

FY '19 OMPP Strategic Plan Application Packet

Due: May 31, 2018

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FY '19 OMPP Strategic Plan Summary

Jurisdiction: Frederick County

OMPP Community: Entire County

Name of OMPP Coalition: OMPP Coalition of Frederick County

OMPP Coordinator: Dr. Michelle Taylor

OMPP Local Evaluator: Marjorie Rosensweig

Staffing Pattern

List all personnel, including contract staff, funded under this grant, percentage of time allocated to the project, and their title/role in MSPF.

Michelle Taylor, PhD – OMPP Coordinator 24
hours/week – 100% of time allotted to the OMPP

Marjorie Rosensweig, MA – OMPP
Evaluator Approximately 10 hours per
month

Todd Crum, B.S., C.P.P – AODA Prevention Supervisor 8
hours/week – In-kind contribution to the OMPP

Strategic Plan Summary

Tying together the information you are providing in your FY '19 OMPP Implementation Plan, please provide a **1 to 2 page narrative** description of your OMPP project for the funding period July 1, 2018 – June 30, 2019. This would include a brief description of:

- Your OMPP community and Coalition
- the evidence based strategies that the Coalition will be implementing to address your selected contributing factors;
- the targeted population for each strategy, including evidence of need for the population
- the expected outcomes;
- the partners that will be working together to implement those strategies.

Please discuss any changes to the Strategic Plan from last year’s submission, including strategies and action steps that have been completed, added, altered, or dropped. Make sure these changes are represented in your FY '19 Implementation Plan as well.

Strategic Plan Summary

The target community for the Opioid Misuse Prevention Program (OMPP) project is Frederick County, Maryland, with concentrated attention paid to parents and young adults. The strategic plan has been, and will continue to be, implemented with the collaborative effort of the OMPP Coalition, which provides input for our strategic planning, and development and implementation of strategies and activities designed to address the opioid misuse problem in Frederick County. Below are the variables, contributing factors, strategies selected, and objectives anticipated. Some objectives measures have been revised to reflect achievement of initial short-term objectives, and to comport with revisions to the MPOS

Intervening Variable	Contributing Factor	Strategy	Outcome Measures
Social Access/Availability	Lack of knowledge/use of safe storage and disposal methods <i>(The contributing</i>	Proper disposal of prescription drugs education Target Populations(s): Young Adults	Short Term Objectives: By June 2019, there will be an increase from 51% to 58% in knowledge of safe disposal methods (MPOS 2016 and 2019 data) By June 2019, there will be an increase from 30.39% (2016 baseline) to 40.0% in knowledge of the location of prescription drop-off boxes

Intervening Variable	Contributing Factor	Strategy	Outcome Measures
	<p><i>factor was reworded to comport with available MPOS data: i.e., the 2015 MPOS did not ask whether respondents know the location of drop-off sites.)</i></p>	<p>Parents Community</p>	<p>By June 2020, there will be an increase in respondents who sometimes/always stored their medicines “in a locked place” from 2016 baseline of 18.18% to 35.0% in 2019</p> <p>By June 2020, 70% of respondents to local surveys will report using safe disposal methods for their prescription medications (flushing, trashing in sealed bag, coffee grounds or kitty litter, depositing in prescription drop-boxes). (Baseline has increased from 48.4% (2015) to 64.9% (2016).</p> <p><i>(The short-term objective “increase in knowledge of disposal sites” was revised and separated into knowledge of safe storage and disposal knowledge and behaviors to reflect data gathered which indicate that residents know of, but do not often use, safe storage and disposal methods.)</i></p> <p>Intermediate Outcomes:</p> <p>By June 2020, there will be a 3% increase in the percentage of MPOS respondents who “strongly disagree” they would share their prescription with a relative or friend who is experiencing pain (from 65.01% to 68.26%).</p> <p><i>(The intermediate outcome “decrease in social access of opioids” was revised as MPOS questions do not ask about general “social access” but rather “access to get high” or sharing meds to help friends in pain. The revised outcome is more reflective of the type of/reasons for social access.)</i></p>

