Reach Collaboration

User Manual
(2020)

By: **epiphany** community services

Table of Contents

Introduction to Reach Collaboration Software

Reaching Software (Reach) is the core system of tracking an organization's progress toward community-level outcomes so that they can tell their story to the community. Here is a quick review at what the system looks like and the general functions of the 5 data entry areas.

Log In

There are two ways to get to the Reach Login page:

1. Epiphany Community Services Website

- Go to https://epiphanycommunityservices.com
- Scroll to the bottom of the page where you will see the following image

Reach Software Log In
Are you a current client looking to update Reach? Now it's just a click away!

LOG IN

- Click 'Log In' and you will be taken to the page where you will enter your login credentials
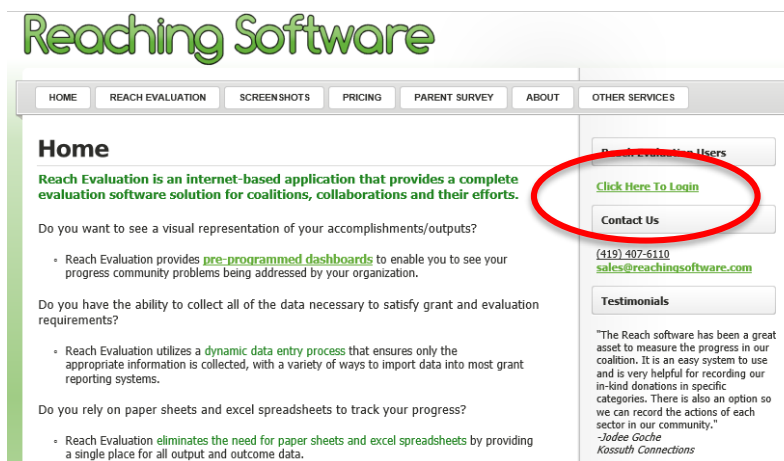
Reach Collaboration

Username:

Password:

Login

Forgot Password?

2. Reaching Software Website

- Go to http://reachingsoftware.com/

Reaching Software

| HOME | REACH EVALUATION | SCREENSHOTS | PRICING | PARENT SURVEY | ABOUT | OTHER SERVICES |

Home

Reach Evaluation is an internet-based application that provides a complete evaluation software solution for coalitions, collaborations and their efforts.

Do you want to see a visual representation of your accomplishments/outputs?

- Reach Evaluation provides pre-programmed dashboards to enable you to see your progress community problems being addressed by your organization.

Do you have the ability to collect all of the data necessary to satisfy grant and evaluation requirements?

- Reach Evaluation utilizes a dynamic data entry process that ensures only the appropriate information is collected, with a variety of ways to import data into most grant reporting systems.

Do you rely on paper sheets and excel spreadsheets to track your progress?

- Reach Evaluation eliminates the need for paper sheets and excel spreadsheets by providing a single place for all output and outcome data.

Reach Evaluation Users

Click Here To Login

Contact Us

(419) 407-6110
sales@reachingsoftware.com

Testimonials

"The Reach software has been a great asset to measure the progress in our coalition. It is an easy system to use and is very helpful for recording our in-kind donations in specific categories. There is also an option so we can record the actions of each sector in our community."
-Jodee Goche
Kossuth Connections

- Go to the upper right-hand corner of the page and click 'Click Here to Login'

- This will take you to the page where you enter your login credentials

Reach Tabs

- Once you have logged into Reach, one of the first things you will notice is the 5 large blue tabs along the top of the screen.

Reach Tabs: Accomplishment/Outputs

- When you log into Reach, you will automatically be taken to the Accomplishments/Outputs tab
- This tab is where all of the <u>external</u> activity data for your organization is entered.

Reach Tabs: Dashboard

- The first tab on the top left of the screen is the Dashboard tab, which is a place to generate graphs to visualize and filter your data.
- There are currently 2 Dashboards that will appear in a drop-down menu: Dashboard and Old Dashboard
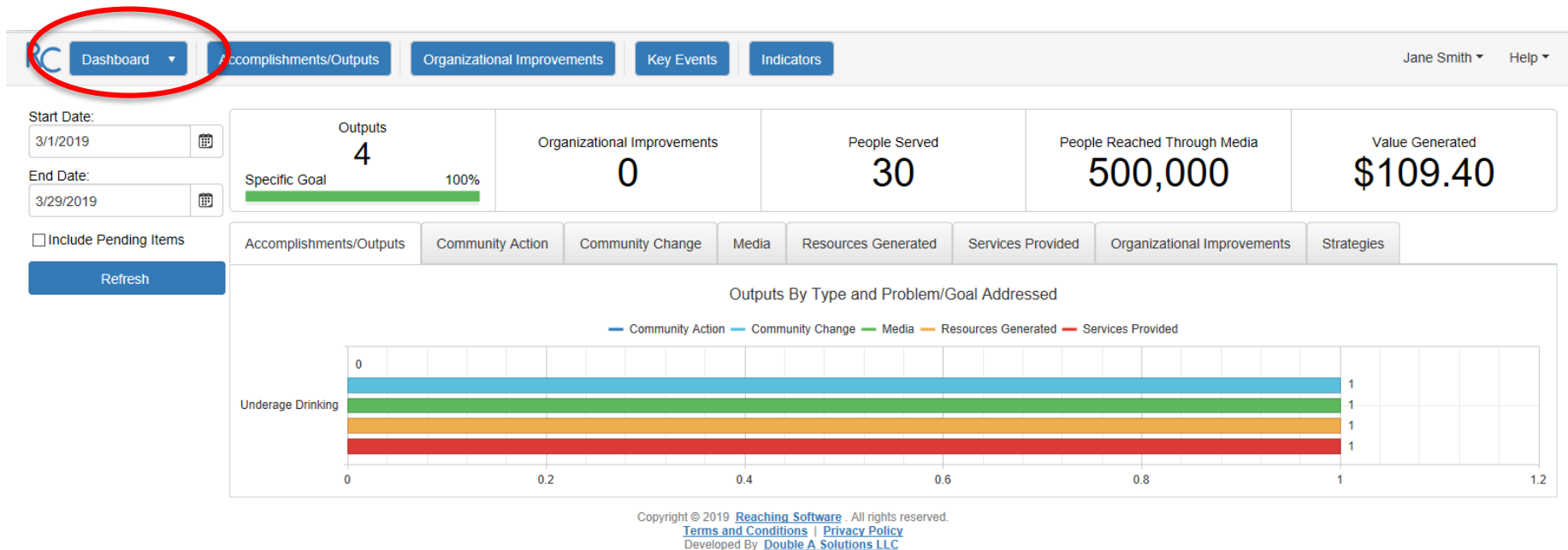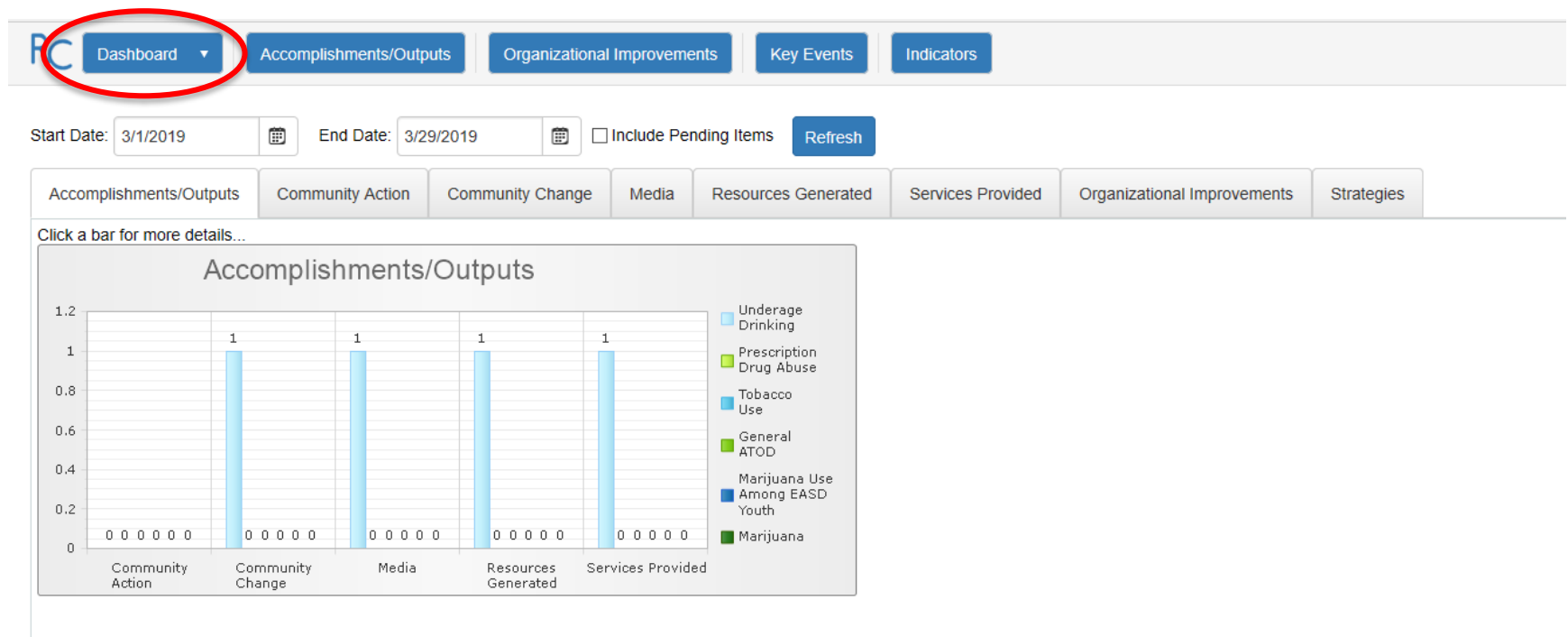
Reach Tabs: Old Dashboard

- The first tab on the top left of the screen is the Dashboard tab, which is a place to generate graphs to visualize and filter your data.
- There are currently 2 Dashboard: Dashboard and Old Dashboard

Reach Tabs: Organizational Improvements

- The third tab is Organizational Improvements where all of the <u>internal</u> activities are tracked for the organization.

Reach Tabs: Key Events

- The fourth tab is Key Events, which is where all of the external events the organization DOES NOT control yet may impact its work are entered.

Reach Tabs: Indicators

- The last tab is Indicators, which is where all of the organization's outcome data is recorded and stored.

Reach Tabs: Filtering

- On most of these tabs there will be an icon that says 'Show Filter Options' which allows you to control which entries you can see.

- When you click on the box next to the icon, boxes will come up above each of the columns
  - If you click the box again, the filter options disappear. However, any filters you had chosen will remain until you remove the filters

Reach Tabs: Filtering

- Click in the box above the column you would like to filter and type in key words or a specific date range (MM/DD/YYYY)

- Then Click on the Filter symbol and choose how you would like to Filter the results
  - Ex: Includes the keywords you entered OR Does not include those keywords
  - **Note**: When entering a date range, put a space between the two dates and choose 'Between' to see results within those two dates
  - Select 'No Filter' to Remove the Filters

Reach Tabs: Change View

- Next to 'Show Filter Options' is 'Change View'

- Select 'Change View' to choose which options from the drop-down you would like to see as columns on the page

- Click anywhere on the page to make the drop-down menu disappear

Steps For Data Entry

Review these pages to see how to complete an entry using the required fields.

Accomplishments/Outputs

1. Click on Accomplishments/Outputs at the top of the page.
2. Click on the "Add New Accomplishments/Outputs" button in the upper right corner; a data entry screen will pop up, described on the next few pages.

Accomplishments/Outputs

Data Entry Screen:

Add New Accomplishment/Output — □ ✕

Date:

Description:

Output:
- ☐ Community Action
- ☐ Community Change
- ☐ Media
- ☐ Resources Generated
- ☐ Services Provided

Problem/Goal Addressed:

Risk Factor:

Local Condition:

Strategy:

1. Date:
- Every entry must have already happened.
- No entries should be pre-dated.

2. Description:
- Must have…
  - Who is involved?
  - What is being done?
  - Where it is being done?
  - What problem/goal is being targeted?

3. Output Type:
- Select one or more of the 5 output types.
- You can enter more than one type at a time – they will display as separate entries on the main screen.

4. Problem/Goal:
- Align your entry to the related problem/goal.

5. Risk Factor:
- Align your entry to the related risk factor.

6. Local Condition:
- Align your entry to the related local condition.

7. Strategy:
- Align your entry to the related strategy.

Accomplishments/Outputs

(this is the data entry screen continued)

Add New Accomplishment/Output — □ ×

Services Provided

? Problem/Goal Addressed:
[▼]

? Risk Factor:
[▼]

? Local Condition:
[▼]

? Strategy:
[▼]

? Committee/Workgroup:
[▼]

? Sector(s) Involved: ⊕
[▼]

? Sector(s) Targeted: ⊕
[▼]

? Who to Report To: ⊕
[▼]

? Who Helped:
[   ]

Add New Accomplishment/Output

8. Committee/Workgroup:
- Select the group that has helped with this activity.

9. Sector(s) Involved:
- Select the sector(s) involved in conducting this activity.

10. Sector(s) Targeted:
- Select the sector(s) being targeted by this activity.
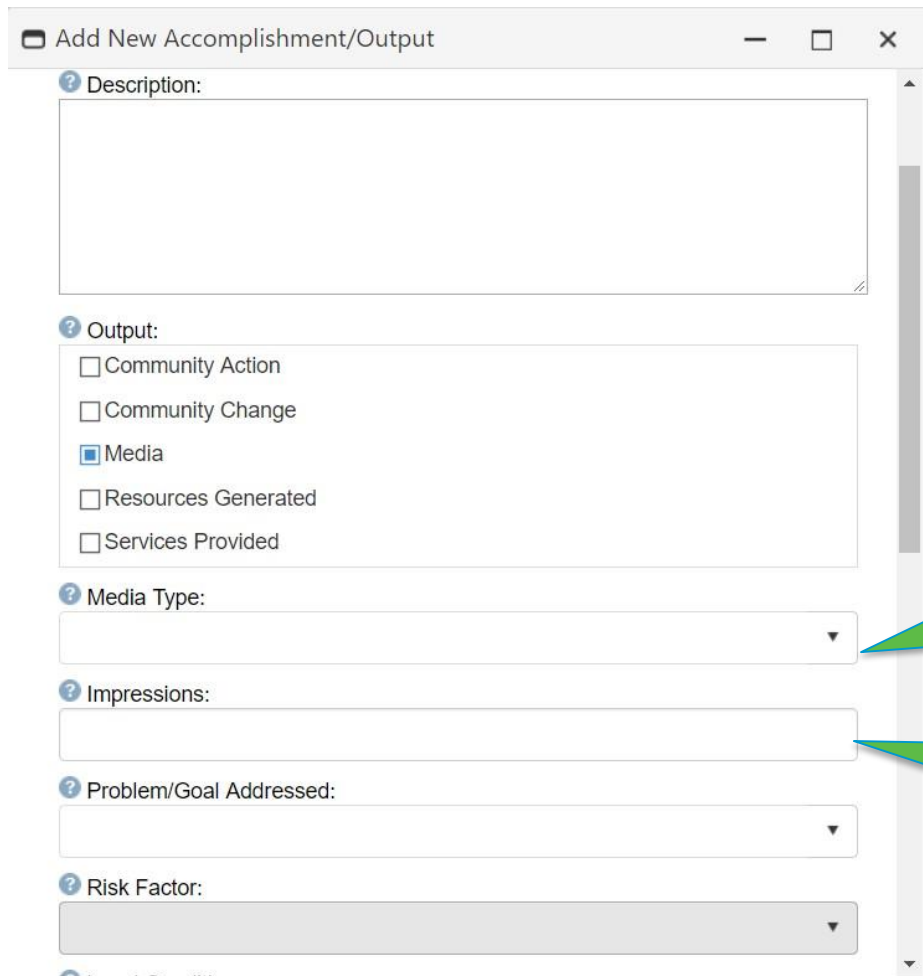
11. Who to Report to:
- Select who this activity needs to be reported to.

