

Mandatory Action Point 7:

The college/university/institute of technology completes its own evaluation of the effectiveness of the alcohol action plan every 3 years.

1. Purpose

The objective of this toolkit is to:

- Outline the process involved in devising and completing your own evaluation strategy.

2. Scope

The aim of devising and implementing an evaluation strategy should be to monitor the effectiveness and impact of your project. The ownership of the process of evaluation lies with the college/university/institute of technology. Your evaluation strategy should incorporate a self-evaluation process focused on change and improvement. Continuous documentation of each action in addition to inbuilt evaluation structures are key to this process.

3. Procedure

1. You must complete the evaluation of the effectiveness of your college/university/institute of technology alcohol action plan every 3 years.
2. To evaluate the effectiveness you could prepare a self-review tool that could then be completed every time you are evaluating the action plan. This could be as simple as preparing a questionnaire structured under the key areas outlined in your action plan. For example key areas identified in the “Framework for Developing a College Alcohol Policy” include:
 - Providing campus support services
 - Regulating sponsorship, marketing, promotions and selling of alcohol
 - Limiting harm in the drinking environment
 - Encouraging alternatives and choice
3. Throughout your evaluation it is important to focus on (a) What worked well, (b) What were the challenges/ barriers and (c) Recommendations for the future.
4. You could also develop focus groups and surveys with students to measure the impact and effectiveness of the action plan.