Intervening Variable	Contributing Factor	Strategy	Outcome Measures
			<p>Long-Term Outcome:</p> <p>By the end of the program there will be a reduction in past 12-month NMUPD by 5% from 35.79% to 34% as measured by MPOS data</p> <p><i>(The original Logic Models stated two different long-term outcomes: a 10% reduction in opioid misuse and a 5% reduction in opioid misuse. There is also no indication in project documents about the meaning of "opioid misuse." Accordingly, we have merged these outcomes into one and have defined "opioid misuse" as past 12-month NMUPD, using MPOS 2016 as baseline: i.e., By the end of the program there will be a reduction in past 12-month NUMPD from 35.79% to 34% as measured by MPOS data.)</i></p>
		<p>Pharmacist Outreach</p> <p>Target Population:</p> <p>Pharmacists (direct); parents, young adults, community (indirect)</p>	<p>Short-Term Objectives:</p> <p>By June 2019, there will be an increase from 51% to 58% in knowledge of safe disposal methods (MPOS 2016 and 2019 data)</p> <p>By June 2020, there will be an increase from 30.39% (2016 baseline) to 40.0% in knowledge of the location of prescription drop-off boxes</p> <p>Intermediate Outcomes:</p> <p>By June 2020, 70% of respondents to local surveys will report using safe disposal methods for their prescription medications (flushing, trashing in sealed bag, coffee grounds or kitty litter, depositing in prescription drop-boxes).</p> <p>[(Baseline has increased from 48.4% (2015) to 64.9% (2016)].</p>

Intervening Variable	Contributing Factor	Strategy	Outcome Measures
<p>Perception of Risk</p>	<p>Low perceived risk of the danger of prescription opioids</p>	<p>Social Marketing Campaign/Media Interventions</p> <p>Target Population(s):</p> <p>Parents Young Adults</p>	<p>Short Term Objective:</p> <p>By 2019, there will be an increase in perception of “great risk” of harm in taking non-prescribed medications once or twice in a lifetime (from 45% to 47.5% among those who have an opinion)</p> <p><i>(This short-term objective has been revised to track more closely to the contributing factor of “perceived risk”.)</i></p>
			<p>Intermediate Outcome:</p> <p>By June 2019, Frederick County residents (who have an opinion) will report a decrease from 12.7% (baseline MPOS 2016) to 10.0% in the percentage of respondents who would “take a prescription opioid that was not prescribed to me.”</p> <p><i>(The Intermediate objective was reworded to comport with available MPOS question which asks how often in the past 12 months a respondent has taken a prescription opioid that was not prescribed to her/him.)</i></p> <p>By June 2020, the percentage of MPOS respondents (who have an opinion) who agree/strongly agree that they would “take more than the prescribed dose of an opioid” if experiencing “more pain than usual” would decrease from 14.5% (baseline MPOS 2016) to 10%.</p> <p><i>(The intermediate outcomes address “intentionality” and are more indicative of behavioral change than increase in knowledge.)</i></p>
			<p>By the end of the program there will be a reduction in past 12-month NMUPD by 5% from 35.79% to 34% as measured by MPOS data</p>

Intervening Variable	Contributing Factor	Strategy	Outcome Measures
		Community Based Processes Target population(s): Parents, Young Adults, Community at Risk	By June 2020, the OMPP Coalition partners will have in place a streamlined method for multi-agency coordination and collaboration that facilitates harm reduction strategies as measured by member reports.

