Evaluating a comprehensive strategy to reduce alcohol related violence

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Why develop an evaluation framework?

• Provides a useful framework to guide the evaluation and keep it focused
• Helps to clarify the relationships between different evaluation questions and research methods
• Informs the development of data collection methods
• Useful communication tool – whether you are conducting the evaluation or working with an evaluator
• Basis for structuring the evaluation report
Steps in the development of an evaluation framework

1. Identify the main objectives of the crime prevention project you are evaluating
2. Determine the questions that need to be answered as part of the evaluation
3. Decide upon an appropriate research design and identify possible data collection methods
4. Identify relevant performance indicators
5. Develop an evaluation framework outlining evaluation questions, performance indicators and data collection methods
Step 1: Identify the main objectives

• What are the main objectives of the liquor accord likely to be?
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• What are the main objectives of the liquor accord likely to be?
  – Implement a number of evidence-based strategies to address alcohol-related problems in the local entertainment precinct.
  – Improve the level of collaboration between local councils, police, liquor licensing and licensed premise operators to address alcohol-related problems.
  – Improve community and stakeholder perceptions of the safety and amenity of the entertainment precinct and of the response by police and local government.
  – Increase the level of compliance with liquor licensing legislation and regulations among licensed premise operators in the local entertainment precinct.
  – Reduce problematic drinking behaviour among patrons of licensed premises, particularly among young people.
  – Reduce the level of alcohol-related harm in the local entertainment precinct.
Step 2: Identify the key evaluation questions

• Remember that a good evaluation:
  – reflects upon the design and implementation of a program
  – assesses intended and unintended outcomes
  – explores alternative explanations
  – tries to explain why a policy or program has or has not achieved its stated objectives
  – recommends strategies to improve performance

• What questions would we want to answer through a:
  – process evaluation?
  – outcome evaluation?
Step 2: Identify the key evaluation questions

- The process evaluation will answer the following questions:
  - What strategies have been implemented by the various stakeholders involved in the accord, and have these strategies been implemented in accordance with how they were originally planned?
  - To what extent have the key stakeholders involved in the accord worked together effectively to address alcohol-related problems?
  - What factors impacted (positively and negatively) upon the implementation and effectiveness of the various strategies delivered as part of the accord?
Step 2: Identify the key evaluation questions

• The outcome evaluation will answer the following questions:
  – What short term impact have the strategies delivered as part of the liquor accord had on:
    – compliance with liquor licensing legislation and regulations among licensed premise operators in the local entertainment precinct?
    – the patterns of consumption and problematic drinking behaviour among patrons of licensed premises?
    – community perceptions of safety and problems associated with the local entertainment precinct?
    – the nature and the level of alcohol-related harm in the local precinct?
  – What improvements should be made to the strategies implemented as part of the accord, and what lessons can be drawn to help inform future attempts to address alcohol-related problems in entertainment precincts?
Step 3: Determine the research design and research methods

- Factors to consider include:
  - evaluation questions
  - audience
  - availability of information
  - budget and evaluation timeframe
  - political context
  - ethics
  - trade offs (quality, cost, time)
  - stakeholders
Step 3: Determine the research design

• Variety of approaches to measuring outcomes
  – Randomised control trial
  – Quasi-experimental design
  – Pre- and post-test designs (no control)
  – Cross-sectional studies (no pre-test)
  – Qualitative inquiry
Step 3: Identify possible research methods

• Data collection methods in evaluations
  – Project records/document review (esp. for process indicators)
  – Interviews
  – Focus groups
  – Survey/questionnaires
  – Observation
  – Analysis of administrative data

• Sources of information
  – Project participants
  – Broader community
  – Key stakeholders
  – Project staff
  – Media
Step 4: Identify relevant performance indicators

- Performance indicators are what we measure to determine whether something has been done and done well (process indicators) and what the result of that is (outcome indicators)
- Quantitative or qualitative indicators
Step 5: Pull it all together in the evaluation framework

<table>
<thead>
<tr>
<th>Evaluation question</th>
<th>Performance indicators</th>
<th>Data collection (source and method)</th>
</tr>
</thead>
<tbody>
<tr>
<td>How many young offenders were referred to and participate in a youth justice conference (YJC)?</td>
<td>Number and proportion of young offenders referred to a YJC</td>
<td>Police and/or court administrative records</td>
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<tr>
<td></td>
<td>Proportion of referrals to YJC that are: Police initiated</td>
<td>Police and/or court administrative records</td>
</tr>
<tr>
<td></td>
<td>Court referrals (indefinite and pre-sentence)</td>
<td>Police and/or court administrative records</td>
</tr>
<tr>
<td>Are referral processes operating in accordance with how they were designed?</td>
<td>Characteristics of offences and offenders referred to YJC</td>
<td>Police and/or court administrative records</td>
</tr>
<tr>
<td></td>
<td>Stakeholder satisfaction with the referral process</td>
<td>Interviews with key stakeholders involved in YJC referrals processes</td>
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</table>
What challenges might be encountered in undertaking this evaluation?
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