

The Garrett Lee Smith  
Memorial  
Suicide Prevention  
Evaluation  
Campus Programs  
Grantee Orientation  
Meeting  
Washington, D.C  
December 13-15, 2005

Session Purpose and Topics

PURPOSE

- I. Provide initial exposure to the cross-site evaluation design, approach, and related expectations.
- II. Provide first-level technical assistance and support to campus representatives in their consideration of the benefits and challenges associated with the local implementation of the cross-site evaluation.

## Session Purpose and Topics

### TOPICS

- What is the **PURPOSE** of the cross-site evaluation?
- What is the **APPROACH** of the cross-site evaluation?
- What is the **TIMELINE** for cross-site evaluation information gathering and data collection?
- What **TECHNICAL ASSISTANCE** is available to support local implementation?

## Campus Program Cross-site Evaluation Purpose

- Fundamental component of the authorizing legislation, the Garrett Lee Smith Memorial Act
- Provide information on Campus Suicide Prevention programs in a consistent format so that the programs can be understood, improved and sustained
- Highlight program successes and challenges to inform local and federal programmatic decision making

## Campus Program Cross-site Evaluation Team Key Components

- Design Team
  - Instrument development: OMB and IRB clearances
- Site Management Team
  - Implementation at the site level and liaison responsibilities
  - Data collection for qualitative interviews
- Data Management and Security Team
  - Web-based data system and security
- Analysis and Dissemination Team
  - Interim and final data reports

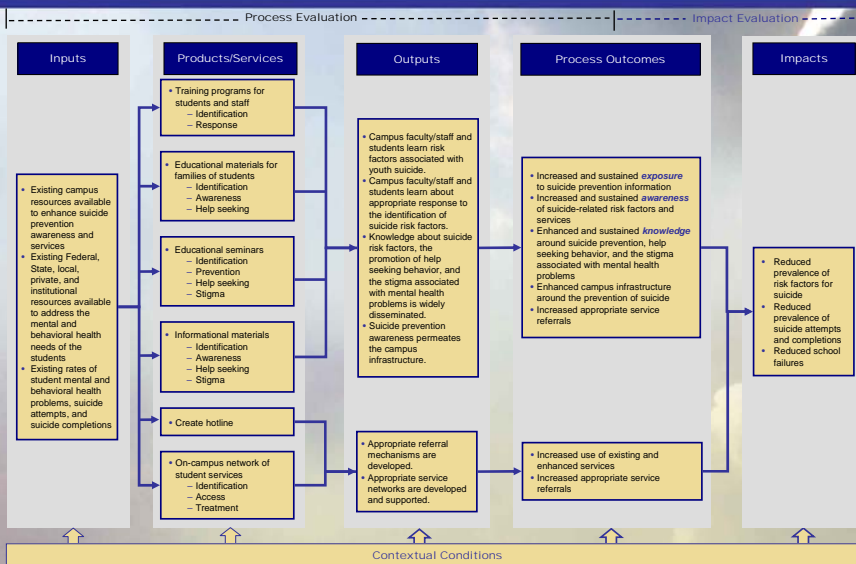
## Campus Program Cross-site Evaluation Team Experience

- Relevant Experience
  - Design and implementation of complex, multi-site evaluations of Federal Initiatives
  - Development of complex and integrated data systems and management of large cross-site datasets
  - Partnering with subcontractors experienced in the field of Suicide Prevention and in working with Tribal communities and community-based evaluations

## Campus Program Cross-site Evaluation Team Responsibilities

1. Design a feasible cross-site evaluation
2. Provide training & technical assistance to support implementation
3. Monitor cross-site evaluation participation and implementation
4. Utilize data collected through the cross-site evaluation to assess program activities and impact
5. Report program activities and their impact to Legislators, SAMHSA officials, program participants, and program sites

## Campus Program Evaluation Logic Model



## Campus Program Cross-site Evaluation The Approach

- Four-stage cross-site evaluation approach
  - Context Stage
  - Product Stage
  - Process Stage
  - Impact Stage

## Campus Program Cross-site Evaluation Context Stage: Research Questions

- I. What are the contextual features of each Campus suicide prevention program?
- II. What suicide prevention activities are planned?