12. Who Helped:
- Name the people who helped with this activity.

Accomplishments/Outputs: Media

- Media outputs will ask for additional information when entering data.

Choose Media Type:
- Depending on the media type, an additional box may pop up asking to choose the name of media. In that situation select the appropriate name.

Type in the number of impressions generated by the use of the media. See Tracking Media Impression Tips in the Appendix for more information.

Accomplishments/Outputs: Resources Generated

- Resources Generated outputs will ask for additional information when entering data.
- The example below shows the requirements for Cash and In-Kind.

Depending on the Resource type, the next two or three fields change to fit the resource type. Answer those questions as needed.

Choose Resource Type: Cash or In-Kind.

Enter amount or value of resource.

Select how the donation will be used.

Record the source of the Cash (or In-Kind.)

Accomplishments/Outputs: Resources Generated

- The example below shows the data entry requirements for Volunteer.

Choose resource type: Volunteer.

Enter amount of volunteer hours.

Enter value of volunteer hours. (See Reference)

Total value of volunteer hours will be automatically calculated.

Select how the volunteer time will be used.

Accomplishments/Outputs: Services Provided

- Services Provided outputs will ask for three additional types of information when entering.

Choose type of service being provided.

Enter number served into text box.

Enter length of service each person contributed into text box.. See Decimal Hour Conversion Chart in the Appendix for more information.

Total Length of Service will be automatically calculated.

Accomplishments/Outputs

- When your entry is done, click on Add New Accomplishment/Output.

Add New Accomplishment/Output

- Once an Accomplishment/Output has been added to your records, there are three options to continue or complete the entry.

Option 1: If completely done, click **Close** button.
Option 2: If you wish to record this data in an additional category, click **Add Copy of this Accomplishment/Output**. This opens another form with the last entries information already selected.
Option 3: If you wish to enter completely different data, click **Add New Accomplishment/Output**. This opens another data entry form that is ready to be filled out.

Accomplishments/Outputs

- When on the Accomplishment/Outputs page, be aware of these common and helpful icons/buttons.
- For more information about the functions of each of these icons/buttons shown below, refer to the Icons/Buttons page in the Appendix.

Organizational Improvements

1. Click on Organizational Improvements at the top of the page.
2. Click on the "Add New Organizational Improvement" button in the upper right corner of the data entry page. Once you do so, a data entry screen will open.

 # 1

 # 2

RC | Dashboard ▼ | Accomplishments/Outputs | Organizational Improvements | Key Events | Indicators | Jane Smith ▼ | Help ▼

Organizational Improvements   ☐ Show Filter Options   ⊕ Add New Organizational Improvement   ⟳ Refresh

[1] [2]   Page 1 of 2, items 1 to 50 of 62.

Status	Recorder	Date	Type of Change	Description	Attachments			
❌ℹ️⟳✉	Jane Smith	10/15/2009	Training	Coalition received training to determine it initial focus on marijuana, underage drinking and tobacco use		📄	🗑	✏
⚠	Jane Smith	1/12/2010	Organizational Change	Coalition formalized its risk factors and local conditions, resulting in a new logic model		📄	🗑	✏
✅ℹ️	Jane Smith	7/22/2010	Training	Local training for youth group on social media.		📄	🗑	✏
⚠	Jane Smith	7/24/2010	Organizational Change	Created portable file storage system for Guiding Good Choices (GGC) workshops. GGC facilitators will no longer have to prepare assessments and other program materials prior to workshops, and will be able to file completed assessments in one, portable container.		📄	🗑	✏
⚠	Jane Smith	8/24/2010	TA	Recieved TA from CADCA on how to write bylaws		📄	🗑	✏
⚠ℹ️	Jane Smith	9/15/2010	Organizational Change	Formed an evaluation committee		📄	🗑	✏
⚠	Jane Smith	9/16/2010	Organizational Change	Coalition members approved recommended changes to monthly coalition meetings. Working groups will now have time during monthly meetings to work on their respective projects.		📄	🗑	✏

Organizational Improvements

Organizational Improvements

- Also when on the Organizational Improvements page, be aware of these common and helpful icons/buttons.
- For more information about the functions of each of these icons/buttons shown below, refer to the Icons/Buttons pages in the Appendix.

Key Events

1. Click on Key Events at the top of the page.
2. Click on the "Add New Key Event" button in the upper right corner of the data entry page. Once you do so, a data entry screen will open.

Key Events

How To Use the Dashboard to Graph and Export Data

The dashboard provides a way for the user to generate charts from the data that has been entered along with being able to filter out data as well. These steps will show you how to use this feature to create useful charts and how to export your data.

Steps will be shown for both the Dashboard and the Old Dashboard

Dashboard

- The Dashboard is a unique graphing tool that helps display the coalition's accomplishments and output toward their stated goals.

Dashboard: Components

Dashboard: Accomplishments/Outputs

- The graph below shows the output types tracked under Accomplishments/Outputs listed along the top using color coding, and the problem/goal addressed is represented by the bars in the graph.

Dashboard: Accomplishments/Outputs

- By clicking on any of the bars within the graph, you will be taken to a list of entries that relate to the bar you clicked on

Dashboard: Community Action

- Community Actions are tracked by Problem/Goal addressed. The display of the information uses the same format as the Accomplishments/Outputs. This graph shows Community Actions by Problem/Goal Addressed. Clicking on any of the bars further filters the outputs.

Dashboard: Community Change

- Community Changes are also tracked by Problem/Goal addressed. The display of the information uses the same format as the Accomplishments/Outputs. This graph shows Community Changes by Problem/Goal Addressed. Clicking on any of the bars further filters the outputs.

Dashboard: Media

- Media is tracked by type of media and displays number of outputs per type along with total number of impressions per type. This graph is clickable as well; clicking on a bar will generate a list of those entries.
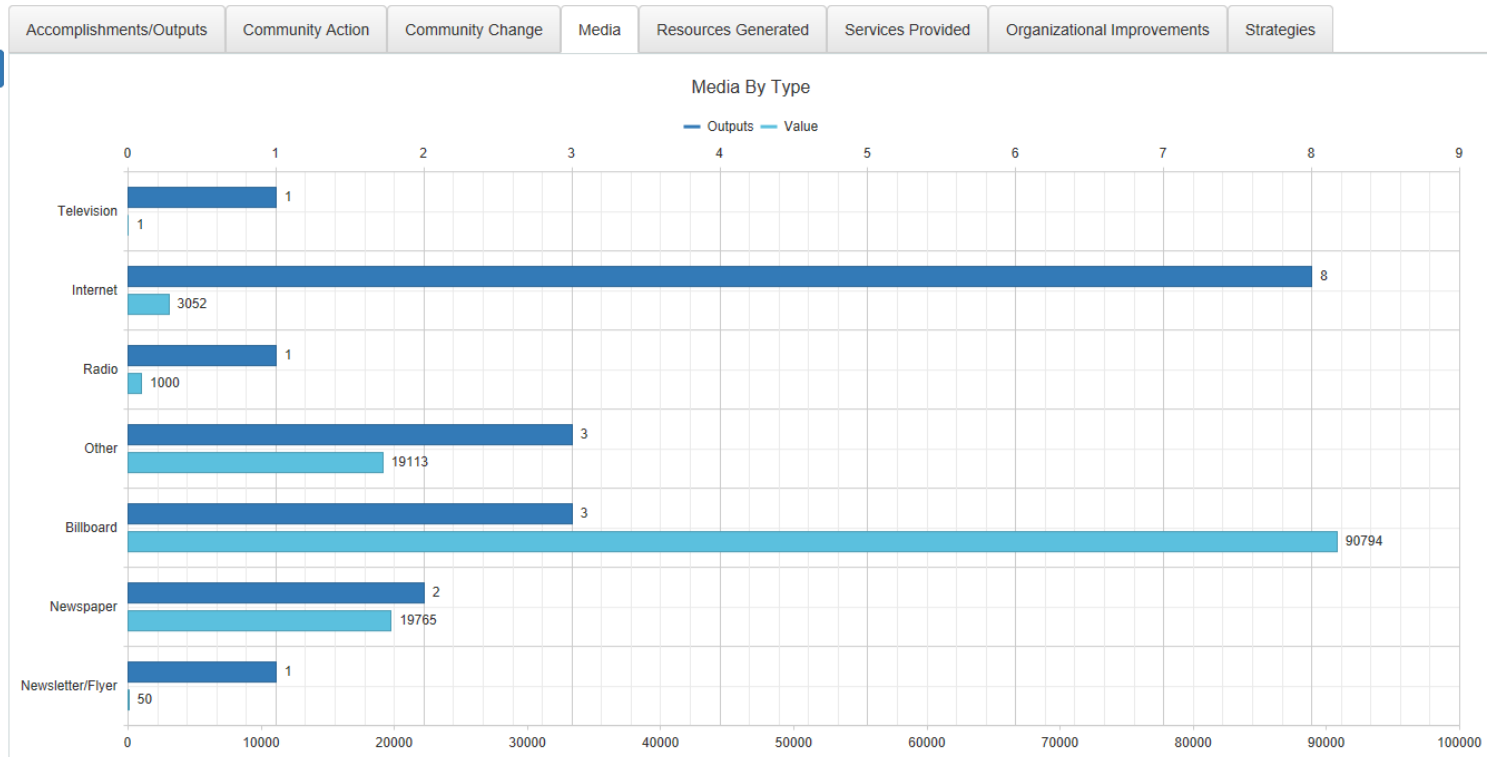
Dashboard: Resources Generated

- Resources Generated is tracked by type (cash, in-kind, volunteer) and usage. The first graph shows Resources Generated by type and the second graph displays the outputs by Resource usage. This graph is clickable as well; clicking on a bar will generate a list of those corresponding entries.

Dashboard: Services Provided

- Services Provided is tracked by type. The graph shows Resources Generated by type with the total number served and total length of service reported. This graph is clickable as well; as previously noted, clicking on a bar will generate a list of those corresponding entries.

Dashboard: Organizational Improvements

- Organizational Improvements are tracked by type. The graph shows Organizational improvements by type of change. This graph is clickable as well; as previously noted, clicking on a bar will generate a list of those entries.
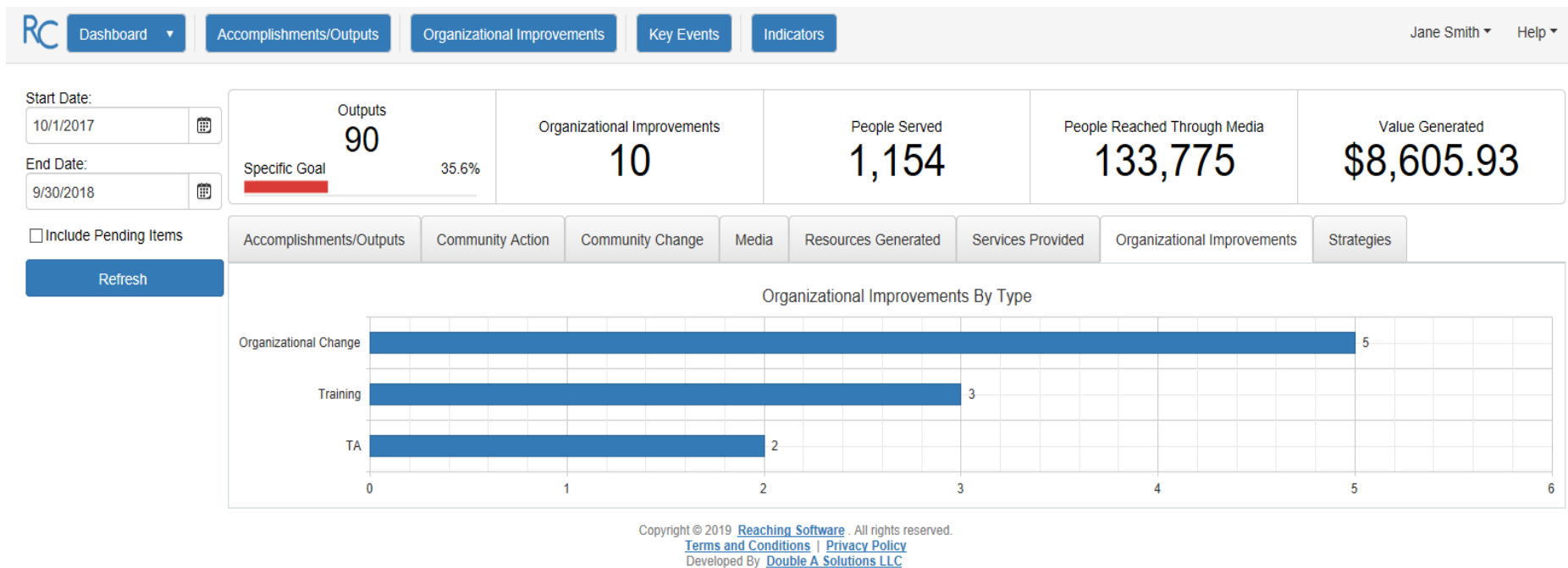
Dashboard: Strategies

- Strategy displays your Accomplishments/Outputs by type of strategy used. The graph shows the seven different types of strategies that are tracked in Reach and how many of your outputs fall under each. This graph is clickable as well; as previously noted, clicking on a bar will generate a list of those entries.
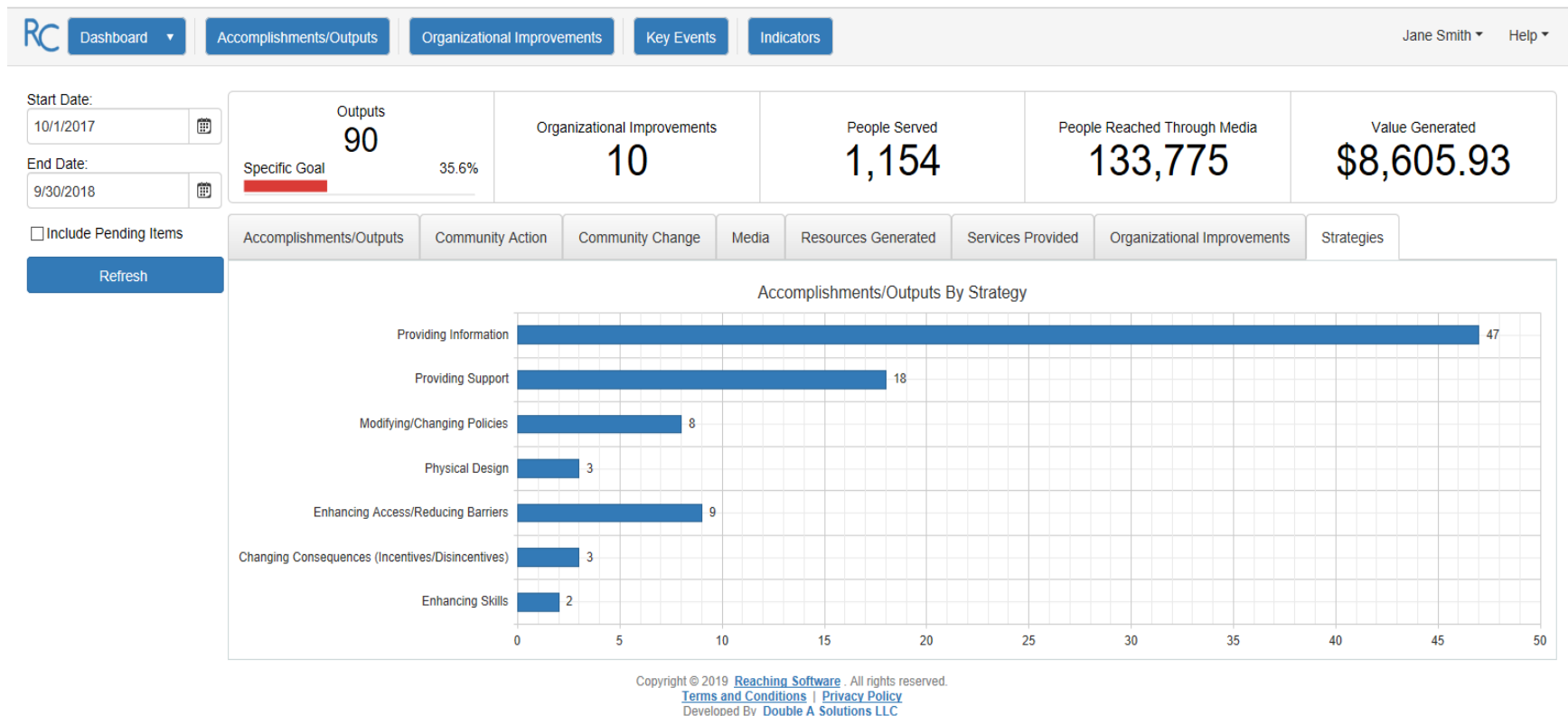
Dashboard: Exporting Data

- Copy and Paste
  - All graphs within the dashboard can be copied and pasted to an Excel, Word document, etc.
  - By right clicking on the graph a box will open and present two options to save your graph:
    - The first is to select the option that says "Copy", to copy and paste it to a document.
    - The second is to click "Save picture as" to save it to your computer.