To address lack of knowledge/utilization of safe storage and disposal methods, the OMPP Initiative will:

- Continue to support Prescription Drug Take Back Day (DTBD) events and promote the permanent drop-boxes located around the County. As well, we will expand take back opportunities with OMPP coalition partners and education on proper storage and disposal to encompass other FDA-approved methods. These enhancements address the finding that Frederick County residents are aware of/but do not follow proper storage and disposal practices. Pharmacy outreach has been “elevated” to its own strategy and time line; and materials developed and provided to our pharmacy partners focusing on general disposal methods and, if possible, lists of methods for each type of medication.*

To address low perceived risk of prescription opioids, the OMPP initiative will:

- Continue to implement social marketing strategies targeting young adults and parents, through pharmacy outreach, web-based and on-site information dissemination/education, and social media. Overall, this strategy was successful and will be continued with messages more directly focused on health and safety: i.e., the overarching message to parents will be “Keep your children safe and healthy”; and to young adults “Keep yourself safe and healthy.”*

Each strategy complements and supports the other. When advising County residents to monitor, secure and safely dispose of medications, our social marketing regarding the risks and dangers of opioids helps explain “why” monitoring, etc. is important. And, when we send messages about the risks and dangers of opioids, we remind residents to reduce the risk by monitoring, etc.

One final note. We have added Community-based processes as a strategy to support the harm reduction efforts already in place (e.g., ensuring access to treatment, promoting effective treatment for opioid use disorders, overdose prevention material and education training) of partners and others in Frederick County. Some of these activities (especially overdose prevention training and education) are often provided by the OMPP Coordinator and Prevention Coordinator yet are reported as “Capacity Building.” They are, instead, strategic initiatives that fit appropriately in the SAMHSA Primary Prevention Strategy description of Community-Based Process which “enhances the ability of the community to provide more effective prevention, treatment and recovery services for substance use disorders. The process provides ongoing networking activities and technical assistance to community groups or agencies. It encompasses neighborhood-based, grassroots empowerment models using action planning and collaborative systems planning.” These activities are included in the OMPP staff salaries and do not require additional funds from the implementation budget.

The following worksheets highlight deletions and additions to the Strategic Plan. Activities that focused on “developing” materials, etc., are now referred to as “continuing” or “providing” activities.

IMPLEMENTATION ACTION PLAN TEMPLATE

Strategy 1: Proper disposal of prescription Drug Education			Target Population: Parents, young adults, community
Action Steps	Person Responsible	Timeline	Measure(s) of Success
<i>Plan, Organize, Conduct and Promote DTBD events</i>			Lbs. of meds returned
Visit DEA website to identify next DEA-sponsored “Drug Take Back Day (DTBD)” event date.	OMPP Coordinator	August 2018 January 2019	DTBD dates identified
Notify local law enforcement agencies of next DTBD event and request their participation	OMPP Coordinator	“	e-mail notification
Continue Partnership with Whitesell Pharmacy to coordinate Frederick City logistics for next DTBD event.	OMPP Coordinator	“	e-mail agreement
Notify Traditional community partners, including nursing homes, funeral homes, mental health and substance abuse treatment programs, Dept. of Aging, and pharmacies of next DTBD event and logistics.	OMPP Coordinator	September 2018 March 2019	e-mail distributed to traditional partners per existing list
Notify Non-Traditional community partners, including veterinarians and home health programs of next DTBD event and logistics.	OMPP Coordinator	“	e-mail, OMPP Coordinator’s report
Create press release / media materials to announce next DTBD event to the general public.	OMPP Coordinator	“	Press release, social media calendar
Assemble educational materials, including current drop box locations, to be distributed to participants of the DTBD.	OMPP Coordinator	October 2018 April 2019	List of materials, # of packets prepared
Disseminate educational materials to participants of the DTBD event, at each event	OMPP Coordinator	October 2018 April 2019	# of packets distributed
Issue DTBD event press release and media materials to announce results of the DTBD event, for dissemination through a variety of media outlets.	OMPP Coordinator/Prevention Supervisor	November 2018 May 2019	Facebook mention Press release Distribution list
<i>Promote and Support Alternative Disposal Options</i>	OMPP Coordinator		

