



ALCOHOL, DRUG & MENTAL HEALTH SERVICES
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**Request for Letters of Interest
Safe & Drug Free Schools and Communities
Prevention Grant Program
September 28, 2007**

The Alameda County Department of Behavioral Health Care Services is seeking Letters of Interest from qualified evaluators or evaluation agencies to effectively evaluate a State Safe and Drug Free School and Communities (SDFSC) five year grant. The grant will implement an AOD Prevention Model Program called **Project SUCCESS** (Schools Using Coordinated Community Efforts to Strengthen Students) in two alternative high schools in Oakland, CA. The project will see approximately 70 students per school, per year (for five years) to prevent and reduce substance use and abuse among this high-risk, multi-problem population. For more information on *Project SUCCESS* see: <http://www.modelprograms.samhsa.gov/pdfs/model/Success.pdf>. Also attached to this letter is the evaluation plan as submitted by BHCS in the grant application to ADP.

Duties/Responsibilities:

The evaluator will be responsible for the collection of all local data, which will be reported back to the Alameda County Department of Behavioral Health Care Services, as well as the California Department of Alcohol and Drug Programs. Data collection will involve the administration of process and outcome tools. See attached Evaluation Plan for details. He or she must be able to implement procedures to ensure data integrity, appropriate and reliable analyses of data and the completion of timely and effective reports based on data analysis. The evaluator will develop and produce user-friendly data results and reports, meet with Project SUCCESS Team, and will coordinate all evaluation-related activities with the county SDFSC project director.

Evaluation Budget/Timeline

The evaluator will perform the above duties for the first year, utilizing a budget maximum of \$22,000 per year. The evaluation contract will be for a period of 11 months (November 2007 - October 2008) with the possibility of renewal for four more years for a total period of five years.

Required Skills and Knowledge:

Familiarity with the Alameda County AOD adolescent prevention/early an intervention system is preferred. The evaluator must be knowledgeable and have experience or demonstrated ability in:

- Evaluating adolescent and/or prevention and/or early intervention projects, including experience with primary data collection and use of standardized data collection forms;
- Working with diverse populations; and
- Working with statistical analysis software packages.

The evaluator or evaluation agency must meet the Alameda County Small Local & Emerging Business (SLEB) Program requirements and have the ability to provide proof of insurance. (See <http://www.co.alameda.ca.us/index.htm> Small, Local & Emerging Business Program for more information)



Personal Qualities:

The evaluator should be well organized and have the ability to meet deadlines, function well as a member of a team and work efficiently under pressure. Additionally, he or she should be flexible and have the capacity to interface with a variety of stakeholders, i.e. County staff, students, family members, school staff and ADP State staff.

Travel required:

The evaluator will be required to travel to various locations by car, in order to attend meetings, trainings, or to oversee assurance of data collection.

Contact Information:

For individuals and agencies that are interested in applying, please send a Letter of Interest describing your qualifications and contact information to Gail Greenberg, AOD Prevention Coordinator, Alameda County Behavioral Health Care Services, 2000 Embarcadero Cove, Suite.400, Oakland, California 94606. For any questions, please contact Ms. Greenberg at (510) 567-8112.

Letters of Interest are due at the above address no later than 5pm on Friday October 19, 2007.

Evaluation Plan

County: Alameda

Project Name: Project SUCCESS

OBJECTIVE/ACTIVITY TO BE MEASURED	Decrease and/or Cessation of ATOD Use.
MEASUREMENT INDICATORS How will we know if things have changed?	Rate of past 30 day ATOD use. Rate of past 30 day binge drinking activity.
SUCCESS CRITERIA* How much must things change for the program to be considered a success?	Rates of ATOD use, including binge drinking, will decrease by 10%-15%.
METHOD OF MEASUREMENT Data collection tools.	Data will be collected through pre/post testing so that rates of ATOD use can be compared and analyzed.
DATA SOURCES Where will you get your data?	A modified version of the California Healthy Kids Survey (CHKS) will be used to collect data from participating youth as well as a comparison group.
REPORTING How will you analyze your data? How often will data analysis occur?	Data will be analyzed through a pre/post test comparison group design. The collection of data and its analysis will be conducted by a contracted evaluation team. Data for these indicators will be analyzed twice a year—once at pretest and once at posttest.
DISSEMINATION How will information from the evaluation be provided as feedback and used to improve the program?	The evaluator or evaluation team will meet with BHCS and the lead service provider on a monthly basis to discuss evaluation needs and any available data. The data and feedback given at these meetings will be used to improve the program on an annual or semi annual basis.