Dashboard: Exporting Data

- You can export your data into a comma separated values (.csv) file.
  - A green "X" icon near the top right corner of the page indicates that data can be exported to a .csv file by clicking on the "X".
  - Review the page to ensure all the categories of data you want to be exported are selected under Change View before you export. You can add more data to the page by selecting additional categories from the Change View list.

Old Dashboard

- The Old Dashboard serves the same purpose as the Dashboard, just with a different interface. The Old Dashboard is a unique graphing tool that helps display the coalition's accomplishments and output toward their stated goals.

Old Dashboard: Components

Date range components.

Select to include pending entries.

Click refresh to update the page.

Dashboard Components.

RC Dashboard ▼ ...mplishments/Outp... Organizational Imp...ents Key Events ... Jane Smith ▼ Help ▼

Start Date: 9/1/2017 📅   End Date: 6/28/2019 📅   ☐ Include Pending Items   Refresh

Accomplishments/Outputs | Community Action | Community Change | Media | Resources Generated | Services Provided | Organizational Improvements | Strategies

Click a bar for more details...

Accomplishments/Outputs

Legend:
- Underage Drinking
- Prescription Drug Abuse
- Tobacco Use
- General ATOD
- Marijuana Use Among EASD Youth
- Marijuana

Community Action: 5 5 1 0 1
Community Change: 10 6 2 0 0
Media: 7 5 2 0 1
Resources Generated: 6 9 0 0 1
Services Provided: 13 9 1 0 2

(bars: 17, 16, 20, 26 shown)

epiphany community services

Old Dashboard: Accomplishments/Outputs

- The graph below shows the output types tracked under Accomplishments/Outputs listed along the bottom, and the problem/goal addressed is represented by the bars in the graph.
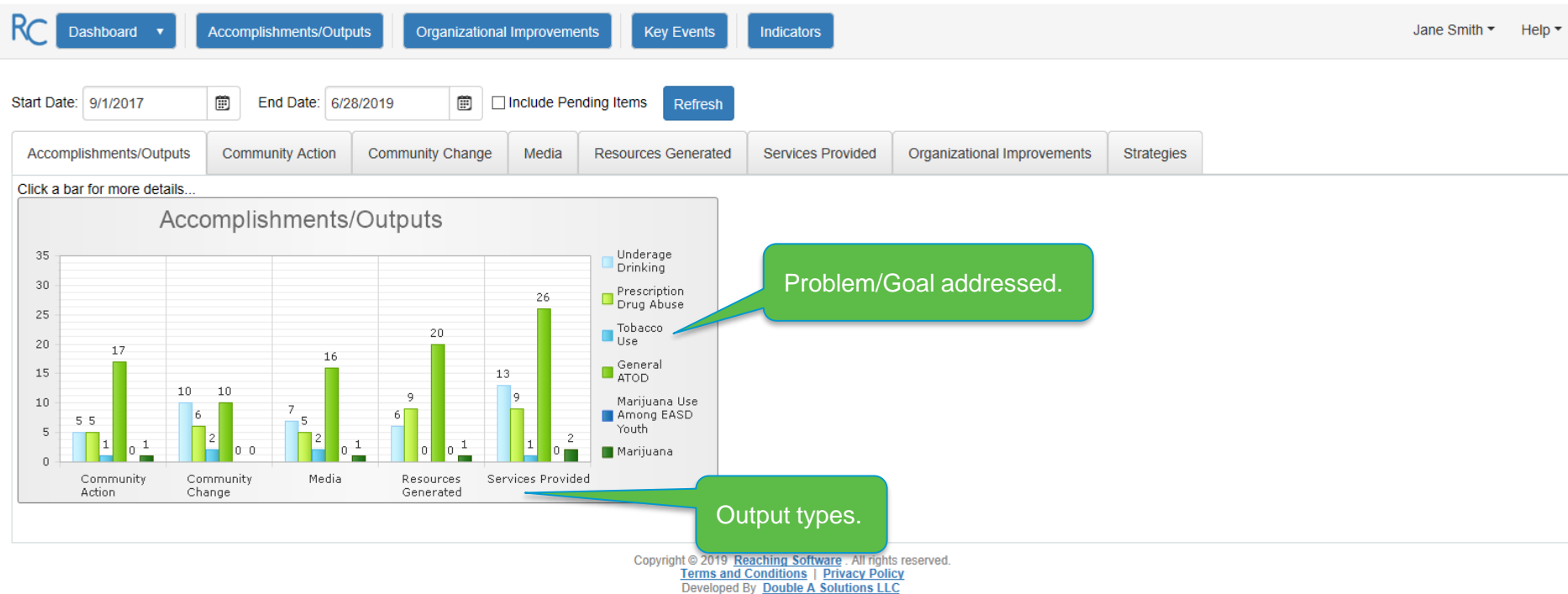
Old Dashboard: Accomplishments/Outputs

- Clicking on any of the problem/goal bars in the graph will generate an additional graph with those specific entries and sort them by the Risk Factor associated with the selected problem/goal.
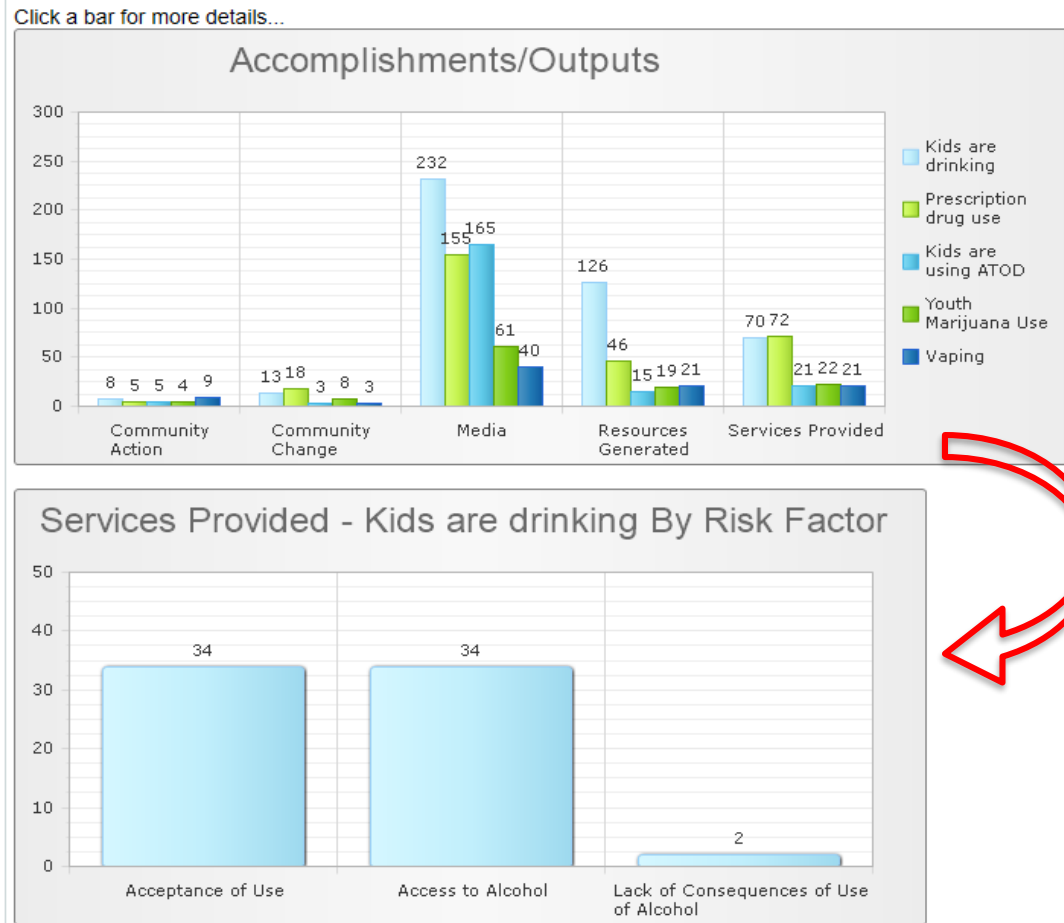
Old Dashboard: Accomplishments/Outputs

- Clicking on any of the Risk Factor bars in the graph will generate an additional graph from those entries and sort them by Local Condition associated with the selected problem/goal.
- Clicking on the Local Condition graph will display the corresponding entries (see next page.)

Old Dashboard: Accomplishments/Outputs

- These entries listed are the entries aligned with the logic model selected.

Accomplishments/Outputs (To show additional columns right click on the column heading and select columns.) 🔄 Show All ☐ Show Filter Options ▾ Change View 🔍 View Logic Model ✅ Approve Selected Items ➕ Add New Accomplishment/Output 🔄 Refresh 📊

1														Page 1 of 1, items 1 to 5 of 5.

Needs Attention/Accept	Status	Recorder	Date	Description	Problem/Goal Addressed	Risk Factor	Local Condition	Output Type	Attachments				
✖	✅	Autum Grames	11/29/2018	HS SEED Meeting: Alcohol - Blood Alcohol Concentration	Kids are drinking	Access to Alcohol	Parents hosting parties	Services Provided		📄	📑	🗑	✏
✖	✅	Autum Grames	11/8/2018	HS SEED Meeting: Alcohol - Standard Drinks	Kids are drinking	Access to Alcohol	Parents hosting parties	Services Provided		📄	📑	🗑	✏
✖	✅	Autum Grames	11/1/2018	HS SEED Meeting: Alcohol - Binge Drinking, Alcoholism, Short & Long Term Effects, and Alcohol & The Brain	Kids are drinking	Access to Alcohol	Parents hosting parties	Services Provided		📄	📑	🗑	✏
✖	✅	Autum Grames	10/18/2018	HS SEED Meeting: Alcohol - Alcohol Poisoning, Alcohol Content, & The Impact on the Body	Kids are drinking	Access to Alcohol	Parents hosting parties	Services Provided		📄	📑	🗑	✏
✖	✅	Jill Fink	5/8/2018	SES - First time having passed out Handbooks from MHB	Kids are drinking	Access to Alcohol	Parents hosting parties	Services Provided		📄	📑	🗑	✏

1	Page 1 of 1, items 1 to 5 of 5.

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Old Dashboard: Community Action & Community Change

- Community Actions are tracked by Problem/Goal addressed. The display of the information uses the same format as the Accomplishments/Outputs. This graph shows Community Actions by Problem/Goal Addressed. Clicking on any of the bars further filters the outputs.

Community Action Outputs By Problem/Goal Addressed

Old Dashboard: Community Action & Community Change

- Community Changes are also tracked by Problem/Goal addressed. The display of the information uses the same format as the Accomplishments/Outputs. This graph shows Community Changes by Problem/Goal Addressed. Clicking on any of the bars further filters the outputs.

Community Change Outputs By Problem/Goal Addressed

Old Dashboard: Media

- Media is tracked by type of media and displays number of outputs per type along with total number of impressions per type. This graph is clickable as well; clicking on a bar will generate a list of those entries.

Old Dashboard: Resources Generated

- Resources Generated is tracked by type (cash, in-kind, volunteer) and usage. The first graph shows Resources Generated by type and the second graph displays the outputs by Resource usage. This graph is clickable as well; clicking on a bar will generate a list of those entries.

Old Dashboard: Services Provided

- Services Provided is tracked by type. The graph shows Resources Generated by type with the total number served and total length of service reported. This graph is clickable as well; as previously noted, clicking on a bar will generate a list of those entries.

Services Provided By Type

	Capacity	Preventative
Outputs	8	46
Total Number Served	1178	204385
Total Length Of Service	1611.5	19053.74

Old Dashboard: Organizational Improvements

- Organizational Improvements are tracked by type. The graph shows Organizational improvements by type of change. This graph is clickable as well; as previously noted, clicking on a bar will generate a list of those entries.

Old Dashboard: Strategies

- Strategy displays your Accomplishments/Outputs by type of strategy used. The graph shows the seven different types of strategies that are tracked in Reach and how many of your outputs fall under each. This graph is clickable as well; as previously noted, clicking on a bar will generate a list of those entries.
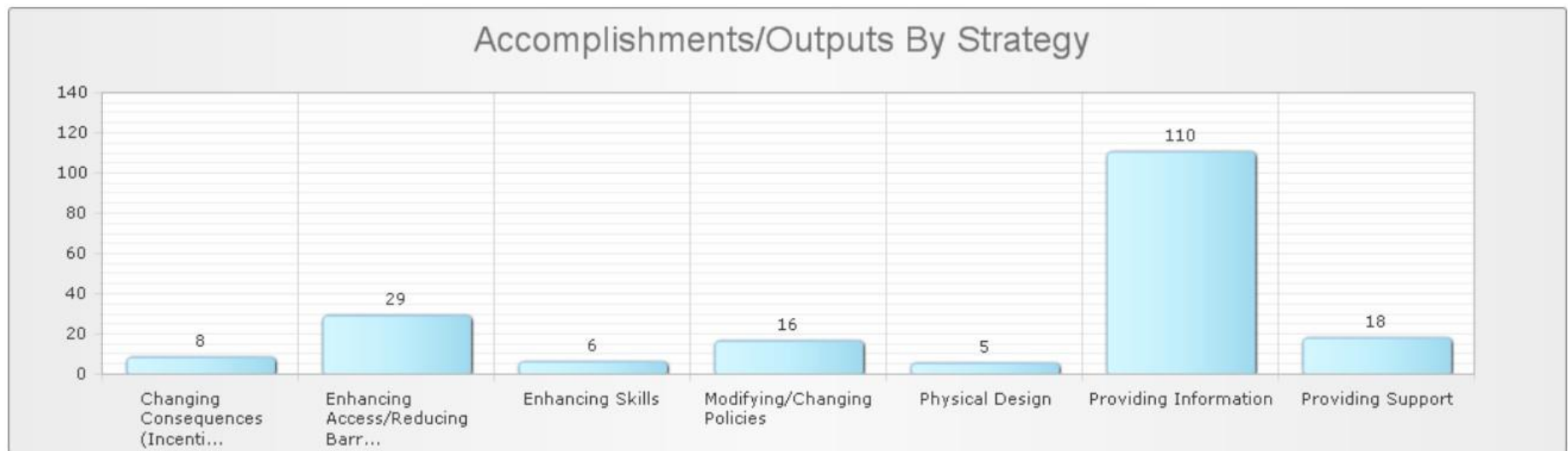
Exporting Data

- Copy and Paste
    - All graphs within the dashboard can be copied and pasted to an Excel, Word document, etc.
    - By right clicking on the graph a box will open and present two options to save your graph:
        - The first is to select the option that says "Copy Image", to copy and paste it to a document.
        - The second is to click "Save image as…" to save it to your computer.

