program plausible?
Contextual factors	What contribution or influence has external factors had on the program?

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Evaluation Plan Decisions

- **Deciding what to measure:** Identify Indicators, Process or Outcomes
- **Deciding how to measure:** Qualitative or Quantitative data, primary data collection, administrative data
- **Deciding on Data Collection:**
 - What existing data is available?
 - When to collect data?
 - What resources can we use to collect the data?
 - What methods to collect data (e.g. administrative records, key informant interviews)
 - Who will collect the data? Is it an Impartial person?



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Evaluation Example: Overdose Education & Naloxone Distribution

NARCAN Direct Portal Organizations: January 2022 – September 2022		
Type of Organization*	Number of Organizations Using Portal	Number of Kits Requested & Shipped
Community Organizations & Nonprofits	362	103,248
Law Enforcement	89	6,480
Treatment & Recovery Centers	81	15,840
Local Health Departments	76	9,960
Correctional Facilities & Jails	74	3,612
Hospitals & Medical Clinics	62	4,956
Academic Institutions	35	1,788
Other (e.g. MDHHS, libraries, tribal agencies)	29	456
Emergency Medical Services	17	744
Total	846	148,464

*Does not include types with less than 10 organizations, which includes: seven behavioral health services (192 kits), seven regional prepaid inpatient health plans (1,008 kits), five district/region drug courts (156), and two faith-based institutions (24).

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Example: Overdose Education Training Survey

- Survey of Adults who attended an OEND training hosted by a community agency in Michigan.
 - MDHHS distributed recruitment materials to training sites.
- Self-administered web-based survey:
 - Experiences and motivations prior to the training,
 - Knowledge and attitudes related to opioid overdose,
 - Experiences since the training, and
 - Demographic information.
 - Open-ended questions: feedback on the training and format (e.g. online, in-person)

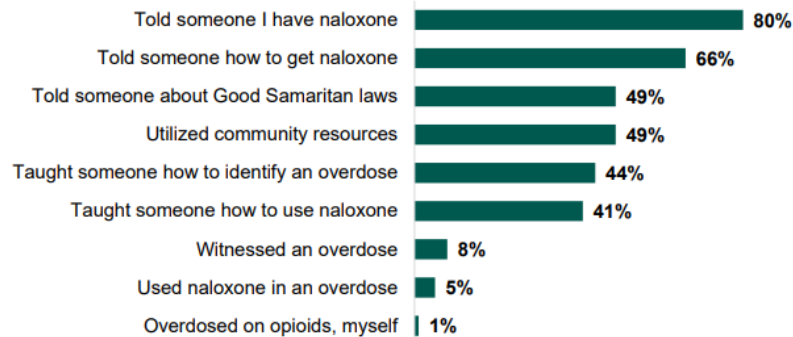


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Evaluation Example: Overdose Education Training Survey

Figure 4. Experiences Since the Training

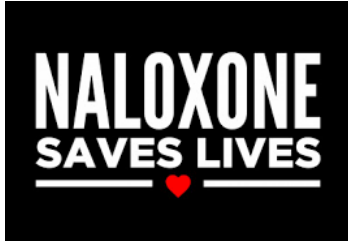
Since getting naloxone I have...



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Open-Ended Feedback:
Aspects of the Training that
were Helpful


Close-up images (online)	Hands-on practice (in-person)
Step-by-step instruction	Demonstrations
Visuals and videos	Personal stories/guest speakers
Learning from other participants	Q&A



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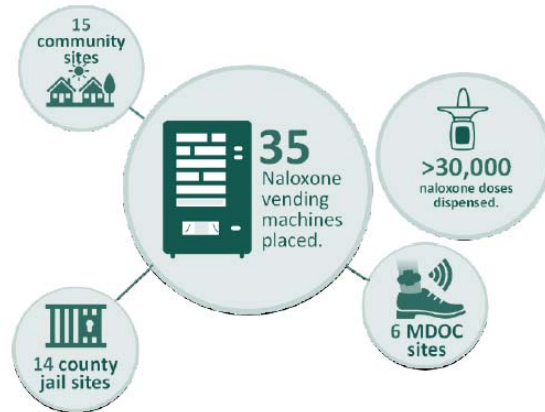
Overdose Education & Naloxone Distribution Evaluation Approach

- **Strengths:**
 - Web-based survey was a low-cost approach.
 - Data collection was not time intensive
 - Raffle for research Incentives
 - 539 individuals completed the survey (2/2021-3/2022).
 - Helpful feedback on how to improve online and in-person trainings.
- **Limitations**
 - **Representativeness of the Sample:** A Small proportion of those that attended publicly funded trainings, Use of technology may limit participation for some groups.
 - Did not capture information on **less formal overdose education**



