

To view an archived recording of this presentation please click the following link:

https://youtu.be/T_lzdFgkKQ

Please scroll down this file to view a copy of the slides from the session.

Disclaimer

This document was created by its author and/or external organization. It has been published on the Public Health Ontario (PHO) website for public use as outlined in our Website Terms of Use. PHO is not the owner of this content. Any application or use of the information in this document is the responsibility of the user. PHO assumes no liability resulting from any such application or use.

Promoting Health: A (re)Introduction to Evaluating Health Promotion Programs

Andrea Bodkin, Senior Program Specialist, Health Promotion, Public Health Ontario

Kyley Alderson, Health Promotion Specialist, Wellington-Dufferin-Guelph Public Health

Rachel Ackford, Health Promotion Specialist, Wellington-Dufferin-Guelph Public Health

July 27, 2022








What Is Evaluation?

What Is Evaluation?¹

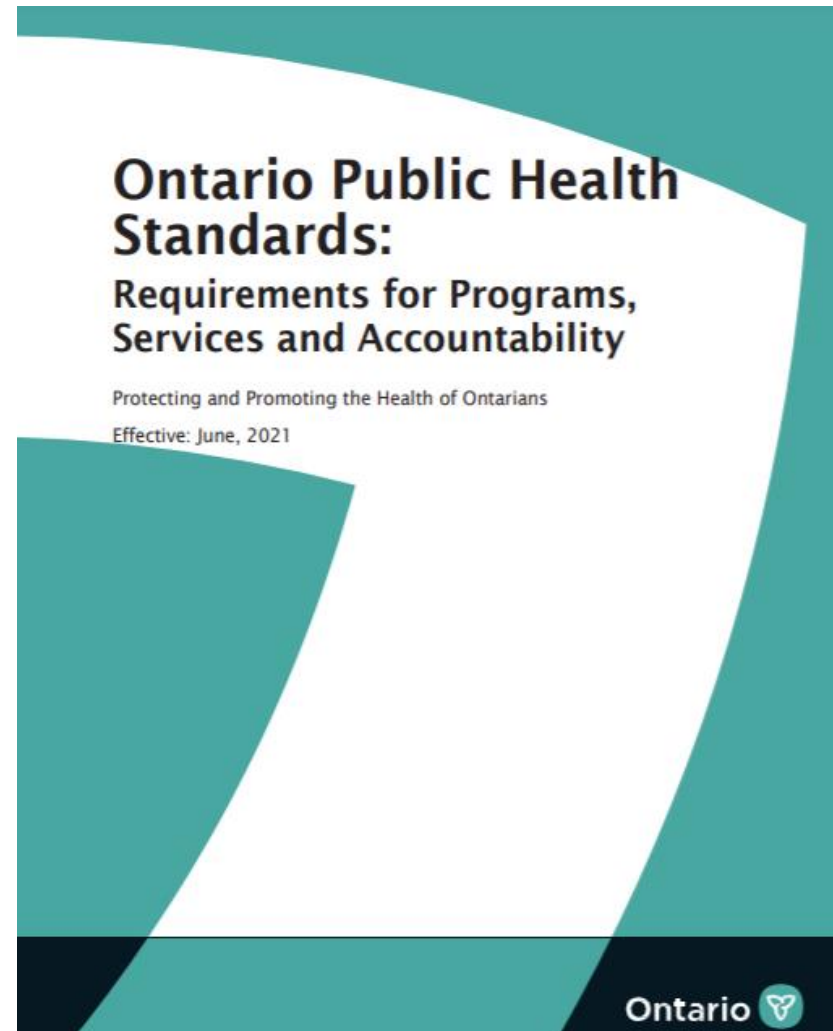
Evaluation is the systematic assessment of the design, implementation or results of an initiative for the purposes of learning or decision-making

What Evaluation Is Not!

-  Research²
-  Done by a third party³
-  Always expensive⁴
-  Always/just surveys!⁴
-  Done at the end of a program⁵

Why Evaluate? The Ontario Public Health Standards

To demonstrate impact of public health programs and services and measure outcomes of program/population health services.⁶



Why Evaluate?

Meet funder requirements⁶

Contribute to the evidence base⁴

Demonstrate value⁴

Build trust with partners⁵

Identify areas for improvements³

Measure effectiveness/impacts⁶

When Should We Evaluate?