Identify variety of venues for take back events <ul style="list-style-type: none"> • Senior fairs • Others? 	OMPP Coordinator/Coalition	On-going	2 Take Back events
Arrange for law enforcement partner participation in alternative take back events	OMPP Coordinator/Coalition	As indicated	Presence of LE partners at events
Promote alternative (FDA-approved) disposal methods <ul style="list-style-type: none"> • Insert cards for Rx bags • Pharmacy insert for disposal of dispensed Rx • Lists of medications and how to dispose of each (?) 	OMPP Coordinator	January 2019	Inserts developed and ready for dissemination
Continue dissemination of educational materials on drop box locations through Rx business cards, flyers, and magnets	OMPP Coordinator	On-going	OMPP Coordinator report on # and type of materials disseminated, methods of dissemination
Obtain and disseminate medication disposal pouches and/or encourage pharmacy partners to do so.	OMPP Coordinator	On-going	Pouches obtained/dispenses Partners obtain/dispense pouches
Provide links from the “Take Back My Life” web page, FCHD page, and FCHD Facebook pages, Stay In the Know website and opioids webpage on the drop box locations.	OMPP Coordinator	On-going	Link is live # of clicks, click-throughs
Work with media partner(s) to provide informational materials through social and other media to educate about risks and dangers of opioids and the importance of monitoring, securing and disposing of medications; as well as current drop box locations	OMPP Coordinator	On-going	Social media mentions

Strategy 2: Social Marketing Campaign/Media Interventions			Target Population: Young Adults and Parents
Action Steps	Person Responsible	Timeline	Measure(s) of Success
Messaging to parents and young adults on risks and dangers of prescription opioids through social marketing campaign. Primary foci: for parents “Keep your children safe and healthy”; for young adults “Keep yourself safe and healthy.”	OMPP Coordinator	On-going	Social marketing metrics on unique visitors, views, clicks, click throughs, etc.
Develop (including Abstract Modification process) local 3-4 question survey(s) and/or focus group processes to gauge target population response to messages.	Evaluator	July-August 2018 As indicated	Abstract Modification prepared, submitted, approved Surveys developed according to messaging timeframes and opportunities for use Focus group(s) convened as indicated
Review MPOS and other data to fine tune messaging based on findings and audiences to which messages are being directed.	OMPP Coordinator	July-August 2018	Messages revised/updated
With media partners, develop and test new messages if indicated	OMPP Coordinator	September-October 2018	Messages tested MassTAP workbook revised as necessary Messages approved by BHA
Work with partners at FCPS to develop/implement prescription opioid messages within the FCPS health curriculum	FCPS Health Curriculum Coordinator	June-August 2018	FCPS health curriculum includes prescription opioids messages/information
Continue to place messages on sites including FCHD Stay In the Know prevention website, the OMPP landing page, “Facebook, Twitter, Instagram, community/town newsletters	Channel Communications	On-going	Social media calendar

(to reach outlying areas), FCPS’ “Find Out First,” and other appropriate media outlets.			
Track the number of media formats used, target audience reached /educated and # of views to website(s)	Channel Communications	On-going	Social media metrics reports
Track responses to local surveys	Evaluator	As	

Strategy 3: Pharmacist Outreach			Target Population: Pharmacists (directly); young adults and parents (indirectly)
Action Steps	Person(s) Responsible	Timeline	Measure(s) of Success
Conduct site visits to Frederick County pharmacies to provide information and disseminate educational materials.	OMPP Coordinator	September 2018 March 2019	# of pharmacies visited x 2
Alert and provide promotional materials for Drug Take Back Day.	OMPP Coordinator	“	List and description of materials provided
Track the number of educational materials provided, number of pharmacists informed and the number of visits to pharmacies.	OMPP Coordinator	“	OMPP Coordinator report of visits
Provide updates on the PDMP, Good Samaritan and recovery programs to pharmacist.	OMPP Coordinator	“	OMPP Coordinator report of information provided
Serve as a link to the Harm Reduction programs (SSP/Narcan Training	OMPP Coordinator	On-going	OMPP Coordinator report on communications/collaboration with Harm Reduction programs

