new client onboarding packet

# analysis of contribution

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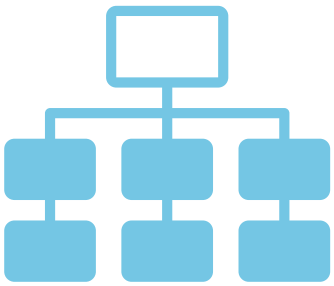
Contribution analysis is an approach to monitor and evaluate that emphasizes the question of attribution while accepting that attribution cannot be proved, only indicated. This provides evidence about the contribution that a coalition or program makes to the outcomes it is trying to influence. Contribution analysis consists of five key steps, described in detail later, to provide evidence that reduces the uncertainty about the contribution made.

1. Collect output data
2. Establish a time sequence
3. Demonstrate plausible mechanisms
4. Account for alternative explanations
5. Show similar effects in similar contexts

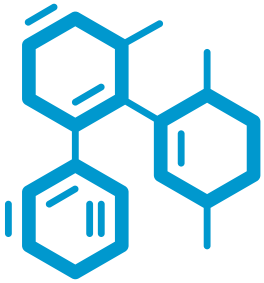


## Overview of Evaluation

> **Evaluation describes a coalition's planned and careful use of information...The powerful ways people can use the results, not merely the process of collecting statistics, makes coalition evaluation so important.**
>
> Community Anti-Drug Coalitions of America, Evaluation Primer, 2009

Evaluation differs from research as it starts with the question that needs to be answered. These questions are typically determined by a community assessment and outlined in a logical framework i.e. framework of change or logic model, while traditional research is typically driven by scientific curiosity. Evaluation focuses on the improvement of the work and the contribution that can be made to affect intended outcomes. Research focuses on why things happen and what can be done to change outcomes absent of external influences (attribution).

The evaluation consists of three distinct parts: what is happening in the community i.e. behaviors and conditions; what is being done to address what is happening in the community, i.e. activities and strategies; and the relationship between the two, analysis of contribution.



The framework of the logic model determines what outcomes we are trying to affect, typically three:

- Long Term-Problem (48+ months)
- Intermediate-Risk Factor (24-48 months)
- Short Term-Local Condition (6-24 months)

The collection of outcome data related to the problems being focused on by the coalition as dictated by the logic model is necessary to determine the impact of work. The results of activities are strategies, and the results of strategies are outputs (described below). The relationship between these is how the success story is told. Each part is measured by multiple sources of data, such as:

Quantitative

- Surveys, numbers, etc.
- Tells what is happening

Qualitative

- Focus groups, observation, etc.
- Tells why problems are happening

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## Evaluation Components

**Dependent Variable-Outcome**

- Determined by the organization's logic model made up of three parts:
  - Problem
  - Risk Factors (root causes, intervening variable)
  - Local Conditions (contributing variable)

**Independent Variable-Outcome**

- The result of coalition action can be classified in four ways:
  - Community Change-Changes in policy, program, or practice.
  - Media-Drawing attention to the issue/priorities.
  - Resources Generated-Mobilizing resources (volunteer, cash, and in-kind) to address issues/priorities.
  - Services Provided-Provision of services aimed at changing the issues/priorities on an individual level

**Analysis of Contribution**

1. Collect output data
   a. Total amount
   b. Amount by place
   c. Amount by target
   d. Amount by sector
2. Establish a time sequence
   a. Amount by time, i.e. monthly
   b. Graph by time
3. Demonstrate plausible mechanisms
   a. Amount by strategy
   b. Amount by target
   c. Pathway outlined in the logic model including measures
4. Account for alternative explanations
   a. Key events in the community related to targets
   b. Policy change in broader community or state related to targets
   c. Influx of funding and work related to targets
   d. Secular trends in outcomes (migration of drug of choice/economics etc.)
5. Show similar effects in similar contexts
   a. Compare changes in outcomes to level and intent of outputs
   b. Graph outputs by time and changes in outcomes by time
   c. Repeat process, strategies, etc.
   d. Revise and strengthen performance story

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## Conclusion

Finally, collaborations are single-subject design in nature; as such, a nominal scale (names, lists, etc.) of measurement is utilized. There are seven steps for maintaining quality control for nominal data.

1. Establish definitions of the outputs
2. Write down definitions
3. Have more than one observer “score” or review data for output and relationship to intended outcomes
4. Calculate interobserver agreement (utilize Cohen’s Kappa Table to demonstrate agreement)
5. When agreement remains = 85% or better data is considered “calibrated.”
6. Document any changes or rules agreed to
7. Once a year have a third party score a 20% random subset to prevent “observer drift” (repeat Cohen’s Kappa Table)