Evaluation occurs throughout the life cycle of a health promotion effort: during the design phase, the implementation phase, and when the initiative is finished.⁷

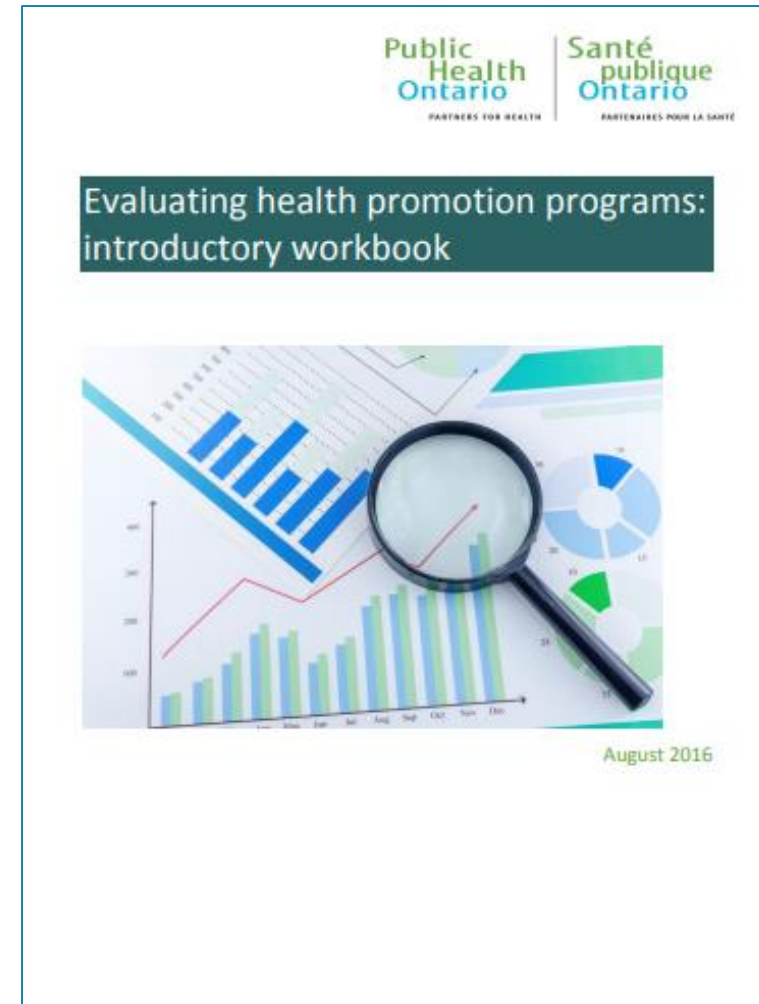




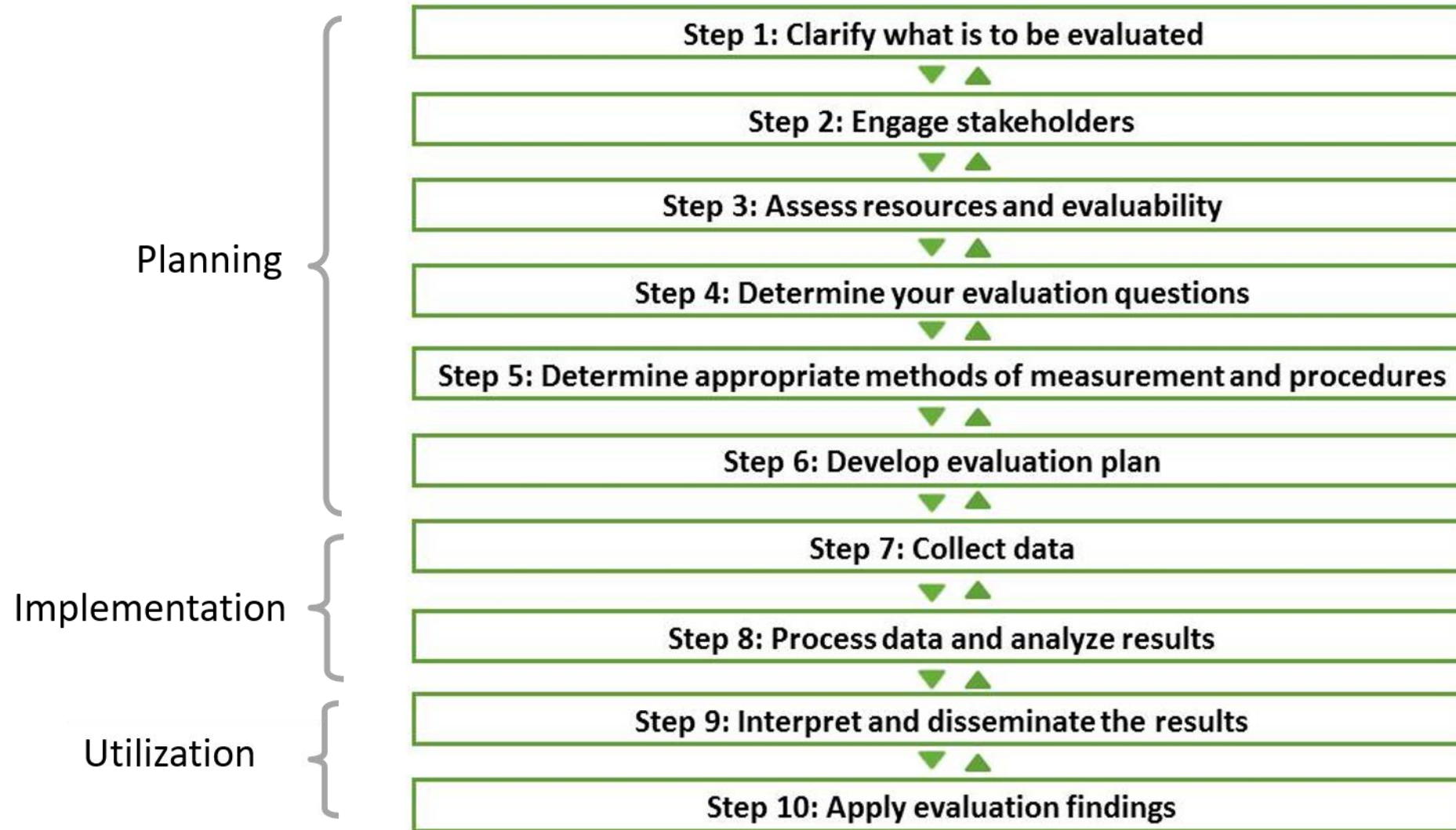
A Ten Step Model for Evaluating Health Promotion Programs

