



*Process and Outcomes Evaluation Results
from the First Year of the
Youth Marijuana Prevention Collaborative:
Feb 2019 – Jan 2020*

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EXECUTIVE SUMMARY

This report contains process and outcomes evaluation results for the first year of the Youth Marijuana Prevention Collaborative, herein referred to as “YMPC”.

Background

From February 2019 through January 2020, Healthy Generations was funded by the Washington State Department of Health (DOH) through a competitive Request for Proposal to plan, implement, and evaluate a Practice Collaborative for DOH’s Youth Marijuana Prevention and Education Program (YMPEP) contractors.

A Practice Collaborative is a group of people who share a concern or a passion for something they do, and learn how to do it better as they interact regularly.

The YMPEP program includes a network of regional and cross-cultural contractors and their sub-contractors working on public health approaches to youth marijuana prevention in Washington State.

Summary of Healthy Generations’ Work Plan to Establish the YMPC

- **Goal:** Build a sustainable Practice Collaborative among YMPEP contractors and subcontractors
- **Activities:** Two in-person meetings; Monthly interactive webinars; Online portal for collecting and sharing resources; Additional technical assistance as needed
- **Key deliverables:** Communication plan, needs assessment, charter, sustainability plan, process and outcomes evaluation plans, and final evaluation report

Data sources used for the evaluation include: online surveys of YMPC Members, notes from facilitated small group discussions, a communications log maintained by Healthy Generations’ staff, document/product review, and a review of a WA Portal analytics report.

Key Process Evaluation Questions	Key Project Outcomes Evaluation Questions
(1) To what extent was the communications plan implemented? (2) What was the reach, frequency, and participation of YMPC communications by type? (3) What efforts were made to support the YMPC to meet each of the key deliverables? (4) What efforts were made to transition to autonomous operation of YMPC?	(1) Did participating in the YMPC increase individual members’ skills, confidence, and access to resources? (2) Did participating in the YMPC lead YMPEP contractors to make any changes in their local marijuana prevention efforts? (3) What progress did the YMPC make toward achieving its collective statewide aims, as outlined in its charter? (4) Were there any clear steps toward sustainability?

Evaluation Findings

The Process Evaluation revealed Healthy Generations closely followed its communications plan, and met all required deliverables, including a group charter, evaluation plan, sustainability plan, and coordinating other training and ad hoc products. Training and Technical Assistance content was closely aligned with the top 5 training needs identified by the needs assessment. This included:

- 1) **Need: Marijuana prevention advocacy**
Training/Products: a lobbying and advocacy guide, training on the Liquor Cannabis Board rule making process, & facilitation of advocacy workgroup to develop youth marijuana prevention advocacy talking points
- 2) **Need: Access to current data about marijuana**
Training/Products: Presentations by researchers Jason Kilmer and Julia Dilley on recent trends and disparities in youth marijuana use
- 3) **Need: Training on policy, systems, and environmental change (PSE)**
Training/Products: 6 hour in-person training on PSE at March meeting (provided by Uncommon Solutions & hosted by DOH)
- 4) **Need: Time to share, learn, and strategize with others**
Training/Products: Monthly facilitated full group and/or break-out group discussions on selected topics; supported workgroups: youth empowerment, retailer education, & advocacy
- 5) **Need: Examples of successful youth prevention and education programs**
Training/Products: Presentations by priority population contractors on outreach and engagement activities

Key Strengths of the YMPC

YMPC members actively participate in YMPC activities and most feel the YMPC is going well.

- On average, 79% of YMPEP contractors are in attendance at monthly YMPC meetings
- 76% of YMPC members participate in one or more workgroups
- 81% read weekly emails from the YMPC
- 90% participate in Zoom meetings
- 85% feel the YMPC is going well
- 90% want the YMPC to continue
- A large majority agree they've made progress on 7 of the 8 goals outlined in their charter
- Members agree that the YMPC infrastructure fosters a sense of community, and has facilitated collaboration and resource sharing.

“Monthly zoom meetings, advocacy work on rule making, workgroups, portal and face-to-face meetings need to continue.”

“I have been able to utilize some of the resources others have shared through the portal, rather than focus precious time on creating our own.”

Key Impacts of the YMPC

In its first year, the YMPC had a number of measurable successes. It has:

KEY IMPACTS OF THE YMPC TO DATE	
<p>Strengthened relationships among YMPEP stakeholders</p>	<ul style="list-style-type: none"> • 100% agree the YMPC has strengthened their relationships with other YMPC members • 90% agree the YMPC has strengthened the relationship between contractors and DOH • 95% agreed YMPEP contractors and subcontractors are communicating and collaborating better thanks to the YMPC • Members expressed that the YMPC had created a “sense of community” among YMPEP stakeholders <p><i>“We are lightyears ahead of where we were...” – YMPC Member</i></p>
<p>Built skills of the YMPEP workforce</p>	<ul style="list-style-type: none"> • 50% feel “a lot” better equipped to stay abreast of the field and get help or resources to support their work • 85-95% feel at least “a little bit” better equipped to: stay abreast of the field, address their chosen strategies, implement their work plans, facilitate PSE changes, and address marijuana use among the populations experiencing the greatest disparities: LGBTQ youth & youth of color
<p>Built a foundation that members believe will lead to improved health equity</p>	<ul style="list-style-type: none"> • 90% feel at least a little bit better equipped to address marijuana use among the populations experiencing the greatest disparities: LGBTQ youth & youth of color* • 72% agree that the goals of the YMPC, if achieved, will contribute to greater health equity for LGBTQ youth and youth of color • 89% agree that the structure of the YMPC supports them to achieve their goals • Wilder Collaboration Factors Inventory revealed three primary strengths of the YMPC: it has skilled leadership, it has a unique purpose, and members view collaboration as in their self-interest
<p>Impacted how contractors work with their local/regional networks</p>	<ul style="list-style-type: none"> • 100% have utilized the skills, knowledge, or resources they have gained with their local network • About half (55%) have made changes in their local/regional marijuana prevention efforts as a result of the YMPC • Most commonly, this was utilizing resources with their networks that they had obtained through the YMPC <p><i>“I have been able to utilize some of the resources others have shared through the portal, rather than focus precious time on creating our own.”</i> – YMPC member</p>