Strategy 4: Community Based Processes to Support Harm-Reduction Efforts			Target Population: Parents, Youth, Individuals at high risk of opioid overdose/death
Action Steps	Person Responsible	Timeline	Measure(s) of Success
Identify partners and initiatives (this step has been accomplished through the OMPP coalition and other partnerships which the OMPP leadership team maintains)	OMPP Coalition	Completed	List of partners
Coalesce OMPP coalition around identified efforts (including stigma reduction)	OMPP Coordinator	On-going	Meeting agendas and minutes
Continue collaboration with OFRT/ORP (which is already engaged in prescriber outreach/education) by: <ul style="list-style-type: none"> • Reviewing ORP educational materials and providing samples of/suggestions for additional prescriber education materials • Providing misuse/overdose prevention education and training (this would cover the Ft. Detrick events and others where you spend a lot of time/effort but don't really get credit!) • Providing information on resources for screening, referral, treatment, continuing care/support for individuals with SUD (including maintenance of "Take Back My Life" webpage) 	OMPP Coalition	On-going	OMPP Coordinator monthly report

Frederick County MD OMPP EVALUATION PLAN

Strategy:	Proper disposal of prescription drugs education
Target Population:	Young Adults Parents
Contributing Factor:	Lack of knowledge/use of safe storage and disposal methods
Short Term Objective:	<p>By June 2019, there will be an increase from:</p> <ul style="list-style-type: none"> • 51% to 58% in knowledge of safe disposal methods (MPOS 2016 and 2019 data) • 39% (2016 baseline) to 40.0% in knowledge of the location of prescription drop-off boxes <p>By June 2020:</p> <ul style="list-style-type: none"> • there will be an increase in respondents who sometimes/always stored their medicines “in a locked place” from 2016 baseline of 18.18% to 35.0% in 2019 • 70% of respondents to local surveys will report using safe disposal methods for their prescription medications (flushing, trashing in sealed bag, coffee grounds or kitty litter, depositing in prescription drop-boxes). (Baseline has increased from 48.4% (2015) to 64.9% (2016).

PROCESS EVALUATION TABLE

Evaluation Questions	Process Measures	Data Sources	Timeframe	Data Analysis	Communication Plan	Staff Responsible
<i>What do you want to know for the process evaluation?</i>	<i>What type of data will you need for process measures?</i>	<i>What data gathering tool or activity will be used to measure the expected change?</i>	<i>When will you collect the data and how often?</i>	<i>How will you analyze the data?</i>	<i>When and how will you share results? With whom?</i>	<i>Who will ensure this gets done?</i>
Were 2 DTBD events planned and supported?	Number of events planned and conducted	OMPP Coordinator's reports	Monthly September-November 2018 Monthly January-May 2019	Descriptive data	November 2018 May 2019 through Evaluation Reports, News Releases, At Coalition meetings	Evaluator OMPP Coordinator
Did target population participate in DTBD	# of cars Lb. of medications collected # of information bags distributed	Count of cars and materials	Twice/year after DTBD events	Comparison with prior years' results	Press release Monthly and evaluation reports At coalition meetings	OMPP Coordinator Evaluator LE Partners
What information was provided to the community about DTBD?	Copies of email notifications, press releases, materials developed and distributed	Excel spreadsheet	Monthly	Document review	Monthly and semi-annually as data become available	OMPP Coordinator Evaluator

Evaluation Questions	Process Measures	Data Sources	Timeframe	Data Analysis	Communication Plan	Staff Responsible
<i>What do you want to know for the process evaluation?</i>	<i>What type of data will you need for process measures?</i>	<i>What data gathering tool or activity will be used to measure the expected change?</i>	<i>When will you collect the data and how often?</i>	<i>How will you analyze the data?</i>	<i>When and how will you share results? With whom?</i>	<i>Who will ensure this gets done?</i>
Was the community apprised of other drug disposal methods?	# of informational materials on disposal methods	Excel Spreadsheet	Monthly	Materials review	Monthly and semi-annually as data become available	OMPP Coordinator Evaluator
Were 2 alternative take back events planned/conducted?	# of events Setting(s) of events # of LE partners involved # of community partners/organizations involved	Excel Spreadsheet	Monthly	Compare events with implementation plan	Monthly and semi-annually as data become available	OMPP Coordinator Evaluator
What social media and other communication tools were used to educate public about safe use, storage, and disposal of medications?	# of mediums used List/number of mediums used Web links to information established # of Impressions, clicks, click throughs	Marketing reports from media partner	As available	Analytic Reports	Evaluation Reports At coalition meetings	Media partner OMPP Coordinator Evaluator