PHO's Evaluating Health Promotion Programs Model⁴

Goal-based approach to evaluation: emphasizes planning for, and measuring the achievement of, pre-set goals.³



Ten Steps for Conducting an Evaluation⁴



References

1. Canadian Evaluation Society. What is evaluation? [Internet]. Renfrew, ON: Canadian Evaluation Society; 2014 [cited 2022 Jul 7]. Available from:
2. Centers for Disease Control and Prevention, Program Performance and Evaluation Office. Program evaluation [Internet]. Atlanta, GA: Centers for Disease Control and Prevention; 2022 [cited 2022 Jul 7]. Available from:
3. Better Evaluation. What is evaluation? [Internet]. East Melbourne: Better Evaluation Ltd; [date unknown] [cited 2022 Jul 7]. Available from:
4. Ontario Agency for Health Protection and Promotion (Public Health Ontario), Snelling S, Meserve A. Evaluating health promotion programs: introductory workbook. Toronto, ON: Queen's Printer for Ontario; 2016. Available from:
5. BetterEvaluation. Types of evaluation [Internet]. East Melbourne: Better Evaluation Ltd; [date unknown] [cited 2022 Jul 6]. Available from:
6. Ontario. Ministry of Health; Ontario. Ministry of Long-Term Care. Ontario Public Health Standards: requirements for programs, services and accountability: protecting and promoting the health of Ontarians. Toronto, ON: Queen's Printer for Ontario; 2021. Available from:
7. Ontario Agency for Health Protection and Promotion (Public Health Ontario). Audio presentation: evaluating health promotion programs [Internet]. Toronto, ON: Queen's Printer for Ontario; 2016 [cited 2022 Jul 7]. Available from:

HPCDIP@oahpp.ca

Public Health Ontario keeps Ontarians safe and healthy. Find out more at
[PublicHealthOntario.ca](https://www.publichealthontario.ca)

Guelph Overdose Prevention Site Evaluation in 10 Steps

July 27, 2022

Presented by Kyley Alderson and Rachel Ackford



PublicHealth
WELLINGTON-DUFFERIN-GUELPH
Stay Well.

