

EXHIBIT A
Evaluation Design for El Dorado County’s
Las Decisiones Seguras Project

The Decisiones Seguras (Safer Choices) Project is a universal prevention program targeting Latino families in El Dorado County. Based on the Sembrando Salud program, it is a culturally sensitive, community-based alcohol and other drug prevention program for Latino adolescents and their families. The program is designed to improve parent-child communication skills as a way of improving and maintaining healthy decision-making. Designed for youth 11 to 16 years of age, the 8-week curriculum is delivered by bilingual staff in community settings. The program has also been shown to favorably affect youth participants’ rates of alcohol and other drug use and their attitudes toward and perception of risk regarding the use of alcohol and other drugs.

Described below are the data collection methods that will be used to collect needed outcome data and the frequency with which each data element will be collected.

Evaluation Plan for Collection of Outcome Data		
Outcome	Data Collection Method	Frequency
75% Attendance at 75% of Community Planning Meetings	Sign in sheets from all Planning Meetings	Reviewed quarterly
75% Attendance of 75% of Media Task Force’s original members	Sign in sheets from all Task Force meetings	Reviewed quarterly
50% of parent/child pairs attend 50% of each program’s sessions (30 pairs year 1, 50 pairs each year thereafter – total 230 pairs)	Sign in sheets from youth and parent program sessions	Review quarterly
10 MOU’s among community partners signed	Document review	Twice a year
100% of all youth participants are screened using approved screening form	Review of screening forms for all youth participants	Twice a year on site-visit
30% decrease in binge drinking among Latino youth participants	Pre Screening forms and youth Exit Forms (post assessment measure of binge drinking behaviors, attitudes, etc.)	Before and after each completed 8-week session
30% increase in positive attitudes and behaviors among project parents (that	Pre/post Tool for Parents (measures changes in knowledge, attitudes and behaviors that promote binge drinking	Before and after each completed 8-week session

discourage youth drinking)	and other behaviors in youth, and improved parenting skills, e .g. parent/child communication, etc.	
20% increase in community awareness about binge drinking in the Latino community	Pre/post School Questionnaire to measure changes in students' knowledge and attitudes about binge drinking. Pre/post Community Questionnaire to measure changes in community members awareness of binge drinking, recall of media spots, etc.	Years 1,3, 5 Years 1, 3, 5
Parent satisfaction with DS Parent groups	Focus group	Twice each year
Youth satisfaction DS with youth groups	Focus group	Twice a year

What follows is a year by year task plan for the five-year program period followed by a breakdown of hours and costs by year.

Year 1 Tasks

- Meet with project staff within 45 days of signed contract
- Follow-up phone calls with sample of Community Planning and Media Task Force members to determine satisfaction with their involvement
- Contact with Sembrando Salud developers re: evaluation instruments (psychometrics)
- Develop/review of all necessary data collection forms (Youth Screening and Assessment, Parent Pre/Post Assessment, Student Survey, Community Survey).
- Provide program with data collection grid describing what needs to be collected, by when, and who is responsible
- Monthly phone call check-in
- Data entry and analysis of Youth Pre Screening and Post Assessment forms
- Data entry and analysis of Parent Pre/Post Assessment forms.
- Data entry and analysis of Community Survey data
- Data entry and analysis of Student Awareness Survey
- Development of focus group protocols (youth and parent)
- Translate protocols into Spanish if needed
- Conduct 2 Parent Focus Group2 (in Spanish in needed)
- Conduct 2 Youth Focus Groups
- Preparation of quarterly report evaluation section
- Quarterly review of Planning Meeting and Task Force Sign in sheets, Parent/Youth Group Sign-in sheets.

- Site visit 2 X per year to do document review, conduct focus groups, etc.
- Preparation of evaluation section of annual report
- Development of Project Description that describes the Las Decisiones Seguras and any adaptation from/fidelity to the Sembrando Salud program (from which the La Decisiones Seguras was developed.)

Years 2 and 4 Tasks

- Follow-up phone calls with sample of Community Planning and Media Task Force members to determine satisfaction with their involvement.
- Monthly phone call check-in
- Make two on-site visits to project
- Data entry and analysis of Youth Pre Screening and Post Assessment forms
- Data entry and analysis of Parent Pre/Post Assessment forms.
- Data entry and analysis of community survey data
- Data entry and analysis of Student Awareness Survey
- Preparation of quarterly report evaluation sections
- Quarterly review of Planning Meeting and Task Force Sign in sheets, Parent/Youth Group Sign-in sheets.
- Site visit 2 X per year to do document review, conduct focus groups, etc.
- Preparation of evaluation section of annual report

Years 3 and 5 Tasks

- Follow-up phone calls with sample of Community Planning and Media Task Force members to determine satisfaction with their involvement.
- Monthly phone call check-in
- Make two on-site visits to project
- Data entry and analysis of Youth Pre Screening and Post Assessment forms
- Data entry and analysis of Parent Pre/Post Assessment forms.
- Data entry and analysis of community survey data
- Data entry and analysis of Student Awareness Survey
- Development of focus group protocols (youth and parent)
- Conduct 2 Parent Focus Group2
- Conduct 2 Youth Focus Groups
- Preparation of quarterly report evaluation section
- Quarterly review of Planning Meeting and Task Force Sign in sheets, Parent/Youth Group Sign-in sheets.
- Site visit 2 X per year to do document review, conduct focus groups, etc.
- Preparation of evaluation section of annual/final report