OUTCOME EVALUATION TABLE

Evaluation Questions	Outcome Measures	Data Sources	Timeframe	Data Analysis	Communication Plan	Staff Responsible
<i>What do you want to know for the outcome evaluation?</i>	<i>What type of data will you need for outcome measures?</i>	<i>What data gathering tool or activity will be used to measure the expected change?</i>	<i>When will you collect the data and how often?</i>	<i>How will you analyze the data?</i>	<i>When and how will you share results? With whom?</i>	<i>Who will ensure this gets done?</i>
Was there an increase in proper storage and disposal knowledge?	Percentage of adults (over age 18) reporting increased knowledge	MPOS 2016 and 2019 data	Biannually	Frequencies of data collection and trends over the years	At coalition meetings Evaluation reports to FCHD and BHA	OMPP Coordinator Evaluator
Was there an increase in knowledge of drop-box locations?	Percentage of adults (over age 18) reporting increased knowledge	MPOS 2016 and 2019 data	Biannually	Frequencies of data collection and trends over the years	At coalition meetings Evaluation reports to FCHD and BHA	OMPP Coordinator Evaluator
Was there an increase in proper storage behavior?	Percentage of adults (over age 18) reporting proper storage behavior	MPOS 2016 and 2019 data	Biannually	Frequencies of responses and trends over the years	At coalition meetings Evaluation reports to FCHD and BHA	OMPP Coordinator Evaluator

Evaluation Questions	Outcome Measures	Data Sources	Timeframe	Data Analysis	Communication Plan	Staff Responsible
Was there an increase in proper disposal behavior?	Percentage of adults (over age 18) reporting proper disposal behavior	MPOS 2016 and 2019 data	Biannually	Frequencies of responses and trends over the years	At coalition meetings Evaluation reports to FCHD and BHA	OMPP Coordinator Evaluator
Was there a decrease in intention to share opioids?	Percentage of adults (18 and over) who would not share opioids to friend in pain.	MPOS 2016 and 2019	Biannually	Frequencies of responses and trends over the years	At coalition meetings Evaluation reports to FCHD and BHA	OMPP Coordinator Evaluator
Was there a reduction in NMUPD?	Percentage of adults (18 and over) who reported past 12-month NMUPD	MPOS 2016, 2019, 2021	Biannually	Trends over the years Pre- and Post-OMPP data analysis	Final Program Evaluation Report News Articles Shared data from community partners	OMPP Coordinator Evaluator FCHD Public Information

Strategy:	Social Marketing Campaign/Media Interventions
Target Population:	Young Adults and Parents
Contributing Factor:	Low perceived risk of the danger of prescription opioids
Short Term Objective:	By 2019, there will be an increase in perception of “great risk” of harm in taking non-prescribed medications once or twice in a lifetime (from 45% to 47.5% among those who have an opinion)

PROCESS EVALUATION TABLE

Evaluation Questions	Process Measures	Data Sources	Timeframe	Data Analysis	Communication Plan	Staff Responsible
<i>What do you want to know for the process evaluation?</i>	<i>What type of data will you need for process measures?</i>	<i>What data gathering tool or activity will be used to measure the expected change?</i>	<i>When will you collect the data and how often?</i>	<i>How will you analyze the data?</i>	<i>When and how will you share results? With whom?</i>	<i>Who will ensure this gets done?</i>
Were messages developed and disseminated about the risks of prescription medication misuse?	# of messages # of dissemination channels/events	Excel worksheet OMPP Coordinator monthly report	Monthly	Compare results with Implementation plan	Monthly with BHA Semi-annual evaluation report Bi-monthly with OMPP coalition	OMPP Coordinator Evaluator

