

Discussion on what to track using the Shared Measurement tool
Date: March 30, 2011 Beginnings Meeting

Prevention Category	Evaluation Questions: How many...	Outcome Questions:
Public Awareness	<ul style="list-style-type: none"> • ads placed, circulation, target population • # of news articles, Op Eds, etc • social media (facebook) 'likes', posts, interactions • PSAs placed, played • public awareness events, dates, target population, attendee #s and demographics, satisfaction survey • tabling events, conversations, brochures given • website hits, pageviews, time spent on site • wineries involved in outreach • bars/restaurants using Buzz Free coasters • people aware of Beginnings? Not A Mixer? • messages on bulletin boards and in local journals 	<p>Has there been a change in local knowledge, attitudes or behaviors regarding substance use during pregnancy? (OR if we cannot assess a baseline, establish a % of total)</p>
Professional Training (Health, Education, Social Service)	<ul style="list-style-type: none"> • trainings, attendance (#, demographics, profession), location • OBs NOT using 4Ps+, ongoing changes • professional trainings attended by Beginnings partners • individuals trainings/contacts • Teacher and school personnel training (FASD, identifying students with FASD) 	<p>Are professionals more aware of perinatal substance exposure screening, identification and treatment (clinical & school accommodations)</p> <p>Are more OBs screening their prenatal clients? Are they giving their clients the message of NO use during pregnancy? Has their been a change in knowledge, attitudes, behaviors?</p>
General Education	<ul style="list-style-type: none"> • alcohol, tobacco or other harmful substance presentations given, length, attendance (#s, demographics), location, satisfaction survey • service providers/family advocates delivering Beginnings message • contacts and ages who received FASD presentation OR messages through Teen Mommalogues OR through Peer Educators 	<p>How many people know about the risks of prenatal substance exposure? What are there attitudes/behaviors?</p>
Targeted Prevention	<ul style="list-style-type: none"> • women referred to POEG or other treatment programs 	<p>Are we meeting the needs of High-Risk</p>

for High-Risk Women	<ul style="list-style-type: none"> women completing POEG or other treatment programs spots available to women in recovery? waiting list? women dropping out of recovery programs 	women in terms of accessibility, and appropriateness of services?
Screening & Brief Intervention	<ul style="list-style-type: none"> Health Providers screen with 4P's, other screening tools demographics of patients screened, users, etc # of referrals to drug/alc services # receiving case mgmt brief interventions 	What percentage of prenatal clients are: screened, positives, receive brief interventions, get referred? What are the demographics of the highest users?
Diagnosis	<ul style="list-style-type: none"> children identified as FAS/D, substance exposed? by referral source? demographics of children diagnosed as substance exposed 	
Parent Support & Advocacy	<ul style="list-style-type: none"> support groups available to FAE / other substance exposed parents places where services are accessible are parents basic needs being met? what services are you accessing in the community? what else do you need? would you be interested in a parent class/support group? 	Are we meeting the needs of families with substance exposed children?
Services for persons with FASD	<ul style="list-style-type: none"> receiving case management? aware of available services? survey for parents: have you had your child tested for FAE? would you be interested in getting that done? services available? 	What services are available to people with substance exposures? Are they accessible?