Exporting Data

- You can export your data into a comma separated values (.csv) file.
  - A green "X" icon near the top right corner of the page indicates that data can be exported to a .csv file by clicking on the "X".
  - Review the page to ensure all the categories of data you want to be exported are selected under Change View before you export. You can add more data to the page by selecting additional categories from the Change View list.

How To Enter/Update Indicators

The Indicator tab is where your outcome data is stored. The following steps will show you how to add indicators and update them with new data. Make sure you have been trained by your evaluator on how to add and update indicators before you begin.

Entering Indicators

1. Click on the Indicator tab.
2. Click "Add New Indicator".

Entering Indicators

1. Enter the name of the indicator using the following format: Core Measure, Grade, Substance
   - Ex: 30 Day Use, HS, Alcohol
2. Using the drop-down box, select the initiative
3. Using the drop down box, select the community.
4. Using the drop down box, select the data type (Number or percent.)
5. Click "Add New Indicator."

Attaching Indicators to Logic Models

1. Click on the black arrow to the left of the indicator you want to edit. This will expand the selection.

| RC | Dashboard ▼ | Accomplishments/Outputs | Organizational Improvements | Key Events | Indicators | | | | Jane Smith ▼ | Help ▼ |

Indicators

 # 1

☐ Show Filter Options   📊 Graph Indicators   ⊕ Import Indicators   ⊕ Add New Indicator   🔄 Refresh

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	Initiative	Community	Data Type	Attachments				
▶ 30 Day Alcohol Use High School	School Surveys	ABC High School	Percent		📄	▦	🗑	✏
▶ 30 day use of prescription drugs	Community Survey	ABC School District	Percent		📄	▦	🗑	✏
▶ 30 Day Use of Rx	Community Survey	City of XYZ	Percent		📄	▦	🗑	✏
▶ 30 day use Tobacco	Community Survey	City of XYZ	Percent		📄	▦	🗑	✏
▶ 30 day use Tobacco	Tobacco Free Schools	ABC High School	Number		📄	▦	🗑	✏
▶ Alcohol Easy/Very Easy to get-High School	School Surveys	ABC High School	Percent		📄	▦	🗑	✏
▶ Alcohol Use Very little harm/ not harmful-High School	School Surveys	ABC High School	Percent		📄	▦	🗑	✏

Attaching Indicators to Logic Models

2. Click "Add New Goal, Risk Factor and Local Condition".

Attaching Indicators to Logic Models

1. Click on the down arrow in each box to select "Problem or Goal Addressed", "Risk Factor" (if applicable) and "Local Condition" (if applicable.)
2. Click "Add New".

Adding Data to Indicators

1. Click the blue calendar icon on the right side of the screen to add data points to the indicator.

Adding Data to Indicators

2. Click "Edit Date Ranges" to add or edit dates.

Adding Data to Indicators

3. Click "Add New Date Range" to add new dates.
4. Using drop down select the year and quarter of the data point (quarter is not necessary.)
5. Click the green check mark to save date range.
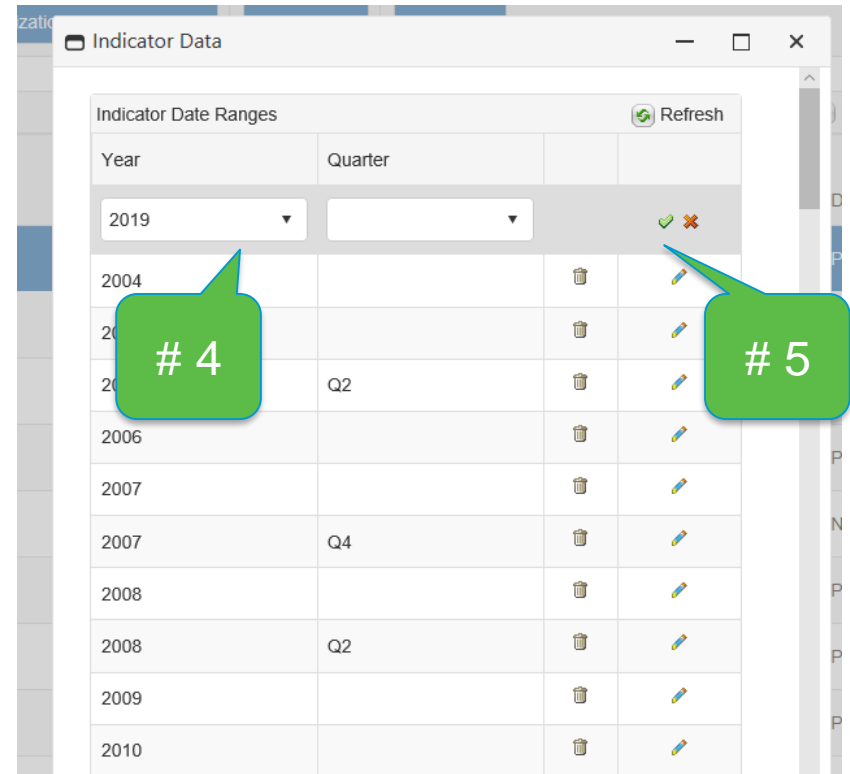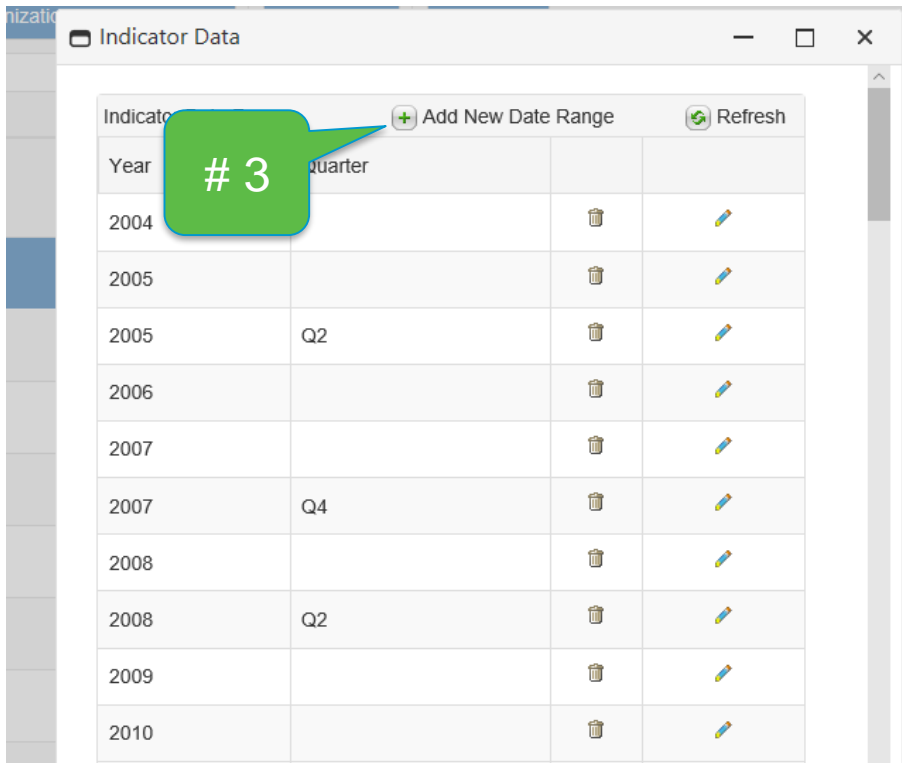
Adding Data to Indicators

6. Scroll down the pop up box to add data.
7. Find the date range and enter data point in the box immediately to the right of the date range.
8. Click Update All Data Points to save.
9. Close pop up box and click Refresh.

Editing Indicators

1. Click the black arrow to the left of the indicator to view data points.
2. To edit an indicator's name, initiative, community, or data type click the pencil on the right of the screen.
3. To delete an indicator click on the trashcan icon on the right of the screen.

Graphing Indicators

1. To graph an indicator, click "Graph Indicators".

Graphing Indicators

2. Using the drop down menu, select the Problem or Goal addressed.
3. If appropriate, using the drop down select the Risk Factor and Local Condition.
4. Using the drop down, select the Data Type.
5. Using the drop down, select the Output Types.
6. Using the drop down, select Group Type.
7. Using the drop down, select Start Year and End Year.
8. Select the indicators to graph.
9. Click "Generate Chart".

Saving Indicator Charts/Graphs

- Once you click generate, the graph and chart are generated below.

- To save the graph and chart, take a screenshot (press and hold CTRL and PRINT SCREEN on your keyboard or use an image capture tool), paste the image into a document, and then save the image to your computer.
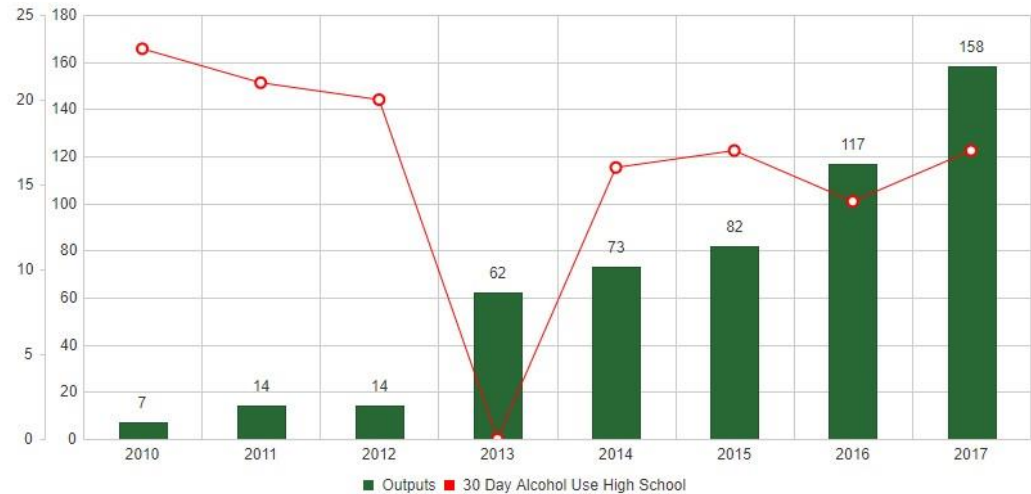
Results		
When	Outputs	30 Day Alcohol Use High School
2010	7	23
2011	14	21
2012	14	20
2013	62	0
2014	73	16
2015	82	17
2016	117	14
2017	158	17

Accomplishment and Output Types

Organizations create five different types of outputs and accomplishments including Community Action, Community Change, Media, Services Provided, and Resources Generated. These five outputs describe what the coalition is doing to affect change in behaviors and conditions within the community.

Community Change

Implementation of new or improved policies, programs, procedures, and practices in the community designed to reduce substance abuse.

Outputs must:
- Have already occurred.
- Affect the community external to the coalition.
- Be related to the goals and objectives of the coalition.
- Be new or modified policies, practices, and/or programs of systems, organizations, or businesses.
- Be done by or on behalf of the coalition and not members' individual concerns.

Descriptions and entries must include:
- How and what in the accomplishment/output is new or modified.
- What community business/organization is implementing this change.

Types of Community Changes & Examples:
- **Formal policy** - The coalition helped the city to pass a social host ordinance.
- **Practice change** - The coalition helped the *Stop and Go* store implement server training for all employees.
- **Program change** - The coalition worked with the school district to implement prevention-based curriculum.
- **Physical design change** - The coalition worked with the city to alter the lighting in alleys to reduce the number of youth obtaining alcohol out of the back doors of carry outs and bars.
- **Coalition member added change** - The YWCA has signed on as a coalition member.
- **New collaboration** - The coalition brought together the YWCA, Red Cross and the city to work on increasing opportunities for youth involvement. These entities have not worked together before.

Community Changes In-Depth

Some additional points:
- Community Changes apply to specific populations. For example, if you pass the same policy in two different school districts, that will be counted as two separate community changes.
- Keep in mind your scorer is not as familiar with your coalition's activities as you are. Please be specific about what kind of Community Change you're recording.
- It is possible for a single event to result in multiple community changes, see scenario 3 below for an example.

Community Changes Must Be One of the Following:
- New or modified policies; practices; programs of systems, organizations or businesses.
- Changes in the physical design of the environment.
- The first time a program is implemented.
- When there's a new collaboration.
- New coalition member.

In Practice:
- **Scenario 1** - Because of the coalition's work, your city adopted new laws on smokeless tobacco. An appropriate description entry for Reach is; "Because of the coalition's advocacy efforts, City Council enacted a new law banning nicotine products in parks." This describes how the coalition effected this change and that it is a new or modified law.
- **Scenario 2** - Your coalition begins working with a school to teach prevention classes. Enter this as "Our coalition began a new collaboration with ABC School to provide prevention education." This indicates what you are doing and you have never worked with this particular group before. The first time you conduct the prevention classes it is also a community change.
- **Scenario 3** – There are time when multiple changes occur out of a single event; for example, City Council passes a policy requiring festivals to host beer tents in a fenced off area that only those over the age of 21 can enter, those checking ID's must be trained, servers must undergo basic server training, and food must be available the coalition has contributed to four separate policy changes resulting in four community changes.

Refer to for help with entering other information on Community Changes.

Community Action

Meetings, events, and work that are intended to lead to a specific community change.

Outputs must:
- Have already occurred.
- Affect the community external to the coalition.
- Relate to the goals and objectives of the coalition.
- Work towards specific new or modified policies, practices, and/or programs of systems, organizations or businesses.
- Be done by or on behalf of the coalition and not members' individual concerns.

Descriptions and entries must include:
- What the specific community change the action is working towards.
    - What will be new or modified (policies, practices, and/or programs of systems, organizations or businesses.)
    - Who is involved in the new partnership or collaboration.
    - Who the new coalition member will be.
- What community business/organization will be implementing this change.

Examples with descriptions for Reach:
- **Meetings** - The coalition met with Riverside city council members to create legislation on a new social host ordinance.
- **Advocacy Efforts** – The coalition launched a campaign aimed at changing public opinion advocating for the passage of a new social host ordinance.
- **Organizing Efforts** - The coalition worked with the community to bring people to a school board meeting to ask the school district to implement LifeSkills training for the first time.

Community Actions In-Depth

Some additional points:
- Regular coalition activities, such as compliance checks, drug take-backs, and programs, are not community actions. If it is the first time your coalition is doing these things, it is a Community Change and any work you did to bring that about (meetings, planning, etc.) would be entered as a Community Action.
- Regular coalition meetings are also, for the most part, NOT a Community Action, UNLESS specific work or tasks were completed at the meeting to enact a Community Change.
- When entering Community Actions always include whether you are trying to change or modify a policy, enact a physical change, add a coalition member, begin a new collaboration, or anything else that can be considered a community change.

In Practice:
- **Scenario 1** - You meet with the superintendent about starting an after school prevention program. Some may record this as, "Met with the superintendent about the after school program." This would be rejected because it does not clearly specify that the after school program is a NEW program, therefore a community change. A much better description would be "Had a meeting with the superintendent about starting a new after school program."
- **Scenario 2** - You meet with your state representative to advocate the passing of a Social Host Law. Some may record this as, "Met with state representative to educate them on the importance of the proposed Social Host Law." This indicates what the meeting was about and that the end result will lead to a new policy on Social Hosting, which is the Community Change. An example of an entry that would be rejected because it does not specify the *new* law is: "Had a meeting with state representative about Social Host law."

Be sure to indicate the specific community change the community action is trying to achieve within the description.
- ✓ **Good Entry** - Coalition members met with superintendent to discuss the possibility of implementing prevention-based curriculum in the high school.
- x **Bad Entry** – Coalition members met with the superintendent to discuss future initiatives and projects.

Refer to for help with entering other information on Community Actions.

Examples of Community Change and Actions

Below shows the relationship between Community Changes (in the gray) and the Community Actions (listed within the column in blue boxes) that work towards the specified change.