## Campus Program Cross-site Evaluation Context Stage: Information Gathering

Information Gathering Activities			
Responsibility	YR 1	YR 2	YR 3
Cross-site Evaluation	Grant Review		
	Conduct Evaluation Needs and Resource Assessment		
Local Evaluation	Participate in Evaluation and Resource Assessment	MIS and Existing Database Web-based Survey	MIS and Existing Database Web-based Survey

## Campus Program Cross-site Evaluation Product Stage: Research Questions

- I. What products and services are being developed, delivered, and utilized?
  - What are their costs?
  - What audiences/populations are being targeted?
  - Are evidence-based practices being utilized?
- II. To what extent does actual product development parallel initial plans?

## Campus Program Cross-site Evaluation Product Stage: Information Gathering

Information Gathering Activities			
Responsibility	YR 1	YR 2	YR 3
Local Evaluation	Quarterly Product and Services Inventory -Web-based	Quarterly Product and Services Inventory-Web-based	Quarterly Product and Services Inventory-Web-based

## Campus Program Cross-site Evaluation Process Stage: Research Questions

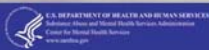
- I. What is the overall level of suicide prevention awareness and knowledge among campus staff/faculty and students?
  - Does it vary as a function of targeted activities?
  - Does it vary as a function of products/services developed?
  - Does it vary as a function of student and faculty characteristics?
- II. How does the suicide prevention infrastructure develop and evolve over time?

## Campus Program Cross-site Evaluation Process Stage: Information Gathering

### Suicide Prevention Exposure, Awareness, and Knowledge Survey (SPEAKS)

- Web-based survey administered to a random sample of students and faculty one-time (either in year 2 or year 3 of the grant)
- Assess exposure to program activities, knowledge and awareness

Local evaluation responsibility: Provide respondent list (email addresses of students and staff)

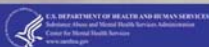


## Campus Program Cross-site Evaluation Process Stage: Information Gathering

### Infrastructure Development Key Informant Interviews

- Qualitative interview of up to 5 key stakeholders in either year 2 or year 3 of the grant – administered by cross-site evaluation team
- Assess infrastructure development from varied perspectives

Local evaluation responsibility: Provide respondent list (identify appropriate key informants)



## Campus Program Cross-site Evaluation Process Stage: Information Gathering

Information Gathering Activities		
Responsibility	YR 2	YR 3
Cross-site Evaluation	Web-based SPEAKS (½ of campuses)	Web-based SPEAKS (½ of campuses)
	Infrastructure Development Interviews (½ of campuses)	Infrastructure Development Interviews (½ of campuses)
Local Evaluation	Identify Respondent Lists (five key informants and student/staff emails)	Identify Respondent Lists (five key informants and student/staff emails)

## Campus Program Cross-site Evaluation Impact Stage: Research Questions

- I. What is the impact of program products or services?
  - How many students are being referred for mental health services?
  - How many students receive mental health services?
  - How many students are accessing crisis support services?

## Campus Program Cross-site Evaluation Impact Stage: Information Gathering

Cross-site team will assess availability of data from existing sources at each campus

- MIS data extraction and data enter into Web-based data system
- Potential data elements:
  - number of students who seek services
  - number of students who present for services
  - types of services
- Other data elements – for discussion

## Campus Program Cross-site Evaluation Impact Stage: Information Gathering

### Information Gathering Activities

Responsibility	YR 2	YR 3
Cross-site Evaluation	Identify Data Elements	Identify Data Elements
Local Evaluation	MIS Data Abstraction *	MIS Data Abstraction *

**\* These data elements will be identified through the MIS and Existing Database survey and feedback from campus grantees.**