* Percentages for change under the Successful Criteria box are for the first two years that Project SUCCESS is in operation. Once the first two years are analyzed, these rates may be increased or decreased, depending upon the evaluation findings.

Evaluation Plan

County: Alameda

Project Name: Project SUCCESS

OBJECTIVE/ACTIVITY TO BE MEASURED	Increase Youth Perception of Harmfulness of ATOD Use.
MEASUREMENT INDICATORS How will we know if things have changed?	Rate of youth who perceive ATOD use as "harmful" or "very harmful".
SUCCESS CRITERIA How much must things change for the program to be considered a success?	Rates of harm perception will increase by 10%-15%.
METHOD OF MEASUREMENT Data collection tools.	Data will be collected through pre/post testing so that perception rates can be compared and analyzed.
DATA SOURCES Where will you get your data?	A modified version of the California Healthy Kids Survey (CHKS) will be used to collect data from participating youth as well as a comparison group.
REPORTING How will you analyze your data? How often will data analysis occur?	Data will be analyzed through a pre/post test comparison group design. The collection of data and its analysis will be conducted by a contracted evaluation team. Data for these indicators will be analyzed twice a year - once at pretest, and once post test.
DISSEMINATION How will information from the evaluation be provided as feedback and used to improve the program?	The evaluator or evaluation team will meet with BHCS and the lead service provider on a monthly basis to discuss evaluation needs and any available data. The data and feedback given at these meetings will be used to improve the program on an annual or semi-annual basis.

Evaluation Plan

County: Alameda

Project Name: Project SUCCESS

OBJECTIVE/ACTIVITY TO BE MEASURED	Increase in Academic Achievement
MEASUREMENT INDICATORS How will we know if things have changed?	Rate of youth who report they are “good” students. Rate of youth who report they get “good” grades.
SUCCESS CRITERIA How much must things change for the program to be considered a success?	The percent of participating youth who report they are good students will increase by 15%. The percent of participating youth who report they get good grades will increase by 15%.
METHOD OF MEASUREMENT Data collection tools.	Data will be collected through pre/post testing so that rates of academic achievement can be compared and analyzed.
DATA SOURCES Where will you get your data?	A modified version of the California Healthy Kids Survey (CHKS) will be used to collect data from participating youth as well as a comparison group.
REPORTING How will you analyze your data? How often will data analysis occur?	Data will be analyzed through a pre/post test comparison group design. The collection of data and its analysis will be conducted by a contracted evaluation team. Data for these indicators will be analyzed twice a year - once at pretest and once post test.
DISSEMINATION How will information from the evaluation be provided as feedback and used to improve the program?	The evaluator or evaluation team will meet with BHCS and the lead service provider on a monthly basis to discuss evaluation needs and any available data. The data and feedback given at these meetings will be used to improve the program on an annual or semi-annual basis.

Evaluation Plan

County: Alameda

Project Name: Project SUCCESS

OBJECTIVE/ACTIVITY TO BE MEASURED	Increase in School and Community Connectedness
MEASUREMENT INDICATORS How will we know if things have changed?	Rate of youth involved in school-sponsored or after-school activities. School absenteeism rates. Rate of youth who report school or community “acts of violence” in past six months.
SUCCESS CRITERIA How much must things change for the program to be considered a success?	The percent of participating youth who report they are involved in either school sponsored or after-school activities will increase by 10%. School absenteeism (over a six month period) of participating youth will decrease by 15%. The percent of participating youth who report fighting or bullying will decrease by 15%.
METHOD OF MEASUREMENT Data collection tools.	Data will be collected through pre/post testing so that rates of academic achievement can be compared and analyzed. School attendance data will be gathered on a monthly basis to measure absentee rates.
DATA SOURCES Where will you get your data?	A modified version of the California Healthy Kids Survey (CHKS) will be used to collect data from participating youth as well as a comparison group. School attendance data will be gathered at each participating school.
REPORTING How will you analyze your data? How often will data analysis occur?	Data will be analyzed through a pre/post test comparison group design. The collection of data and its analysis will be conducted by a contracted evaluation team. Data for these indicators will be analyzed twice a year—once at pretest and once at posttest. Attendance data will be analyzed twice a year comparing absentee rates within the participation cohort and between the participation and control cohorts.
DISSEMINATION How will information from the evaluation be provided as feedback and used to improve the program?	The evaluator or evaluation team will meet with BHCS and the lead service provider on a monthly basis to discuss evaluation needs and any available data. The data and feedback given at these meetings will be used to improve the program on an annual or semi annual basis.