LAND ACKNOWLEDGEMENT



Introduction: Guelph's Overdose Prevention Site

- An Overdose Prevention Site (OPS) is a temporary site that provides a safe, hygienic space for people to use pre-obtained drugs under supervision.
- In response to increasing opioid-related deaths and harms in Guelph, and strong support for an OPS from a substance use needs assessment, the Guelph Community Health Centre (GCHC), Guelph Family Health Team (GFHT), and HIV/AIDS Resources and Community Health (ARCH) partnered to establish Guelph's OPS after receiving temporary approval and funding from the Ministry of Health and Long-Term Care.
- Program launched on May 8, 2018
 - Services offered: safe and legal space to use drugs, harm reduction supplies, response to drug poisoning (overdose), on-site nurse and peer support, referrals to other services/resources
 - At that time, the site was open 7 days a week (10am-5pm) and had an intake/post consumption room and consumption room with two injection booths

Step 1: Clarify what is to be evaluated



- **An evaluation committee was formed prior to the Overdose Prevention Site opening to proactively plan an evaluation**
 - Clear understanding of program goals and activities
 - Allowed for appropriate data tracking
- **The purpose of the evaluation was to:**
 - Inform key partners/community about the need for, use and outcomes related to the Overdose Prevention Site;
 - Inform long-term services, programs and other actions to support safe substance use and prevent drug poisonings and;
 - Complement or add to the findings from a local needs assessment about safer substance use conducted by Wellington-Dufferin-Guelph Public Health in April 2018

Step 2: Engage key people

- **Community partners met regularly and included:**
 - **Toward Common Ground**
 - **Guelph Community Health Centre (GCHC)**
 - **HIV/AIDS Resources & Community Health (ARCH)**
 - **Wellington-Dufferin-Guelph Public Health (WDGPH)**
- **Evaluation committee also included a peer with lived experience**
- **WDGPH chosen as evaluation lead**

Step 3: Assess resources and evaluability



- **There was significant leadership buy-in from all partners involved**
- **Tight turn-around needed to inform permanent Consumption and Treatment Service (CTS) site application**
- **Limited budget**
- **WDG Public Health provided two Health Promotion Specialists to serve as evaluators and funding to provide gift card incentives to evaluation participants**
- **Assessment of data sources (Site data vs. Community-level data)**

Step 4: Determine evaluation questions



- Questions were developed in consultation with the evaluation committee
- Wanted to determine if the program was operating as planned (process evaluation) AND whether the program was meeting it's goals (outcome evaluation)
- Evaluation questions were:
 1. What are the strengths and challenges of the site?
 2. What are the positive and negative short-term outcomes for clients associated with use of the site?
 3. Is an Overdose Prevention Site an effective way to keep people who use substances safe in our community?

Step 5: Determine appropriate methods

- **A mixed-method design was used to allow for both objective statistics and subjective context**
- **Performed interviews with clients and staff (Qualitative and Quantitative)**
- **Reviewed internal program tracking data (Quantitative)**
- **Ethics approval received from WDG Public Health research ethics committee**

Step 6: Develop evaluation plan

- **Plans were developed in consultation with the evaluation committee**
- **Key documents included:**
 - Evaluation framework
 - Data analysis plan
 - Interview protocol
 - Interview guide
 - Information letter/consent form
 - Recruitment posters

Step 7: Collect data

- Interview recruitment through posters and cards handed out at the Guelph Community Health Centre (location of the Overdose Prevention Site)
- After pilot testing, evaluators spent approximately 16 days on site interviewing clients and staff
 - Staff provided “warm hand-off” to introduce clients to evaluators
 - Process to ensure informed consent and confidentiality
 - Evaluators followed a structured interview guide and manually entered participant responses into an online survey
 - In total 51 clients (51/103) and 14 staff (14/17) voluntarily participated
- Evaluator retrieved data from site's internal tracking database

Step 8: Process data and analyze results



- **Cleaned and organized data in Microsoft Excel (i.e., Power Query and Pivot)**
- **Generated descriptive statistics (i.e., frequencies and proportions)**
- **Open-ended questions were analyzed for major and minor themes**
- **Reviewed secondary data sources for additional context**

Step 9: Interpret and disseminate results

- Presentations
- Slide decks
- Service delivery recommendations
- Public facing infographics
- Poster boards to share findings back with clients
- Detailed report

Guelph Overdose Prevention Site Evaluation: Key Findings

The Overdose Prevention Site (OPS)* offers:
A safe, legal place to use drugs | Harm reduction supplies (e.g., needles, naloxone) | Response to overdose | On-site nurse and peer support | Referrals to other services and resources

Evaluation Questions

1. What are the strengths and challenges of the OPS?
2. What are the positive and negative short-term outcomes for clients?
3. Is an OPS an effective way to keep people who use substances safe?