Modifying/Changing Policy

School Board modified substance policy to include e-cigarettes, vaporizers, and nicotine products.

Coalition members had a meeting with school board to discuss **modifying** school substance policy to include nicotine products.

Coalition sent out letters to parents of high school and middle school students to ask for their support in modifying school policy to include nicotine products.

Physical Design

Coalition worked with local park and city officials to build a new playground.

Completed environmental scan to determine ideal location for the park.

Held a meeting with city council and park officials to discuss the plans for the new park.

Enhancing Access & Reducing Barriers

Launched community's first drug testing kit distribution initiative with law enforcement to provide drug testing to parents who suspect their youth use.

Held a meeting with local law enforcement to discuss and develop process to distribute drug testing kits for the first time in the community.

Developed materials and media to include in drug testing kits for the new drug testing kit distribution initiative with local law enforcement.

Changing Consequences

Launched a new recognition program with local newspaper, law enforcement, and chamber of commerce to recognize retailers and vendors who pass compliance checks.

Developed certificates and other promotional items for vendors and retailers who pass compliance checks.

Met with local newspaper editor to publish an annual report card of vendors and retailors.

Modifying/Changing Policy

New school policy requiring all staff to complete Mental Health First-Aid training

Met with school principals to discus new policy.

Facebook post: shared Times article about the benefits of MHFA training policies on September 16.

epiphany community services

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Media

Coverage and distribution of materials covering organizational initiatives, projects or issues in any form of public media including radio, television, newspaper, social media, websites, and newsletters.

Outputs must:
- Have already occurred.
- Be an instance of time on television, radio, or content in a newspaper article, brochure, flyer, online, or newsletter.
- Feature or be facilitated by or on behalf of the coalition.
- Be aimed at the goals and objectives of the coalition.

Descriptions and entries must include:
- Number of impressions or traffic rates.
- What the media was covering and what it was targeting.
- The name and type of the media source in the description of coverage (i.e. newspapers, radio, and television or social media platform.)

Examples and descriptions for Reach:
- **Television** – WECS ran a story on the coalition's efforts to pass a social host ordinance and it had an impression rate of 200,000.
- **Radio** - The coalition ran 30 PSAs on WECS-FM during Red Ribbon week with an impression rate of 500,000.
- **Newspaper** - The Messenger published an article about the 5th anniversary of the coalition with an impression rate of 30,000.
- **Flyer** - The coalition distributed 4,700 flyers for their upcoming drug free event.
- **Newsletter** - The coalition's lighting project was featured in the YMCA's monthly newsletter with an impression rate of 10,000.
- **Internet** - The coalition's website, covering coalition activities, had 10,000 hits last month.
- **Internet** - Facebook post about the coalition's upcoming LifeSkills classes that they will be holding at the HS and MS reached 300 people.

Media In-Depth

Some additional points:

- Media includes any mention of your coalition activities by local TV, radio, and newspapers. It can either be coverage that you pay for, get for free, or if they mention you without you asking them to talk about the coalition first.
- It also includes coverage of coalition efforts and activities even if the coalition is not specifically mentioned. For example, a news report about a coalition's drug free event that focuses on the participants rather than the organizers.
- Impression rate is the number of individuals the media reached.
  - Rates for newspapers, billboards, radio, and television can be obtained by calling/contacting the media source directly.
  - Rates for physical or electronic flyers/brochures/newsletters the coalition distributes should be the number of items distributed.
  - Social media rates should be tracked by the number of people who saw and read the post itself, not the number of likes or followers. For Facebook this is found under each post. Twitter impression rates can be found at https://analytics.twitter.com. For a more detailed description of tracking social media, please see Tracking Media Impression Tips in the Appendix.
- Typically, impression rates can be large depending on the media source/type and it is not unusual for a small organization to have a over a million impressions over the course of a year.

In Practice:

- **Scenario 1 (Media Campaign) –** This example shows how you can have a few different media entries for one media campaign in your community. For instance, the coalition released articles in 2 of the local newspapers about their upcoming "Back to School Night " event at the local HS, and the following are examples of their entries.
  - **Newspaper 1**= Coalition posted an article in the Daily Gazette which provided information on their upcoming Back to School Night event being held at the local HS.
  - **Newspaper 2=** Coalition posted an article in the Grant County Times which provided information on their upcoming Back to School Night event being held at the local HS.

Resources Generated

Acquisition of funding through grants, donations, in-kind, and volunteer time to help fund and support the organizations projects, initiatives, and work.

Outputs must:
- Have already been received.
- Be in the form of money, gifts, in-kind, or volunteer time.
- Be used to further the goals and objectives of the coalition.
- Be used by the coalition, not by one of its partners.

Descriptions and entries must include:
- Cash, volunteer, and in-kind values.
- What the resources funded/supported/enabled.

Examples and descriptions for Reach:
- **Grant** -The coalition dispersed $10,000 of its Drug Free Communities money for the month of August.
- **Donation** -The coalition received a cash donation of $300.00 from D & D supplies to purchase electronic identification scanners.
- I**n-Kind** -The village donated space for the coalition to use as offices in the month of May (valued at $600.00.)
- **Donation of Time**
    - **Professional** (In-kind) - Donny Unicorn CPA, provided the coalition's annual audit (valued at $3,500.00.)
    - **Volunteer** (non-professional) – Donny Unicorn met with the city council on behalf of the coalition to discuss potential social host ordinance adoption.

Resources Generated In-Depth

Some additional points:

Kinds of Resources and Determining Value
- **Cash** – Cash donations (general or meant for a specific project) and grants awarded to the organization.
- **In-Kind** – Donations to the coalition that aren't cash and are given free or at a reduced rate, such as space for a meeting, supplies, ad space, and the gas mileage members used to travel for organizational activities.
    - Values for in-kind donations should be obtained from the organization/company providing the donation.
- **Volunteer** – When someone, not paid by the organization, donates their time to do something on behalf of and promotes the mission of the organization.
    - Time can be rounded to the nearest quarter hour and recorded using decimal time which can be found on a chart on the next page. (For more times, see the Decimal Hour Conversion Chart in the Appendix.)
    - Organizations should use the national volunteer rate as their volunteer value; you are permitted to use your state rate when it is higher than the national rate.
    - To find up-to-date national and state volunteer rates go to http://independentsector.org/volunteer_time

- **Professional vs. Volunteer Time** - Donation of time is broken down into two kinds: volunteer time and professional/in-kind. If someone donates time to the coalition and they are doing something within the scope of their normal job, such as a lawyer volunteering time to review the coalition's bylaws, you would record their time as in-kind at the rate they are normally paid for their job. When trying to determine which kind to count ask, "During this time, is this person acting within a professional capacity or acting as a general volunteer?"

- **Tracking Grants** – **Grants:** Grant money can be recorded as a resource generated when the funds are distributed to the coalition or initiative, not when they are awarded.
    - The coalition dispersed $10,000 of its Drug Free Communities money for the month of August, months activities focused mostly on underage drinking.
    - Coalition used state prevention grant to fund Life Skills programming in middle school.
    - Coalition received $100,000 SPF Grant to address binge drinking.
    - Coalition purchased a new Rx drug return box with funds received through Cardinal Health Grant.

Resources Generated In-Depth

In Practice:

- **Scenario 1 (Coalition Meetings)** – Typically, coalition meetings result in several Resources Generated and each should be captured differently. For all entries, a short one-paragraph summary noting what was covered during the meeting will be needed in addition to the specific information. Examples of acceptable entries are shown below:
    - **In-Kind:** July coalition meeting. We talked about Rx Drug take back, the local library donated space to hold the meeting.
        - In-kind value= (price the coalition is saving by not having to pay for that room)
    - **Volunteer Time:** July coalition meeting. We talked about Rx Drug take back day plans. 10 people attended as well as staff. The meeting lasted 1 hour.
        - Volunteer hours= 10
        - Volunteer value= $24.14
- **Scenario 2 (Event)** – Events that the coalition participates in can be counted as a few different resources generated, depending on the circumstances. For instance if the coalition attended a county fair where they tabled and handed out Rx Drug Lock boxes to parents, a few examples of resources generated could be:
    - **Cash:** Rotary donated $500 to help the coalition buy Rx Drug lock boxes to handout to parents at the fair.
    - **In-Kind:** The fair board donated space for coalition's table for three days of the county fair.
        - In-kind value= (price the coalition saved by not having to pay for their table space)
    - **Volunteer Time:** Three coalition members each volunteered eight hours of their time to man the table and provide information and lock boxes to parents and community members.
        - Volunteer hours= 24 (3*8=24)
        - Volunteer value= $24.14

Reach Tip:

- **Time is recorded in decimals-** below is an example of what decimal value can be used based on the time. For more conversions please refer to the Decimal Hour Conversion Chart in the Appendix.

Minutes	Decimal
15	.25
30	.5
45	.75

Services Provided

Activities that give information, build skills or provide social support for individuals in the community.

Outputs must:
- Have already occurred.
- Be intended to increase knowledge, skills, or provide support to the participants;
- Be done by or on behalf of the coalition - including the coalition paying for the service;
- Be delivered to individuals outside of the coalition;
- Be related to the goals and objectives of the coalition.

Descriptions and entries must include:
- Number of individuals served and the length of service (per person.)
- Classification of either "Capacity" or "Preventative".

Examples and descriptions for Reach:
- **Provide Information** - The coalition participated in the annual health fair and spoke to 300 people.
- **Enhance Skills** - The coalition sponsored a LifeSkills training at the XYZ school district and reached 30 youth in 12 classes.
- **Provide Support** - The coalition implemented drug free activities for all 1200 middle school students.

Some additional points:
- Services Provided is where you'll record the services that your coalition provides to groups or individuals outside of the coalition. This includes: trainings you provide others, presentations you give, tables at health and community fairs, compliance checks, and drug drop boxes or take back events.
- Enter in the number of people you served. This could be the number of people who attended your class or presentation, the number of people who came to your table, or the number of people who used your drop box. For compliance checks and sticker shock campaigns, this number will be the number of workers at the store and any customers you talked with about prevention while there.
- The amount of time you enter will depend on whether you interacted with people one on one or whether you interacted with everyone all at once.

Services Provided In-Depth

Types of Services Provided:

- **Preventative vs. Capacity**
    - **Preventative:** Services provided by the coalition for the direct end user to be able to use those skills.
    - **Capacity:** Services provided by the coalition to build the capacity of other individuals to do prevention work themselves in the community. This is where you are training the trainers.

In Practice:

- **Scenario 1:** Services provided can be counted as preventative or capacity depending on the circumstances of the output. For instance, if the coalition is in charge of providing Responsible Beverage Server training, they can provide the training as either capacity or a preventative service depending on how they conduct the training. Below are examples of both.
    - **Preventative:** Coalition staff provided 2 hour Responsible Beverage Service training directly to the 8 employees of the local carryout.
    - **Capacity:** Coalition staff provided 2 hour Responsible Beverage Service training to local carryout manager to provide him/her with the necessary skills for him/her to then provide the training to other carryout employees.
- **Scenario 2:** Services provided also requires for the actual length of service that was provided to be recorded. For example:
    - Gave a presentation at an hour-long town hall meeting, but the presentation we gave on alcohol use in our county only lasted a half hour. 50 people attended the meeting.
        - **Type of service:** Preventative
        - **Number served:** 50
        - **Length of service:** .5 (half hour, decimal time reference. For more times, see the Decimal Hour Conversion Chart in the Appendix)
    - Had a table at the back to school fair. 200 people attended and were free to move around and stop to chat at their own leisure. (You talked to each person for around 3-5 minutes)
        - **Type of service:** Preventative
        - **Number served:** 50
        - **Length of service:** .02 to .08 (you are spending very little time if any with the people attending the event so estimate about how much time you spent with each)

Organizational Improvements

Over the life of an organization, it is critical to plan and train so that it is sustainable and has the capacity to carry out its mission and work. Organizational Improvements include Trainings, Technical Assistance, and Organization Changes.

Organizational Change

Any change in policy, program, or practice **internal** to the coalition, such as a new committee or new initiative.

Organizational Change must:
•   Have already occurred.
•   Be related to the goals and objectives of the coalition.
•   Be related to improving the functionality of the coalition.

Descriptions and entries must include:
• What is the specific change.
• Who does this change involve.

Examples and descriptions for Reach:
• **Staffing Change** – Hired a new program coordinator for the youth coalition.
• **Change By-Laws** – The coalition changed their bylaws to support the current work they are doing in the community.
• **New Committee** – To ensure sustainability the coalition created a sustainability committee to handle and plan for all sustainability of the coalition and the steps they must take.
• **Change in Objectives** – To combat the rising Rx drug abuse problem in Lake county, the coalition has decided to focus on and develop a logic model to begin addressing the issues we are facing in the community around Rx drugs.

Some additional points:
• These are the changes that happen within the coalition. You will make an entry here whenever there is a staffing change, a change in membership, and/or a change to the way the coalition operates, such as a change to the bylaws or new programs or committees are implemented.

Technical Assistance (TA)

Any advice and assistance given to the coalition aimed at improving the functionality of the coalition.

Technical Assistance (TA) must:
- Have already occurred.
- Be related to the goals and objectives of the coalition.
- Be related to improving the functionality of the coalition.

Descriptions and entries must include:
- Who is receiving the TA.
- What is the TA topic or purpose.

Examples and descriptions for Reach:
- **Call with ECS Staff** – Shelly had a call with an ECS staff member this week regarding how to update and revise their current logic model.
- **TA From Attorney** – Local attorney came in to help assist the coordinator in updating the coalition's bylaws.
- **TA from Evaluator** – The coalition's evaluator met with the coordinator to review and provide assistance with the grant application for this year's Federal grant.

Some additional points:
- TA includes one-on-one or small group help given specifically to coalition staff or members about coalition work.
- This is where you will record Reach phone calls, calls with your ECS evaluator, as well as help from other sources.
- TA is considered **assistance on a specific topic** to assist and enhance the person's knowledge who is receiving the TA.

Training

Any training attended by staff or coalition membership aimed at increasing the effectiveness and capacity of the coalition (often one to many events.)

Training must:
- Have already occurred.
- Be related to the goals and objectives of the coalition.
- Be related to improving the functionality of the coalition.

Descriptions and entries must include:
- Who is being trained.
- What is the training topic or purpose.

Examples and descriptions for Reach:
- **National Training** – Coalition coordinator and one member traveled to the CADCA National Mid-Year Training institute in July to build their skills on substance use prevention to better serve their coalition and community.
- **Local Training** – Staff and members of the coalition attended a training put on by the local law enforcement about how to properly dispose of Rx Drugs.
- **Other Type of Training** – Sam attended and participated in Reach training provided by ECS staff.

Some additional points:
- Training includes classes, workshops, webinars, and presentations that coalition staff and members attend to learn more about prevention and coalition work.
- Training also included planned events that includes attendees beyond the coalition staff or members.

Key Events

Over the lifetime of an organization, there are events that happen in the community such as significant drug busts, arrests at large parties with underage drinking, deaths due to substance abuse, as well as political events and policy changes. All of these events have the potential to impact the coalition's outcomes without the involvement of the coalition.

Key Events

Significant incidents in the community, not under the coalition's direction or control, that have the potential to affect the coalition's outcomes.

Key Events must:
- Have already occurred.
- Have the potential to impact the work of the organization.

Descriptions and entries must include:
- What is the event or activity.
- How will it affect the coalition.

Some additional points:
- In evaluation, we look for contribution to community level change not attribution; therefore, Key Events are an important piece of data to be able to reflect on the coalition's goals accurately.
- It is important to track and know things that are happening within your community even though you have no control over these events.

Examples and descriptions:
- Large marijuana drug bust in our county.
- Drunk driving accident resulting in three deaths occurred in the city limits.
- New police chief elected that is more supportive of implementing and overseeing Rx drug drop boxes in our county than the previous chief.
- Massachusetts voters voted to approve the legalization of recreational marijuana in their state.

