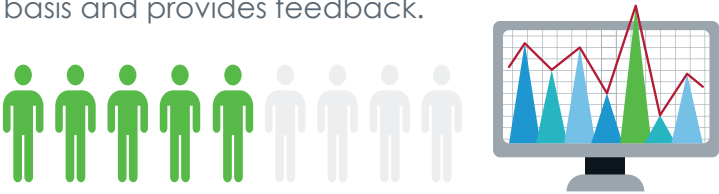## coalition evaluation

Coalition evaluation enables coalitions to tell their story by demonstrating the impact on community problems and the ability to address emerging needs. ECS works with clients to assist them in implementing functional evaluation processes.

We use Reach Collaboration software to track outputs, coalition processes, and programs. This online tool enables coalitions and collaborations to engage in strong evaluation with minimal paper and staff dedication. ECS also provides coalition support to develop your coalition's capacity to create change in the community and measure your impact accurately.
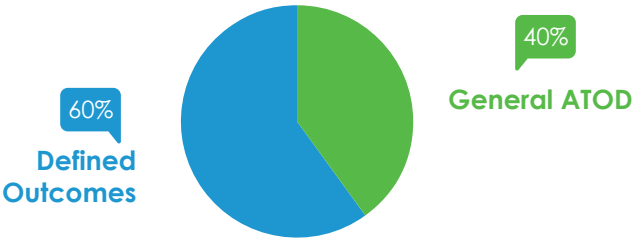
alignment outcomes

ECS works with each client to refine or create a functional outcome path, or logic model. Once this has been established, we work with our clients to create alignment of their work (outputs) to their logic model. ECS reviews this data using REACH software on an ongoing basis and provides feedback.

sample logic model		
Problem (Long Term Objective)	**Risk Factor** (Intermediate Objective)	**Local Condition** (Short t Term Objective)
Underage Drinking (30 Day Use)	**Access** (# of adults who say kids can get alcohol)	**Stores Not Carding** (# of stores not compliant)

60/40 alignment

There is no requirement for the amount of work a coalition does that is directly aligned to specific, defined outcomes. However, ECS suggests to coalitions to use the 60/40 alignment method which requires coalitions have no more than 40% of their work address a non-defined outcome, i.e. General Alcohol, Tobacco or Other Drug use. This alignment allows the client and ECS to determine if their work has any contribution to creating outcomes and holds coalitions accountable to work towards their specific, desired outcomes.

60%
Defined Outcomes
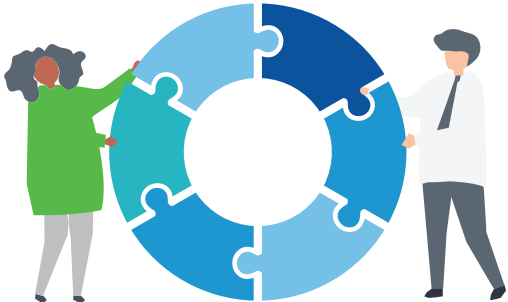
40%
General ATOD

strength of dose

ECS uses a methodology that employs "outputs" to measure the dose of interventions related to the clients intended outcomes. Each output represents a "dose" of intervention in a coalition's logic model. Like medicine, not all doses, or outputs, are the same strength, so we use this methodology to make sure that outputs are weighted correctly when aligned to a logic model.

there are 5 types of outputs:

Community Action

Community Change

Services Provided

Resources Generated

Media

indicator matching

Reach Collaboration software features an Indicator Engine for coalitions to input raw data into. As coalitions work to have functional logic models, align work to logic models, and improve the strength of outputs, ECS works to match indicators to logic models. This allows coalitions to use quantitative data to support their actions and outcomes.

outcome evaluation

It is the ultimate goal of ECS to assist our clients in getting to outcomes. The process of outcome evaluation that we use is contributory in nature and it relies on a community improving overtime, not better than another community.

As communities are hard to manipulate and control, we observe what is happening and seek to understand what influences changes in behaviors and conditions. This is the foundation for tracking the work of the client related to specific outcomes.

this process consists of 5 basic steps:

Collect Output Data (dose)

Establish a Time Sequence

Demonstrate Plausible Mechanisms

Account for Alternative Explanations

Show Similar Effects in Similar Contexts