## Campus Program Cross-site Evaluation Information Gathering: The Big Picture

Evaluation Stage	Campus Program	
	Data Collection Effort	Year
Context	Grant proposal and plan review	FY 1
	Needs and resource assessment	FY 1
	Web-based MIS and Existing Database Survey and MIS data extraction and data entry	FY 2 FY 3
Product	Web-based product and services inventory – updated quarterly	FY 1 FY 2 FY 3
Process	Suicide Prevention Exposure, Awareness, and Knowledge Survey	FY 2 FY 3
	Infrastructure Development Key Informant Interviews	FY 2 FY 3
Impact	MIS Data Abstractions	FY 2 FY 3

## Campus Program Cross-site Evaluation Technical Assistance and Training

1. New Grantee Orientation Meeting
  - Overview of evaluation design
  - Initial discussions and feedback
2. Technical Assistance Liaisons (TAL)
  - Assigned to each campus
  - Evaluation needs and resource assessment
  - Regular and ongoing contact around implementation issues

## Campus Program Cross-site Evaluation Technical Assistance and Training

### 3. Webcast Trainings

- Three to be held in late January and February
- Topics developed to meet needs across campuses
- Participants will include evaluators, data coordinators, project directors, other program staff, IRB coordinator, etc. depending on training topic

### 4. Compliance Monitoring Visits

- Up to 8 campuses may be visited in year 2 of the grant to provide technical assistance and monitor compliance with the evaluation

## Campus Program Cross-site Evaluation Technical Assistance and Training (cont'd)

Cross-site Evaluation Procedures Manual will be provided to campus programs to include:

1. Procedures: evaluation approach, description of study components, data collection activities, local evaluation responsibilities and procedures
2. Administration Guide: the Web-based Data Collection and Management System
3. Data Manual: summarize and describe all data elements included in the data repository

## Campus Program Cross-site Evaluation Web-based Data Collection & Management System

- Functionality
  - Data collection, entry and storage
  - Data merging and access
  - Security built in to restrict access at various levels and ensure the confidentiality of data

## Campus Program Cross-site Evaluation Web-based Data Collection & Management System

- Data Collection, Entry and Storage
  - Campus program staff/evaluator will enter cross-site evaluation information related to the:
    - Product and service inventory
    - MIS and Existing Database Survey
  - Respondents will complete online survey related to the:
    - SPEAKS

## Campus Program Cross-site Evaluation Web-based Data Collection & Management System

- Data Collection, Entry and Storage (cont'd)
  - Cross-site evaluation team will enter information related to the:
    - Grant reviews and evaluation needs and resource assessments
    - Infrastructure development interviews
  - Existing abstracted MIS elements will be merged and stored

## Campus Program Cross-site Evaluation Web-based Data Collection & Management System

- Data Merging and Access
  - Web-based system will serve as a communication tool and for disseminating information
  - Reports profiling cross-site evaluation information will be generated and provided to grantees
  - Campuses will be able to access their own data

## Campus Program Cross-site Evaluation

- Evaluation Benefits
  - Access to data from multiple perspectives
  - Access to information to support sustainability
  - Data tools and data systems to support evaluation efforts
  - Identify resources from similar programs
  - Other benefits

## Campus Program Cross-site Evaluation

- Potential Challenges
  - Balancing self-evaluation activities with cross-site evaluation requirements
  - Maintaining evaluator/project director relationship to accomplish evaluation activities
  - Stakeholder buy-in and participation
    - Student/gatekeeper/school administration participation in planned activities
    - Sustained support from Campus Administration

## Campus Program Cross-site Evaluation

- Potential Challenges (cont'd)
  - Availability and access to local data & data systems
  - Confidentiality issues
    - HIPAA requirements
    - Providing student information for SPEAKS administration and key informant interviews

## QUESTIONS AND DISCUSSION

- Suicide Prevention Exposure, Awareness, and Knowledge Survey (SPEAKS)
  - Identify student and faculty respondents - confidentiality issues
- Campus infrastructure key informant interviews
  - Identify stakeholder respondents

## QUESTIONS AND DISCUSSION

- Existing data sources for the impact stage of the cross-site evaluation
  - Existing MIS or other databases
  - Types of data collected and tracked
  - What indicators are of interest / importance?
- Local Institutional Review Boards (IRB)
- Local resources for implementation of the cross-site evaluation
- Other issues

## Cross-site Evaluation Contacts

# Thank You!

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