Strategies for Community Interventions

Implementing both individual and environmental behavior change strategies is the best way to achieve your desired outcomes. Therefore your Reach entries must always demonstrate how your work aligns to your strategy. The next pages will provide some guidance and helpful tips.

7 Behavior Change Strategies

Environmental Strategies

Changing Consequences	Enhancing Access & Reducing Barriers	Physical Design	Modifying/Changing Policies

Providing Information	Enhancing Skills	Providing Support

Individual Strategies
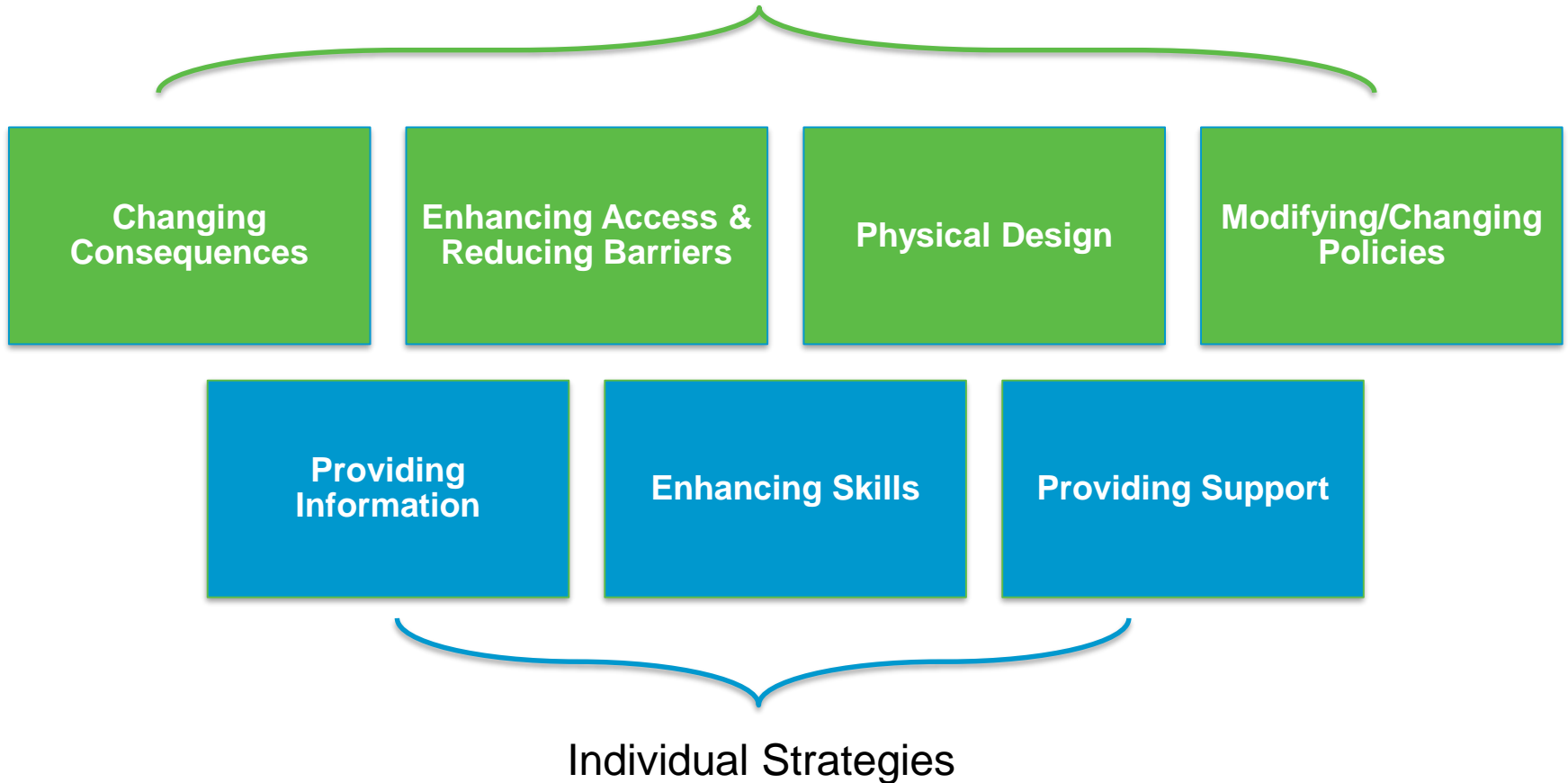
Providing Information

One-way communication to provide information to individuals.

Examples:
- Presentations
- Seminars
- Billboards
- Publications
- TV
- Radio
- Social Media
- Meetings
- Tabling Events

In Practice:
- **Scenario 1 (Meeting) –** Met with the local Rotary Club who is interested in helping the coalition with its activities. Provided them with a list of upcoming events and activities that they can get involved in to help out the coalition.
- **Scenario 2 (Presentation) –** Jefferson High School hosted a Back to School Night event for parents and students to attend where the coalition gave a 30 minute presentation on underage drinking and the effects it can have if parents were to host parties where underage drinking is present.
- **Scenario 3 (Media Post) –** The coalition posted an article in the (newspaper, radio, social media, etc..) about how the coalition will be giving a presentation at the HS Back to School Night event.

Enhancing Skills

Typically involves two-way communication to build skills on a specific topic being provided by the coalition.

Examples:
- Training
- Curriculum Development
- Workshops
- Seminars
- Classes
- Other activities designed to increase the skills of the participant

In Practice:
- **Scenario 1 (Classes) –** Coalition trained teachers at the local HS to implement LifeSkills classes and 10 teachers attended for 2 hours.
- **Scenario 2 (Training) –** Coalition provided Responsible Beverage Service training to local bar owner/employees.

Providing Support

Creating opportunities to support people to participate in activities that add an extra level of protection for youth and people in the community.

Examples:
- Alternative Activities
- Mentoring
- Support Groups or Clubs

In Practice:
- **Scenario 1 (Alternative Activity) –** The coalition partnered with the local HS to host the after-prom event for 2 hours and 150 youth attended.
- **Scenario 3 (Support Group) –** The coalition provided a support group to families of people in drug treatment.
- **Scenario 4 (Organized youth recreation) –** The coalition hosted and sponsored Yoga in the park for youth after school.

Changing Consequences (Incentives/Disincentives)

Increasing or decreasing the probability of a specific behavior that reduces risk or enhances protection by altering the consequences for performing that behavior.

Examples:
- Increasing public recognition for desired behavior
- Individual/business awards
- Taxes
- Citations
- Fines
- Revocation/loss of privileges

In Practice:
- **Scenario 1 (Increase Public Recognition) –** The coalition recognized local youth for signing a pledge to be drug free at a city council meeting.
- **Scenario 2 (Individual/Business Awards) –** Coalition partnered with Local Police Department and two youth from the Youth Coalition to conduct alcohol compliance checks. The underage operatives checked 30 establishments with beer and liquor licenses. The checks lasted 1/2 hour at each establishment, and all establishments were found to be compliant. The coalition sent certificates of recognition for the compliant businesses.
- **Scenario 3 (Revocation/loss of Privileges) –** Students were banned from prom after violating school substance use policy.
- **Scenario 4 (Increase Public Recognition) –** The coalition gave public recognition for stores/festivals that adopt best practices through a press release to the local paper.
- **Scenario 5 (Citations) –** Worked with local law enforcement to implement citations for all local Vape Shops that fail their second compliance check in a row.

Enhancing Access & Reducing Barriers

Improving systems and processes to increase the ease, ability and opportunity to utilize those systems and services, such as assuring healthcare, justice, education, special needs and cultural and language sensitivity.

Examples:
- Increased access to substance use treatment services
- Reduced home and social access to alcohol and other substances
- Improved supports for service use
- Improved access through culturally sensitive outreach

In Practice:
- **Scenario 1 (Increase Access) –** Provided transportation to treatment.
- **Scenario 2 (Increase Access) –** Provided instruction/training in multiple languages.
- **Scenario 3 (Increase Access) –** Provided childcare to people receiving treatment.
- **Scenario 4 (Increase Barriers) –** Enhanced law enforcement patrols to reduce the number of kids getting away with drinking/substance use.
- **Scenario 5 (Increase Access) –** Installed 2 medicine lock boxes in the local senior center for them to dispose of unused prescription medication.
- **Scenario 6 (Decrease Access) –** Distributed at home prescription drug lock boxes to parents at the parent-teacher conferences held at school.
- **Scenario 7 (Decrease Access) –** The coalition worked with local partners to install a permanent prescription drug disposal box at the local policy station.

Change in Physical Design

Changing the physical design or structure of the environment to reduce risk or enhance protection.

Examples:
- Landscapes/Layouts
- Signage
- Lighting
- Surveillance
- Environmental Scan
- Product Placement

In Practice:
- **Scenario 1 (Lighting) –** Increase lighting in the local park where teen drinking/substance use occurred.
- **Scenario 2 (Signage) –** Installed permanent *We Card* stickers in the window of the local liquor store.
- **Scenario 3 (Environmental Scan) –** Conducted an environmental scan in the community.
- **Scenario 4 (Product Placement/Layout) –** Worked with local Quick Mart carry out to improve sight lines in the store by moving the liquor isle closer to the register to help prevent theft.
- **Scenario 5 (Surveillance) –** Helped the local high school with installing vape detectors in the bathrooms where youth have been known to use ENDS/vapes on school grounds.

Modifying/Changing Policy

Formal change in written procedures, bylaws, proclamations, rules, or laws with written documentation and/or voting procedures.

Examples:
- Laws or policies at schools, businesses, public places, or local/state governments
- Workplace initiatives
- Law enforcement procedures/practices
- Public policy actions
- Systems changes within government

In Practice:
- **Scenario 1 (Laws) –** Worked with the local government to enact a new law requiring keg registration.
- **Scenario 2 (Policy) –** Implemented new policy requiring all alcohol vendors to attend Responsible Beverage Server training.
- **Scenario 3 (Procedures) –** The local school board changed their procedures on how to handle substance use policy violations to include in school suspension and restorative justice techniques.
- **Scenario 4 (School Policy) –** Worked with the local school board to modify the tobacco free policy on school grounds to now include ENDS/vape products.

How Do I Track…

Here you will see examples of activities you may have done or plan to do. This section shows how one activity could result in multiple entries. These are just examples, so you may find you have a different number of entries depending on your circumstances.

How Do I Track….

Coalition Meetings

- Has already occurred.
- Could have the following entries:
    – Community Action
    – Resources Generated

These are a few examples of the different types of entries you can have for one meeting.

Community Action

Monthly Coalition Meeting: The coalition talked about the new prescription drug drop box they want to install in the police station.

Resources Generated

Monthly Coalition Meeting: Local HS donated space for the coalition to hold their meeting.

Resources Generated

Monthly Coalition Meeting: Volunteer time for non-staff members that attended the meeting.

Resources Generated

Monthly Coalition Meeting: Local HS donated computer and projector for the meeting.

How Do I Track….

Focus Groups/Listening Sessions

- Has already occurred.
- Could have the following entries:
    - Media
    - Resources Generated

For example, if you conducted focus groups/listening sessions, you could have the following entries:

Media
Focus Group: Handed out materials about underage drinking to those who attended.

Resources Generated
Focus Group: Volunteer donated time to conduct the listening session/focus group.

Resources Generated
Volunteer time for non-staff members that participated in listening session.

Resources Generated
Local HS donated space to hold the listening session/focus group.

How Do I Track….

Media Campaign

- Has already occurred.
- Could have the following entries:
  - Media
  - Resources Generated

For example, if you had a campaign about a new social host law, you could have the following entries:

Media
New billboard went up promoting the new social host law.

Media
We handed out 200 flyers at parent-teacher conferences about the new social host law.

Resources Generated
In-kind donation discount received from BillBoard Corp. for billboard space.

How Do I Track….

Tabling Event

- Has already occurred.
- Could have the following entries:
  - Services Provided
  - Media
  - Resources Generated
- Tabling events can only be considered a community change if it is the first time you are partnering with the organization that is hosting the event.

For example if you had a tabling event, you could have the following entries:

Services Provided The coalition tabled at the HS Back to School Night event that 200 people attended.	**Media** Handed out 250 flyers on the coalition's upcoming activities and how to prevent underage drinking.
Resources Generated Table space was donated to the coalition by the HS.	**Resources Generated** 2 Volunteers donated time to set up and man the booth at the event.

How Do I Track….

Life Skills Program

- Has already occurred.
- Could have the following entries:
    – Community Change
    – Community Action
    – Resources Generated
    – Media
    – Services Provided
- In the case of a LifeSkills class, each time a class is held it is a separate entry.

For example if you implemented LifeSkills at the school, you could have the following:

Community Action
Met with the schools about starting a new LifeSkills class.

Community Change
First time the LifeSkills class is being taught.

Resources Generated
Coalition members volunteered their time to teach the LifeSkills class.

Media
700 flyers mailed to parents about the upcoming LifeSkills class

Services Provided
LifeSkills class held at the local school that 50 people attended for 1 hour.

How Do I Track….

Smoke-Free Parks Policy

- Has already occurred.
- Could have the following entries:
  - Community Change
  - Community Action
  - Resources Generated
  - Media
  - Services Provided

For example if you worked on banning smoking in public parks, you could have the following entries:

Community Action
Met with city leaders to advocate for the passage of a new law.

Community Change
The coalition helps a new law pass banning smoking in public parks.

Resources Generated
Members volunteered time to meet with city leaders about the law.

Media
Coalition chair interviewed in local newspaper about proposed law.

Services Provided
Hosted town hall presentation about effects of smoking in parks.

How Do I Track….

Sticker Shock Campaign

- Has already occurred.
- Could have the following entries:
  - Community Change
  - Community Action
  - Resources Generated
  - Media
  - Services Provided
- Every new establishment that takes part in a Sticker Shock for the first time, can be recorded as a separate community change.

Providing Alcohol to minors is a criminal offense!

- Up to 1 year in jail.

- Maximum $2,500 fine.

For example if you worked on a Sticker Shock campaign, you could have the following entries:

Community Action
Coalition members called local retailers to ask them to participate in the sticker shock campaign.

Community Change
First time doing a sticker shock at the local 7/11 carryout.

Resources Generated
Coalition youth volunteered time to place all the stickers on bottles and cans.

Media
Coalition gave 100 stickers and 2 pamphlets to the owners or cashiers.

Services Provided
Information provided to cashiers and customers about providing alcohol to minors.

How Do I Track….

Responsible Beverage Server Policy

- Has already occurred
- Could have the following entries:
    - Community Change
    - Community Action
    - Resources Generated
    - Media
    - Services Provided

For example if you worked on Responsible Beverage Server policy, you could have the following entries:

Community Action
Meeting with local establishments about signing the new policy.

Community Change
The coalition got local establishments to sign a new policy requiring Responsible Beverage Service training for all employees.

Resources Generated
Coalition members volunteered to provide the Responsible Beverage Service training classes.

Media
Pamphlets were provided to all 12 store owners on the Responsible Beverage Service policy.

Services Provided
Coalition provided Responsible Beverage Service training to the local establishments who signed the new policy.

How Do I Track….

Prescription Drug Take Back Event

- Has already occurred.
- Could have the following entries:
  - Community Change
  - Community Action
  - Resources Generated
  - Media
  - Services Provided
- Entries should include how many people came and how many pounds of drugs were collected.

For example if you hosted a Drug Take Back Event, you could have the following entries:

Community Action
Meeting with local law enforcement for the first time to plan the Rx Drug Take Back Day.

Community Change
First time doing a Rx Drug Take Back Event.

Resources Generated
Coalition volunteered time to help at Take Back , attended by 150 people, where we collected 250 pounds of Rx drugs..

Media
Article in The Times described the Take Back event, attended by 150 people, where we collected 250 pounds of Rx drugs.

Services Provided
Rx Drug Take Back Day hosted at Local Police Station, attended by 150 people, where we collected 250 pounds of Rx drugs..