Evaluation Plan

County: Alameda

Project Name: Project SUCCESS

OBJECTIVE/ACTIVITY TO BE MEASURED	Increase in Resistance and Social Competency Skills.
MEASUREMENT INDICATORS How will we know if things have changed?	Rate of youth who report the ability to comfortably speak about their opinions and feelings. Rate of youth who report having friends/peers who use ATOD.
SUCCESS CRITERIA How much must things change for the program to be considered a success?	The percent of participating youth who report they can comfortably speak about their opinions and feelings will increase by 15%. The percent of participating youth who report having friends/peers who use ATOD will decrease by 10%.
METHOD OF MEASUREMENT Data collection tools.	Data will be collected through pre/post testing so that rates of communication skills and peer associations can be compared and analyzed.
DATA SOURCES Where will you get your data?	A modified version of the California Healthy Kids Survey (CHKS) will be used to collect data from participating youth as well as a comparison group. Focus groups will also be conducted to capture qualitative information on this indicator.
REPORTING How will you analyze your data? How often will data analysis occur?	Data will be analyzed through a pre/post test comparison group design. The collection of data and its analysis will be conducted by a contracted evaluation team. Data for these indicators will be analyzed twice a year—once at pretest and once at posttest. Qualitative data (focus groups) will be analyzed once a year in the Spring. Theme analysis will take place in order to better understand the participant's responses.
DISSEMINATION How will information from the evaluation be provided as feedback and used to improve the program?	The evaluator or evaluation team will meet with BHCS and the lead service provider on a monthly basis to discuss evaluation needs and any available data. The data and feedback given at these meetings will be used to improve the program on an annual or semi annual basis.

Evaluation Plan

County: Alameda

Project Name: Project SUCCESS

OBJECTIVE/ACTIVITY TO BE MEASURED	Increase in Family Connectedness
MEASUREMENT INDICATORS How will we know if things have changed?	Rate of youth who report positive family interactions in past six months. Rate of parents who report feeling “less stress” regarding their child/children who participate in the program.
SUCCESS CRITERIA How much must things change for the program to be considered a success?	The percent of participating youth who report positive family interactions in the past 30 days will increase by 20%. The rate of parents who report feeling “less stress” regarding their child/children who participate in the program will increase by 20%.
METHOD OF MEASUREMENT Data collection tools.	Data will be collected through pre/post testing so that rates of positive family interactions can be compared and analyzed. Focus groups and key informant interviews will also be conducted to capture qualitative information on this indicator. Rates of stress regarding parenting will be collected through focus groups .
DATA SOURCES Where will you get your data?	A modified version of the California Healthy Kids Survey (CHKS) will be used to collect data from participating youth as well as a comparison group. Parent and student focus groups will be conducted to capture information on these indicators.
REPORTING How will you analyze your data? How often will data analysis occur?	Data will be analyzed through a pre/post test comparison group design. The collection of data and its analysis will be conducted by a contracted evaluation team. Quantitative data for these indicators will be analyzed twice a year - once at pretest and once post test. Qualitative data (focus groups and key informant interviews) will be analyzed once a year in the Spring. Theme analysis will take place in order to better understand the participants' responses.
DISSEMINATION How will information from the evaluation be provided as feedback and used to improve the program?	The evaluator or evaluation team will meet with BHCS and the lead service provider on a monthly basis to discuss evaluation needs and any available data. The data and feedback given at these meetings will be used to improve the program on an annual or semi annual basis.