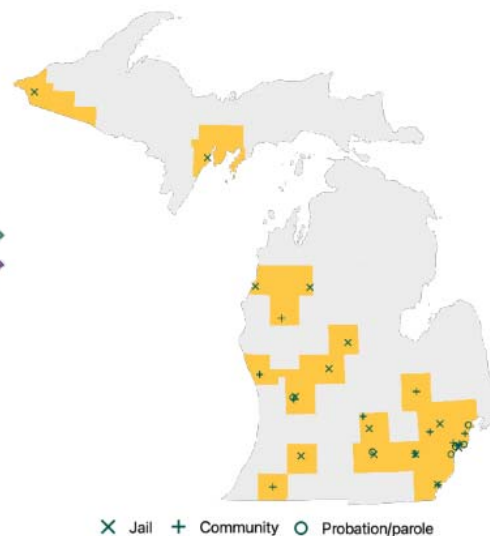
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CBHJ Evaluation: Naloxone Vending Machine Dissemination



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Naloxone Vending Machines in Michigan



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Feedback About Naloxone Vending Machines

Michigan County Jails

- “It’s been incredible. Not just for [people] using substances but [other] community members... Word is spreading, people in all walks of life are getting [Naloxone]. [There is] a lot of support from the community and the jail where the vending machine is housed.”
- “We shared on local radio stations about the vending machine and received A LOT of positive feedback from community members about the vending machine.”
- “[Sheriff’s Office] staff that were skeptical are now encouraging people to get kits when leaving jail.”
- “Several inmates have said that they grabbed a few and used them saving either their own life or a friend’s.”

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Feedback about Vending Machines

Community Sites (treatment centers, harm reduction agencies, and other public spaces)

- “One individual stated that he was visiting the vending machine for the third time. He also expressed that he used the previous kit he retrieved from the machine and saved a life.”
- “One [staff] member who had pulled a [Naloxone] kit from the vending machine and had it in her trunk provided this for use involving an overdose that occurred near a local Burger King. She handed off the kit to a friend of the individual who overdosed and was sitting beside him. This kit was administered [while waiting] for EMS and Police . . . this individual did fully recover from this incident.”
- “We are receiving anecdotal feedback that kits are being taken to downstate communities that do not have broad, low threshold, access to naloxone.”

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Evaluation of Vending Machines

- **Strengths:**


- Feedback from agencies/organizations where vending machines were placed.
- Utilized feedback from people who use drugs in the planning
- Multiple types of data
- Manageable Scope

- **Limitations & Future Research**

- Representativeness of the Sample
- Did not capture information from those using the vending machines
- Future evaluations should consider the use of naloxone in addition to the distribution

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Evaluation & the Opioid Settlement Technical Assistance Collaborative



Group
training

One-on-one
consultations

Shared
resources

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Evaluation Technical Assistance



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Helping Communities Develop Evaluation Plans



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Area	Inclusions
Program information	The aim of the program, the target group, the activities conducted and any existing data that might be useful.
Purpose of the Evaluation	Why are you evaluating, what you want to get out of it, including what other stakeholders are interested in or information they need. If there are several outcomes, specify which is the most important.
Key Evaluation Questions	What you want to know from the evaluation.
Preferred Methodology	If you have an idea of what you'd like the contractor to do, then include this. However, leaving the methodology up to the innovation of the evaluator can get the best product.
Tasks, activities, deliverables	Deliverables and reporting requirements.
Data Management	Requirements for data access and storage and whether there is an ethics approval process and what that entails.
Budget	The budget can be a useful guide for the evaluator to make the proposal realistic. If all the applicants give a similar budget it is easier to see which ones have provided value for money.
Timeline	Expected timeline for the project and deliverables.
Selection Criteria	The elements you consider important: previous experience, innovative methods, approach.
Contractual Arrangements	Can include payment schedule.
Submission requirements	Supporting documents needed, closing date, contact details, process for asking questions

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EVALUATION TECHNICAL ASSISTANCE TEAM

ASSISTANCE COLLABORATIVE
Michigan - Wayne State University

USE LS

JULY 27, 2023
2:30 - 4:00 PM EST
ZOOM

Help us help you!
Connect with us for consultations through the Opioid Settlement TA collaborative.

Stella Resko
Erin Cox
Elizabeth Agius
Matt Costello
Gaby Mohr-Avitia
Sheryl Kubiak

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Thank You!

For questions and to make requests to the TAC, please email MDHHS-opioidsettlementhelp@michigan.gov



<https://www.michigan.gov/opioids/opioidsettlements>