How Do I Track….

Free Fitness Classes in the Park

- Has already occurred.
- Could have the following entries:
    - Community Change
    - Community Action
    - Resources Generated
    - Media
    - Services Provided

For example if you implemented Free Fitness Classes in the Park, you could have the following entries:

Community Action
Met with local government to plan the new fitness classes.

Community Change
The first time the fitness classes are implemented.

Resources Generated
Teachers volunteering time to teach the classes.

Media
Newspaper/TV/radio ads promoting the fitness classes.

Services Provided
Coalition provided free fitness classes in the park.

How Do I Track….

Policy Banning Soft Drinks in Schools

- Has already occurred.
- Could have the following entries:
    - Community Change
    - Community Action
    - Resources Generated
    - Media

For example if you helped pass a new school policy banning soft drinks, you could have the following entries:

|	
Community Action Met with local school board to discuss implementing new policy.	**Community Change** New policy banning soft drinks in local schools.
Resources Generated Coalition members volunteered time to meet with the school board.	**Media** Letters sent to 900 households about the new policy.

How Do I Track….

Implementing Mental Health First Aid Classes

- Has already occurred.
- Could have the following entries:
    - Community Change
    - Community Action
    - Resources Generated
    - Media
    - Services Provided
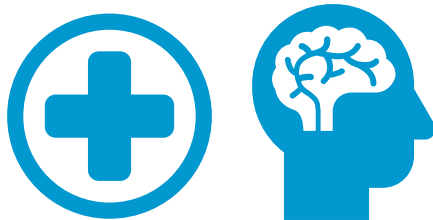
For example if you implemented Mental Health First Aid classes, you could have the following entries:

Community Action
Met with school officials to plan to offer Mental Health First Aid classes for the first time.

Community Change
Implemented Mental Heath First Aid classes for the first time.

Resources Generated
Coalition members volunteered time to teach Mental Health First Aid classes.

Media
Educational materials distributed to participants in the classes.

Services Provided
Mental Health First Aid classes given to teachers at local school.

How Do I Track….

Install Vape Detectors in School Bathrooms

- Has already occurred.
- Could have the following entries:
  – Community Change
  – Community Action
  – Resources Generated
  – Media

For example if you helped install new vape detectors in the school, you could have the following entries:

Community Action
Met with local school board to discuss installing the Vape Detectors in school bathrooms.

Community Change
The school in collaboration with the coalition installed the new Vape Detectors in the high school bathrooms.

Resources Generated
Two coalition members volunteered time to meet with the school board to discuss installing the Vape Detectors in school bathrooms..

Media
Tobacco vaping informational packets were provided to each of the school board members about the dangers of vaping tobacco.

Reach Quick Entry/Draft Function

You can now create and save for later in Reach. The "quick entry" button in Reach will bring up a shortened form for filling in with your data to then be completed later and added to the system.

Quick Entry

- To use the "Quick Entry" function in Reach, start by clicking on the red button labeled "Quick Entry" in the top right-hand corner"

Quick Entry

- Once you click the "Quick Entry" button the modified fillable form will pop up for you to fill in with a few quick pieces of information.
- **Note:** This is format is similar to the Mobile Data Entry version.
- Once you are done filling in the information for the four required areas, use the add button to add this entry to your drafts.
- **Note:** Clicking add here will not add this entry to your main list under Accomplishment/Outputs.

Quick Entry

- Below the modified fillable form you will see some of your drafts that have already been added that you can then edit from here by using the edit pencil.

Quick Entry

- Once you add your entry to the draft list, you must then go to the list of all draft entries by clicking on "Manage Open Drafts" in the lower right-hand corner.

Quick Entry

- Once you get to the list of open drafts, from there you have two separate options
    - Delete a draft (of you no longer need it)
    - Click on the ➕ to finish the long form to submit your entry.
- After you finish your entry and add it, it will now be found in your Accomplishment/Outputs list and not in your drafts.
- For more help and information on using the Quick Entry function in Reach, you can watch a video by clicking the link provided here: https://www.youtube.com/watch?v=ecI_IBDR4vg&feature=youtu.be

Reach on Mobile Devices

Reach entries can now be drafted on mobile devices to let you record when you are away from your computer.

Log In

Log in to Reach on your tablet or mobile phone using one of these 2 ways:

1. Epiphany Community Services Website

- Go to https://epiphanycommunityservices.com
- Scroll to the bottom of the page where you will see the following image

Reach Software Log In
Are you a current client looking to update Reach? Now it's just a click away!

LOG IN

- Click 'Log In' and you will be taken to the page where you will enter your login credentials

Reach Collaboration

Username:

Password:

Login

Forgot Password?

2. Reaching Software Website

- Go to http://reachingsoftware.com/

- Go to the upper right-hand corner of the page and click 'Click Here to Login'

- This will take you to the page where you enter your login credentials

Reach on Mobile Devices

- **Note**: When typing in your login credentials, you may have to use the arrow on the keyboard to move to the password field on the login screen. Simply touching the password field may not work.
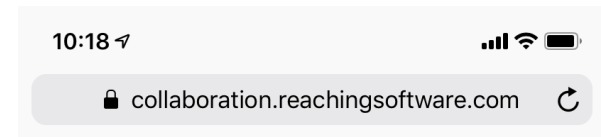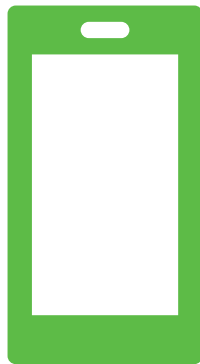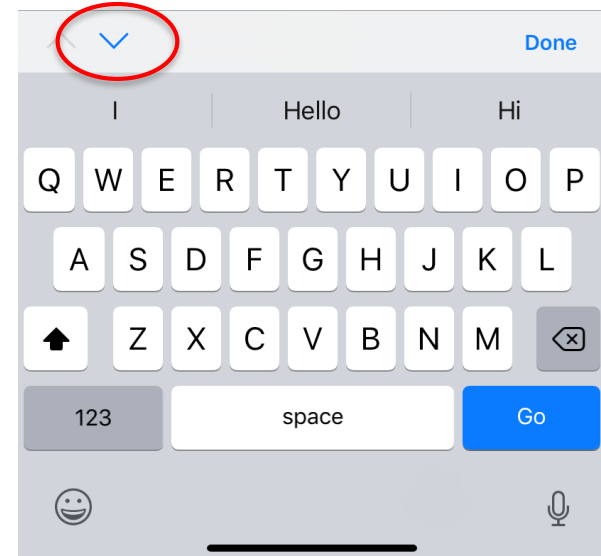
Reach on Mobile Devices

- You will be brought to a screen that shows a list of your drafted entries, which will look similar to the image to the right.
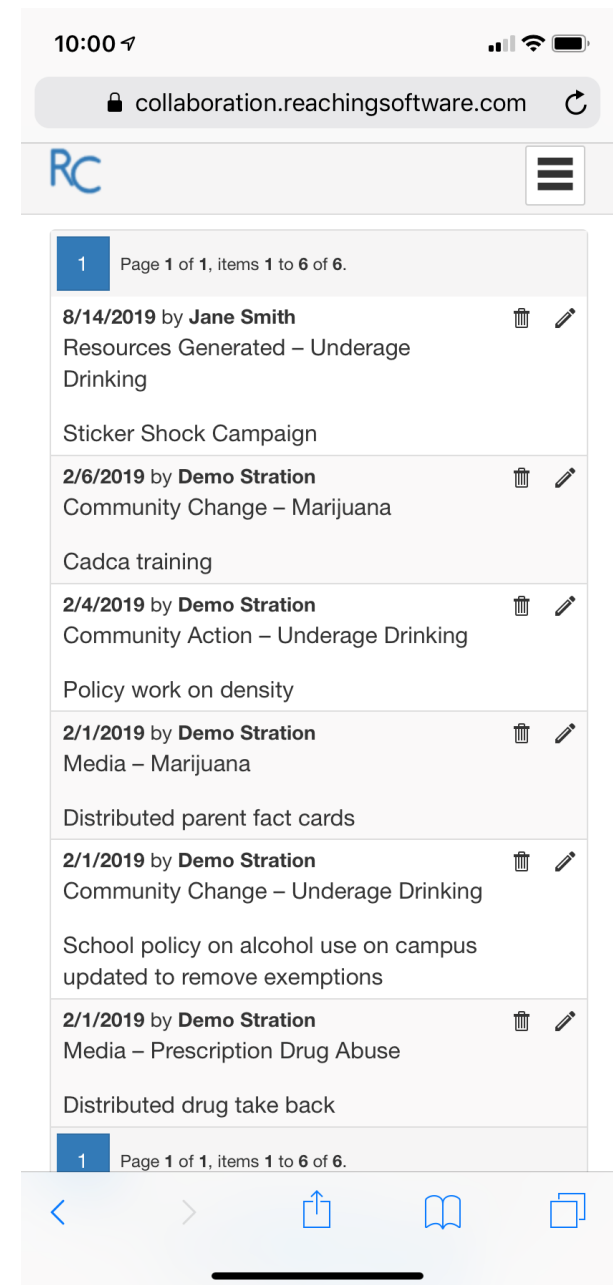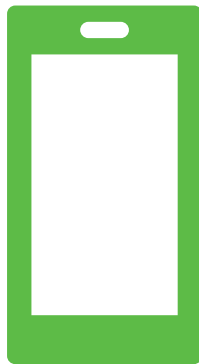
Reach on Mobile Devices

- To add a new draft
  - Click the menu button which appears as 3 horizontal lines
  - Then click 'Add New Draft Accomplishment/Output'
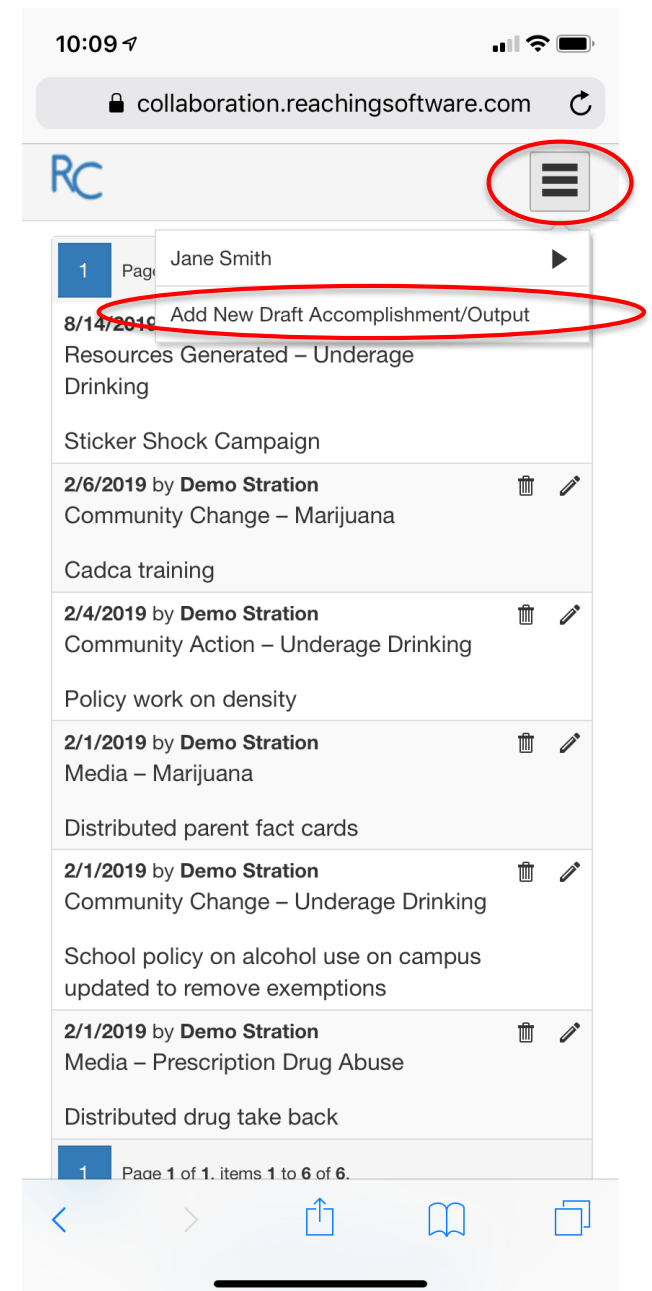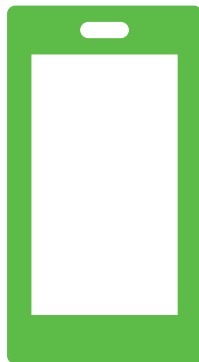
Reach on Mobile Devices

Enter the information for Accomplishment/Output Draft

collaboration.reachingsoftware.com

RC

1   Page **1** of **1**, items **1** to **7** of **7**.

1. Date:
- Every entry must have already happened.
- No entries should be pre-dated.

Date:
3/3/2020

Recorder:
jane smith

2. Description:
- Who was involved?
- What happened?
- Where did it happen
- What problem/goal was targeted?

Description:

3. Output Type:
- Select one or more of the 5 output types.
- You can enter more than one type at a time – they will display as separate entries on the main screen.

Output:

4. Problem/Goal:
- Align your entry to the related problem/goal.

Problems/Goals Addressed:

5. Click Add to add your entry as a draft

Add   Cancel

Reach on Mobile Devices

After adding the draft, you will be taken to the list where you can see the latest draft, along with other drafts, listed
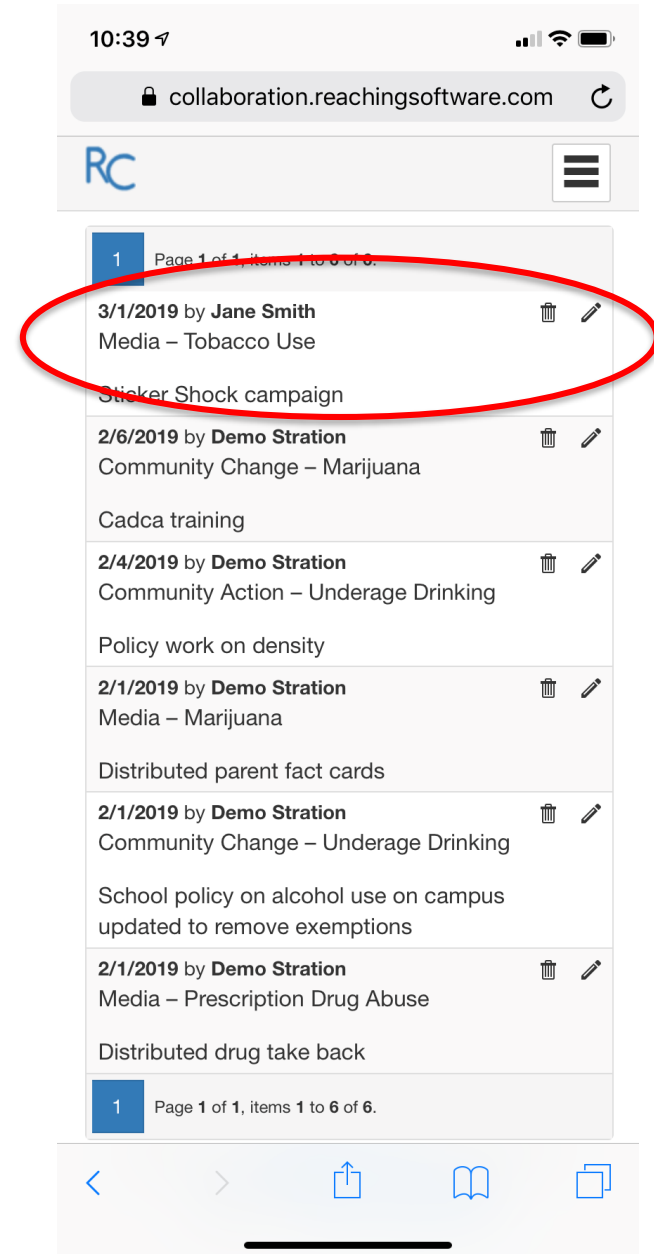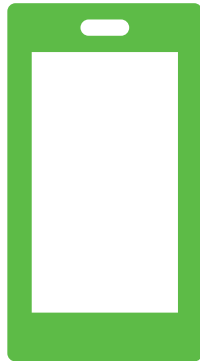
Reach on Mobile Devices- Moving from Draft to Entry

- **Note**: These entries on your mobile device are only drafts. You will still need to add the entries on your desktop computer or laptop.
- The mobile functionality of Reach is meant to allow you to keep track of your Accomplishments/Outputs without forgetting some important information for your entries.
- To complete your entries, log in to Reach on your desktop or laptop and go to the Manage Open Drafts section to add your entries.