Evaluation Questions	Process Measures	Data Sources	Timeframe	Data Analysis	Communication Plan	Staff Responsible
<i>What do you want to know for the process evaluation?</i>	<i>What type of data will you need for process measures?</i>	<i>What data gathering tool or activity will be used to measure the expected change?</i>	<i>When will you collect the data and how often?</i>	<i>How will you analyze the data?</i>	<i>When and how will you share results? With whom?</i>	<i>Who will ensure this gets done?</i>
How many people have been reached via social media using Facebook, Twitter or Instagram Analytics?	Number of people reached	Social Media Analytics	Monthly	Analytic Reports	-Evaluation Reports -At coalition meetings	OMPP Coordinator Evaluator
Does the target population respond to the messages?	Process Evaluation questions	-Focus Groups -3-4 question surveys at community events	Quarterly As available (i.e., when appropriate events occur)	Content analysis of focus group notes Survey analysis	Summary to coalition and Marketing Firm	OMPP Coordinator Evaluator - Marketing Firm

Evaluation Questions	Process Measures	Data Sources	Timeframe	Data Analysis	Communication Plan	Staff Responsible
<i>What do you want to know for the process evaluation?</i>	<i>What type of data will you need for process measures?</i>	<i>What data gathering tool or activity will be used to measure the expected change?</i>	<i>When will you collect the data and how often?</i>	<i>How will you analyze the data?</i>	<i>When and how will you share results? With whom?</i>	<i>Who will ensure this gets done?</i>
How likely are people to share this campaign with others?	Process Evaluation questions Number or requests you receive for materials and information	-Focus group -3-4 question surveys at community events -Excel worksheet	Quarterly As available	-Content analysis of focus group notes -Survey Analysis -Track and record numbers, identify trends	-At coalition meetings as data becomes available -Survey Findings -Summary report	OMPP Coordinator Evaluator Coalition member(s)

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Was there an increase in perceived “great risk of harm” of NMUPD 1 or 2 times/life?	Percentage of adults (over age 18) who perceive “great risk of harm”	MPOS 2016, 2019	Biannually	Trend analysis	-Evaluation Reports biannual -At coalition meetings	OMPP Coordinator Evaluator
Was there a decrease in use of non-prescribed medications?	Percentage of adults (over age 18) who would not take a non-prescribed medication.	MPOS 2016, 2019	Biannually	Trend analysis	-Evaluation Reports biannual -At coalition meetings	OMPP Coordinator Evaluator
Was there a decrease in overuse of prescribed medication?	Percentage of adults (over age 18) would not take more than prescribed dose of medication to treat pain	MPOS 2016, 2019	Biannually	Trend analysis	-Evaluation Reports biannual -At coalition meetings	OMPP Coordinator Evaluator

Evaluation Questions	Outcome Measures	Data Sources	Timeframe	Data Analysis	Communication Plan	Staff Responsible
Was there a reduction in past 12-month NMUPD?	Percentage of adults (over age 18) who did not engage in NMUPD	MPOS 2016, 2019	Biannually	Pre- and Post-OMPP results	Final Evaluation Report News Release	OMPP Coordinator FCHD Public Information

Strategy:	Pharmacist Outreach
Target Population:	Pharmacists (directly); young adults and parents (indirectly)
Contributing Factor:	Lack of knowledge/use of safe storage and disposal methods
Short Term Objective:	By June 2019, there will be an increase from 51% to 58% in knowledge of safe disposal methods (MPOS 2016 and 2019 data)

PROCESS EVALUATION TABLE

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Were all pharmacies visited 2x/year?	# visited #materials distributed	OMPP Coordinator tracking on Excel Spreadsheet	Semi-annually	Compare results with Implementation plan	Monthly OMPP reports At Coalition meetings	OMPP Coordinator
Were updates of harm reduction, PDMP, Good Samaritan Law, etc. provided to pharmacies?	Materials provided	OMPP Coordinator tracking on Excel Spreadsheet	Monthly	Compare results with implementation plan	Monthly OMPP reports At Coalition meetings	OMPP Coordinator

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See Social Marketing Outcome Evaluation						

Strategy:	Community Based Processes to Support Harm-Reduction Efforts
Target Population:	Parents, Youth, Individuals at high risk of opioid overdose/death
Contributing Factor:	Low perceived risk of the danger of prescription opioids
Short Term Objective:	By June 2020, the OMPP Coalition partners will have in place a streamlined method for multi-agency coordination and collaboration that facilitates harm reduction strategies as measured by member reports.

