

Coalition Evaluation

CADCA National Community Anti-Drug Coalition Institute

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Coalition Evaluation

Five Functions of Evaluation

1. Improvement
2. Coordination
3. Accountability
4. Celebration
5. Sustainability

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Coalition Evaluation

**Coalition vs. Program Evaluation
"A Few Key Differences"**

Coalition Evaluation	Program Evaluation
Target is the "Community"	Known Target Audience
Account for Influences	Able to Control Influences
Can Report Contribution	Can Demonstrate Attribution

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Coalition Evaluation

**The ultimate purpose
 of a local coalition evaluation
 is to document the
 CONTRIBUTIONS of the coalition
 not to establish
 ATTRIBUTION**

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Activity

- What does evaluation mean to you?

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Activity

- What are your challenges with respect to evaluation?

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Coalition Evaluation

Three Parts of a Coalition Evaluation

1. Confirm data on your logic model.
2. Document your Coalition's work.
3. Tell your coalition's story



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Activity

- How could you share data from your community?

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What are "good" data?

To ensure "good" data for each element on your logic model, the data must be:

- A. Sensitive - will reflect community changes
- B. Proximate - is at the community-level
- C. Feasible - can be collected multiple times



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Activity

- What are the benefits of sharing your evaluation?

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Activity

- If you need some assistance regarding evaluation, what are some resources available to you in your community?

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