From May 2018 to March 2019, data were collected from:

- 51 OPS client interviews
- 14 OPS staff interviews
- OPS internal tracking database

KEY FINDINGS

Visits	Unique Clients	Repeat Clients
4,085	401	43%

STRENGTHS

- Friendly, caring and helpful staff
- Accessible location
- Welcoming, safe environment
- Access to harm reduction supplies and education
- On-site medical care
- Referrals to other services (e.g., housing, healthcare, treatment)

CHALLENGES

- Small space
- Privacy concerns
- Hours of operation
- Wait times
- Limited staff time and coverage
- Limitations of some services to accept referrals

IMPACTS

85%	of interviewed clients said the OPS is important to their overall health.	88%	of interviewed clients said the OPS is important to their overall safety.
-----	---	-----	---

POSITIVE

- Prevents overdose deaths: Overdoses 45 | Overdoses reversed 100% | Deaths 0
- Treated with naloxone 33% | transferred to emergency department 7%
- Promotes safer ways to use
- Fosters trusting relationships & a sense of belonging
- Increases access to medical care
- Increases connections to community services

NEGATIVE

- Some clients reported:
 - Feeling stress or concern about being seen at the OPS
 - Using substances in riskier (unsupervised) places when wait times are too long

The OPS has many positive impacts on clients. It reduces the harms related to substance use and is an effective way to keep people who use the service safe. The OPS is one important part of a larger system needed to address substance use needs in the community.

Guelph's OPS is a partnership among the Guelph Community Health Centre (CHC), HIV/AIDS Resources and Community Health (ARCH) and the Guelph Family Health Team. The evaluation was led by Wellington-Dufferin-Guelph Public Health in partnership with the Guelph CHC, ARCH and Toward Common Ground.
For full results, contact Jennifer MacLeod at Jennifer.Macleod@wdgpublichealth.ca or 1-800-265-7293 ext. 4370.
Limitations: Client interviews likely engaged regular versus occasional OPS users; however, almost half of the clients who attended the OPS during the interview time period were interviewed. Evaluation findings do not include feedback from individuals who are not using the site. Broader community impact was not assessed as part of this evaluation but will continue to be monitored and included in future evaluations.
*As of March 29, 2019, the OPS is transitioning to a Consumption and Treatment Service (CTS).

New and Improved: Consumption and Treatment Service (CTS)*

Wellington-Dufferin-Guelph Public Health interviewed CTS clients and staff to identify service delivery strengths and challenges. Strengths include: friendly, caring and helpful staff; good location; welcoming and safe environment; access to harm reduction supplies and education; on-site medical care; and providing referrals to other services (e.g., housing, healthcare, treatment). The Guelph Community Health Centre is actively working to address challenges and improve service delivery by listening to client and staff feedback.

Challenges we heard

Small space Wait times Privacy concerns	Hours of operation	Limited staff time and coverage	Limitations of some services to accept referrals
---	--------------------	---------------------------------	--

Actions we're taking

Applied to The Ministry of Health for space redesign to: <ul style="list-style-type: none"> • Increase size • Increase consumption booths (from 2 to 4) • Add nursing treatment room • Create private CTS entrance 	Longer hours <ul style="list-style-type: none"> • Site now open during lunch hour • Site now open from 9 a.m. to 5:30 p.m. (last entry 4:30 p.m.) 	Increased team <ul style="list-style-type: none"> • From 2 to 4 staff per shift • New roles: registered practical nurse (RPN), in-reach worker, full-time supervisor • Bigger team allows for more care and support 	More services at the CTS <ul style="list-style-type: none"> • Increased access to: suboxone, nicotine replacement therapy (NRT), vaccinations, STI and Hep C/HIV testing and treatment, blood work, wound care, health assessments, counselling and supported referrals to other services
---	--	---	---

Guelph's CTS is a partnership among the Guelph Community Health Centre (CHC), HIV/AIDS Resources and Community Health (ARCH) and the Guelph Family Health Team. This evaluation was led by Wellington-Dufferin-Guelph Public Health in partnership with the Guelph CHC, ARCH, and Toward Common Ground. Interviews were conducted with 51 OPS clients and 14 staff members in February and March of 2019.
For full results, contact Jennifer MacLeod at Jennifer.Macleod@wdgpublichealth.ca or 1-800-265-7293 ext. 4370.
*Prior to March 29, 2019, the CTS was an Overdose Prevention Site (OPS).

Step 10: Apply evaluation findings



- **Guelph Community Health Centre (GCHC) used our findings in their application for a permanent Consumption and Treatment Service (CTS)**
- **In response to client feedback, the Community Centre:**
 - **Changed hours of operation for the site**
 - **Expanded staff roles**
 - **Provided more wrap-around services**
 - **Re-designed the space**
- **Shared our process with other Public Health Units to inform their evaluations**