PROCESS EVALUATION TABLE

Evaluation Questions	Process Measures	Data Sources	Timeframe	Data Analysis	Communication Plan	Staff Responsible
<i>What do you want to know for the process evaluation?</i>	<i>What type of data will you need for process measures?</i>	<i>What data gathering tool or activity will be used to measure the expected change?</i>	<i>When will you collect the data and how often?</i>	<i>How will you analyze the data?</i>	<i>When and how will you share results? With whom?</i>	<i>Who will ensure this gets done?</i>
Do the OMPP Coalition and community partners collaborate on Harm Reduction efforts?	Lists of partners Meeting agendas and minutes List of community agencies and organizations in which OMPP Coordinator and other coalition members participate	OMPP Coordinator Excel worksheet	Monthly	Review of minutes and reports of training and other events	OMPP Monthly report to BHA Semi Annual Evaluation Reports	OMPP Coordinator Evaluator

Evaluation Questions	Process Measures	Data Sources	Timeframe	Data Analysis	Communication Plan	Staff Responsible
<i>What do you want to know for the process evaluation?</i>	<i>What type of data will you need for process measures?</i>	<i>What data gathering tool or activity will be used to measure the expected change?</i>	<i>When will you collect the data and how often?</i>	<i>How will you analyze the data?</i>	<i>When and how will you share results? With whom?</i>	<i>Who will ensure this gets done?</i>
In what opioid-misuse prevention activities do OMPP Coordinator and Prevention Coordinator participate?	Frequency of participation Events # of participants educated # of participants trained # of NARCAN sessions facilitated	OMPP Coordinator Excel Spreadsheet	Daily/weekly	Compare with Implementation Plan	OMPP Coalition Semi-annual Evaluation Reports Monthly reports to BHA	OMPP Coordinator Prevention Coordinator Evaluator

Evaluation Questions	Process Measures	Data Sources	Timeframe	Data Analysis	Communication Plan	Staff Responsible
<i>What do you want to know for the process evaluation?</i>	<i>What type of data will you need for process measures?</i>	<i>What data gathering tool or activity will be used to measure the expected change?</i>	<i>When will you collect the data and how often?</i>	<i>How will you analyze the data?</i>	<i>When and how will you share results? With whom?</i>	<i>Who will ensure this gets done?</i>
What resources do OMPP Coordinator and Prevention Coordinator review, provide?	Materials reviewed Information disseminated Information dissemination channels Social media analytics on “Take Back My Life” webpage	OMPP Coordinator Excel Spreadsheet Media partner report	Daily/weekly/monthly	Compare with Implementation Plan	OMPP Coalition Semi-annual Evaluation Reports Monthly reports to BHA	OMPP Coordinator Prevention Coordinator Evaluator

OUTCOME EVALUATION TABLE

Evaluation Questions	Outcome Measures	Data Sources	Timeframe	Data Analysis	Communication Plan	Staff Responsible
<i>What do you want to know for the outcome evaluation?</i>	<i>What type of data will you need for outcome measures?</i>	<i>What data gathering tool or activity will be used to measure the expected change?</i>	<i>When will you collect the data and how often?</i>	<i>How will you analyze the data?</i>	<i>When and how will you share results? With whom?</i>	<i>Who will ensure this gets done?</i>
Is there a streamlined method for multi-agency coordination and collaboration that facilitates harm reduction strategies?	A document that describes the method for maintaining cross-agency communication and collaboration	OMPP Coordinator report Meeting minutes	Quarterly	Document review	Semi-annual Evaluation Reports At Coalition Meetings	OMPP Coordinator
See Outcome Evaluation Tables for Prescriber Education and Social Marketing/Media Interventions						