Reach on Mobile Devices- Moving from Draft to Entry

- After clicking the button to open the "Draft Entries".
- You will have the page open with a list of all you're your current draft entries.
- To complete click on the ⊕ to finish adding your entry that you had started.
  - If you no longer need that draft, you can also delete it with the trash can icon.

Recorder	Date	Description	Problems/Goals Addressed	Output Type		
jane smith	2/17/2020	demo	Marijuana	Resources Generated	🗑	⊕
Demo Stration	2/5/2020	demo	Marijuana	Media	🗑	⊕
Demo Stration	2/6/2019	Cadca training	Marijuana	Community Change	🗑	⊕
Demo Stration	2/4/2019	Policy work on density	Underage Drinking	Community Action	🗑	⊕
Demo Stration	2/1/2019	Distributed parent fact cards	Marijuana	Media	🗑	⊕
Demo Stration	2/1/2019	School policy on alcohol use on campus updated to remove exemptions	Underage Drinking	Community Change	🗑	⊕
Demo Stration	2/1/2019	Distributed drug take back	Prescription Drug Abuse	Media	🗑	⊕

RC Dashboard ▼ Accomplishments/Outputs Organizational Improvements Key Events Indicators Quick Entry jane smith ▼ Help ▼

Open Drafts ☐ Show Filter Options 🔄 Refresh 📊

Page 1 of 1, items 1 to 7 of 7.

Page 1 of 1, items 1 to 7 of 7.

epiphany community services

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Reach on Mobile Devices- Moving from Draft to Entry

- After clinking the add button it will then pull up your draft entry now with the full fillable form for you to finish to submit this entry.
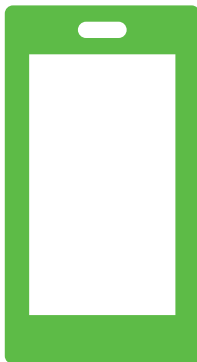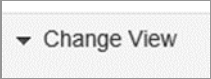
Reach Icons/Buttons

Here is a guide to the icons/buttons you see on the Reach site describing what each one does.

Icons/Buttons

Picture	Name	Function
	Attachment Feature	• Allows you to attach a file to an entry (just like an email attachment works.) • Attachments, however, are not used for scoring purposes.
	Copy Button	• Allows you to copy an entry.
	Delete Button	• Allows you to delete an entry. • Once an entry is deleted, it is gone for good.
	Edit Button	• Allows you to edit an entry. • If you ever need to update all or part of your entry, this edit button comes in handy.
Refresh	Page Refresh	• This button allows you to refresh the page as needed.
	Add New Entry	• When you need to add a new entry, this button opens a blank form for you to fill out.
	Export to Excel	• This button allows you to export what is currently sorted and filtered on the page. • Once you export it to the .csv file, you can place it in a spreadsheet to organize your information.
☐ Show Filter Options	Show Filter Options	• Checking this box brings up the drop down menus to allow you to include and exclude data (sort and filter.)

Icons/Buttons

Picture	Name	Function
▾ Change View	**Change View**	• Clicking on the down arrow brings up check boxes to select the options you want to see on the page.
🔍 View Logic Model	**View Logic Model Button**	• Brings up your coalition's current logic model.
⚠	**Pending Entry**	• This icon means you have submitted your entry and it is waiting to be scored.
❌	**Entry Needs Attention**	• This icon means you need to update your entry in some way in order to be accepted.
ℹ	**Note**	• This note lets you know what you need to update in the entry for it to be accepted. • Every entry that is marked "Needs Attention" will include a note to let you know why it was flagged for you to update and resubmit.
🔄	**Resubmit Button**	• Once you have updated your entry, you can click on this resubmit button which puts the entry back into pending status for it to be rescored.
✉	**Email Evaluation Team**	• This icon allows you to send an email to the entire evaluation team with your question or concern about that specific entry.
✅	**Entry Accepted**	• Once your entry has been accepted, you will see this icon to let you know your entry has been accepted.

ECS Member Portal

The ECS Member Portal is where ECS clients can go to find resources, tools, and training materials.

ECS Member Portal Registration

1. Go to epiphanycommunityservices.com and Click on 'ECS Member Portal' near the top of the page
2. Click 'Register'
3. Fill out the form to Register and Create a Profile
    • Passwords must include: 8 Characters, a number, a lowercase letter, and an uppercase letter
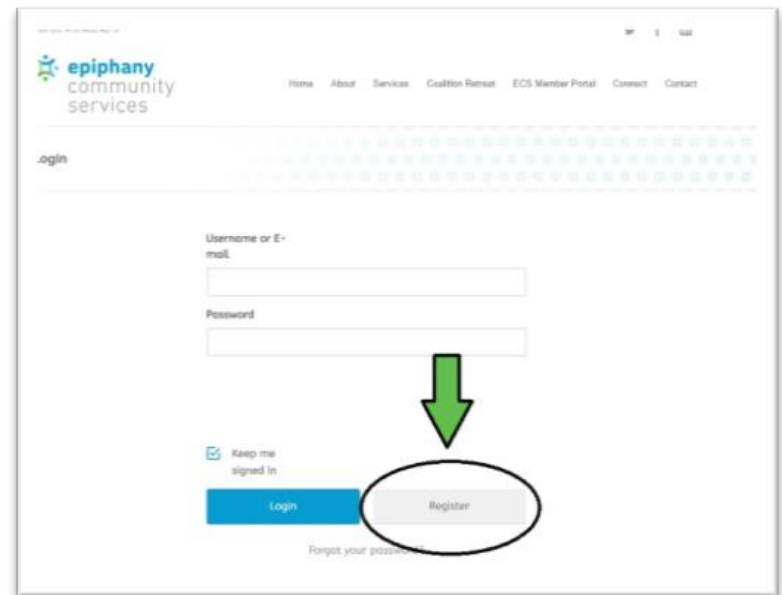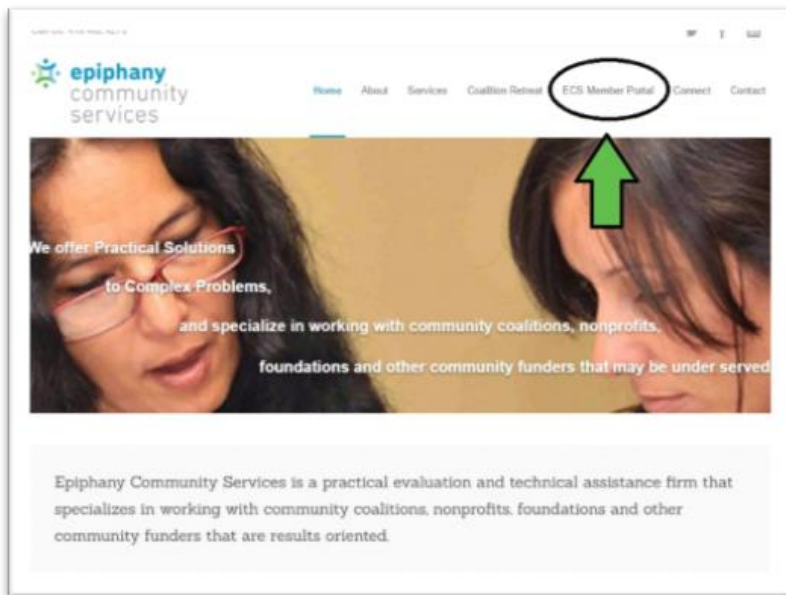
4. After you Register, Staff will approve your profile. If your profile has not been approved within a few days, contact ECS Staff.

5. Once your Profile is Approved, you will receive an email notifying you along with a link to login.

Accessing the ECS Member Portal

1. Go to epiphanycommunityservices.com
2. Click on "ECS Member Portal' and login using your credentials
3. Then, you will be brought to the following screen:

Welcome to the ECS Member Portal!

Welcome to our online member community, a place for ECS clients to go for resources, tools, and training materials. We add materials on a regular basis, so please visit often for new items to help you do your work! Click on "See All…" to see a full listing under each area.

Please note that all content found in the member portal is created and owned by Epiphany Community Services unless otherwise noted. ECS-owned resources should not be shared without the explicit written consent of Epiphany Community Services.

NEW CLIENTS START HERE!		
WELCOME TO ECS	**TOOLS & TOPICS**	**VIDEO ARCHIVE**
I'm a client now what?	Community Assessment	7 Behavior Change Strategies
About ECS	Capacity Building	Youth Engagement
About Reach Evaluation Software	Planning and Implementation	Sustainability 101
Building an Evaluation Committee	Evaluation	Policy Work
Building a Coalition Staff	Sustainability	Strategic Prevention Framework Basics

Welcome to ECS

- The first tab is 'Welcome to ECS' and this is where new clients can find guides and handouts to get started as an ECS client
- Click 'Let's Get Started' to see more resources

Tools & Topics

- The second tab is 'Tools & Topics' which is where you can find templates and worksheets for coalition planning, implementation, and evaluation, including Reach
- Click on 'See All Resources' to see a complete list

Video Archive

- The third tab is 'Video Archive' which is where you can find past webinars and presentations including Reach Training videos
- Click on 'See All Videos' to see a complete list
- See 'ECS Member Training Videos' in the Appendix for a list of links

Appendix

Glossary

- **Coalition –** A coalition is a voluntary association formed to achieve a common purpose.
- **Input –** This is the organizational units, people, funds or other resources devoted to a particular program or activity.
- **Key Events –** These are significant incidents in the community, not under the coalition's direction or control, that have the potential to affect the coalition's outcomes.
- **Organization Improvements –** Coalitions must work intentionally to improve the internal functioning (capacity) of the group to address its priority areas.
    - **Organizational Changes –** These are changes made to organization staff, membership, by-laws, or procedures.
    - **Training –** This is skills- or knowledge-building education completed by the organization staff or members.
    - **Technical Assistance (TA) –** This includes one-on-one, topical help such as executive coaching or software guidance given to the coalition staff or members.
- **Outcome –** This measures change in what you expect or hope will happen as a result of your efforts.
- **Outputs –** The results of the actions we take in the community to address community problems and build the capacity of the coalition.
    - **Community Change –** Coalitions are designed to change how communities operate in relationship to their priority areas. These changes manifest in polices, programs, or practices in the community that relate to what the coalition is working on, as detailed on the coalition's logic model. These changes can also be physical design changes, new community partnerships, or new coalition members.
    - **Community Action –** These are the efforts made by the coalition to implement Community Changes.
    - **Services Provided –** Coalitions traditionally work to change the behavior of individuals by either providing a service (e.g. training or event) or by working to ensure services exist in the community (e.g. coordination.)
    - **Media –** Coalitions change community conversation; this is represented by the type (e.g. flyers) and platform (e.g. radio) of information coalitions distribute and the number of people who see it.
    - **Resources Generated –** Coalitions leverage resources (money, people space, etc.) to create other outputs.

Glossary

- **Strategies –** These are the specific approaches the coalition selects to create individual and environmental change.
  - **Providing Information –** Offering educational presentations, workshops, seminars, or other presentations of data.
  - **Providing Support –** Creating opportunities to support people to participate in activities that reduce risk or enhance protection.
  - **Enhancing Skills –** Conducting activities designed to increase others' capacity and skills.
  - **Changing Consequences –** Increasing or decreasing the probability of a specific behavior that reduces risk or enhances protection by altering the consequences of the behavior (incentivizing desired behaviors and providing disincentives for non desired behaviors.)
  - **Enhancing Access/Reducing Barriers –** Improving systems processes to increase ease, ability, and opportunity to utilize those systems and services.
  - **Physical Design –** Changing the physical design or structure of the environment to reduce risk or enhance protection.
  - **Modifying/Changing Policy –** Making formal change in written procedures, by-laws, proclamations, rules, or laws with written documentation and/or voting procedures.

Decimal Hour Conversion Chart

- When tracking volunteer hours and time spent providing service to individuals in the community, you should use decimal hours. Below is a chart that converts the number of minutes to its decimal hour equivalent.
- In general, you may round volunteer time and time providing services to the nearest quarter hour.
- For events that have quick interactions (i.e. tabling at community health fairs, events, Back to School Night s), time served per person should be between 0.03 and 0.08.

Decimal Hour Conversion Chart							
Minute	Decimal Hours	Minute	Decimal Hours	Minute	Decimal Hours	Minute	Decimal Hours
<1	0.01	15	0.25	30	0.50	45	0.75
1	0.02	16	0.27	31	0.52	46	0.77
2	0.03	17	0.28	32	0.53	47	0.78
3	0.05	18	0.30	33	0.55	48	0.80
4	0.07	19	0.32	34	0.57	49	0.82
5	0.08	20	0.33	35	0.58	50	0.83
6	0.10	21	0.35	36	0.60	51	0.85
7	0.12	22	0.37	37	0.62	52	0.87
8	0.13	23	0.38	38	0.63	53	0.88
9	0.15	24	0.40	39	0.65	54	0.90
10	0.17	25	0.42	40	0.67	55	0.92
11	0.18	26	0.43	41	0.68	56	0.93
12	0.20	27	0.45	42	0.70	57	0.95
13	0.22	28	0.47	43	0.72	58	0.97
14	0.23	29	0.48	44	0.73	59	0.98

Tracking Media Impressions Tips

Billboard
- Contact the Ad Department to acquire the impression.

Newsletter/Flyer
- The impression rate is the number of people who will see these newsletters/flyers that are handed out.

Radio
- Contact the Ad Department to acquire the impression.

Television
- Contact the Ad Department to acquire the impression.

Newspaper
- Contact the Ad Department to acquire the impression.

Internet- Social Media
- **Facebook –** Impression rates on Facebook can be found by logging or switching your profile to be the administrator of your coalition's Facebook account or page. To see performance data for all of your page's activity, click on Insights at the top of your page. This will show you how people are engaging with your page and show you the number of impressions for your posts.
- **Instagram –** Go to Business Manager on your Instagram page. Under Measure & Report, click Branded Content to view your insights.
- **LinkedIn –** In your Admin view, click on Updates to see engagement for your posted content.
- **Snapchat –** Impression rates on Snapchat can be found by using the number of current friends you have on snapchat or how many views you received on a particular story post.
- **Twitter –** To find your impression rate, go to https://analytics.twitter.com and log in with your coalition's Twitter account. It is free to use the basic functions, which is all you need for this. Once you've done that, whenever you look at your tweets, you will see a new icon next to the star that looks like a bar chart. When you click on the icon, a window will pop up that tells you what your impression rate is. For the purposes of entering the information in Reach, only look at the "Impressions" line.

ECS Member Portal Reach Video Archive

Reach Training:

Strategy Selection

Community Action vs. Community Change

Tracking Organizational Improvements

Making Data Entry Easier

Tracking Outside Reach

What Does This Count As?

Why Do I Get Rejected?

Tracking Key Events

Tracking Match Using Reach

Sorting/Filtering, Exporting, and Using the Dashboard

Using Reach Data to Tell Your Story

Turning Action Plans into Reach Entries

Quick Entry Function

Sorting for Grant Reporting

*For other archived videos on other topics, register and visit the ECS Member Portal.

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