Current Threats to the YMPC and Recommendations to Address Them:

Explore and address reasons for low survey participation among priority population contractors and low meeting attendance among leadership team members

Despite several email reminders including individual emails to each contractor, priority population contractor participation in the year end survey was only 50%. We strongly recommend following up

individually with subcontractors to identify reasons for non-participation and their recommendations for what could be done to increase engagement to ensure their perspectives are represented.

Leadership attendance at leadership team meetings has been another significant challenge, hovering at around 50%. If not addressed, this will continue to impact efficiency. We recommend monitoring whether the planned shift to bi-weekly meetings improves participation.

It's also worth noting that attendance by both priority population contractors and regional contractors at monthly meetings has declined somewhat in recent months, while participation by other non-contracted stakeholders has increased. Annual training needs assessment would ensure training continues to align with member needs.

Streamline workgroups and continue funding a coordinating agency to ensure sustainability

The Wilder Collaboration Factors inventory identified “insufficient funds, staff, materials, and time to support the work” as a concern. In small group discussions and open-ended survey responses, many members expressed that there are too many workgroups and the time commitment is unsustainable.

“There’s a lot of meetings involved, especially if you’re on more than one work group. It’s hard to sustain.”

Additionally survey respondents noted that ongoing support for meeting planning and facilitation is needed to support sustainability. This is consistent with the request that the Leadership Team submitted to DOH last fall. This should be taken into consideration in determining the feasibility of DOH’s goal of transitioning the YMPC to autonomous operation.

Invest more effort in onboarding and engaging new members

Over 40% of survey respondents have participated in the YMPC for 4 months or less. Only 43% of survey respondents felt they had made progress toward their goal of onboarding new members, and open-ended survey responses identified onboarding of new members as a top priority. As one new member put it, *“I was completely overwhelmed and didn't know how I could access the different entities to help.”* Developing processes and investing time in onboarding will be important for maintaining new member engagement.

Integrate subcontractors while continuing to build trust among YMPC members

The Wilder Collaboration Factors inventory highlighted insufficient engagement of stakeholders outside of the group as a concern that needs to be addressed. In open-ended survey responses, the most common sentiment was the desire for greater integration of subcontractors. To date, regional leads have had different practices regarding if and how they involve subcontractors in the YMPC. Given the goals of the YMPC, we recommend the YMPC consider a more standardized approach to subcontractor membership and/or involvement. We also suggest continued facilitation efforts to ensure the YMPC remains a trusted space to openly discuss challenges as membership expands.

Advocate for upstream, youth-centered approaches to truly address inequities

While significant meeting time was devoted to building YMPC member knowledge related to health equity in recent months, members have highlighted the absence of a work group specifically focused on equity. Additionally, some members have argued that to be truly successful, the YMPC will need to expand its focus beyond marijuana-specific policy.

As the YMPC focuses on meeting their goal of having a “unified voice”, we recommend considering advocacy options to address this important concern.

Most work we've seen was so narrowly focused on marijuana... we're losing that we're talking about young people who are struggling, who are trying to make their lives better for themselves... if we really want to invest in them, we need to be involved in their whole lives and not just their substance.”

Monitor member feedback about WA Portal structure and continue efforts to drive traffic to team pages

The WA Portal was not launched until about three-quarters of the way through the year. However, recent Portal analytics suggest an increasing trend in portal usage. Survey and small group discussion participants identified increasing WA Portal usage as a priority for the near future. Members indicated that further training and improvements to the Portal are needed before it can be used effectively. It will be important to follow up with members to determine whether recent changes have made the portal pages easier to navigate.

Share Wilder Collaboration Factors Inventory results and continue to monitor over the years

The average member rating on the Wilder Collaboration Factors Inventory fell into the “deserves discussion” category on most of the factors in the inventory. This is likely because the YMPC is still so young that it is not yet operating as effectively or efficiently as its members desire. The inventory can be a useful tool to inform quality improvement priorities and monitor progress.

Conclusions

The process evaluation revealed that Healthy Generations implemented all of the intended elements of the communications plan, as well as some additional activities to support YMPC workgroups. The outcomes evaluation shows most YMPC members are deriving value from the YMPC. One year into the YMPC, autonomous operation of the YMPC has not been achieved, and evaluation findings reveal YMPC members believe ongoing external support remains critical.

Currently, 90% of members agree they want the YMPC to continue, and most feel the YMPC is making progress toward its goals. Members have built strong relationships, resulting in increased resource sharing and collaboration. Members are actively sharing and adapting resources for use with their local networks. Members agree the YMPC has built a strong foundation, with skilled leadership, a unique purpose, and members who view collaboration as in their self-interest. Members look forward to increased collaboration in the future.

Priorities for the coming year should include exploring reasons for low survey participation among priority population contractors, streamlining workgroups, continuing to seek funding to support a coordinating

agency, increasing onboarding and support for new members, increase WA Portal usage, integrate YMPEP subcontractors, and advocating for upstream approaches to truly address inequities.

FULL REPORT

BACKGROUND

About this report

This report contains process and outcomes evaluation results for the first year of the Youth Marijuana Prevention Collaborative, herein referred to as “YMPC”. We assessed changes in staff capacity and self-efficacy to conduct marijuana prevention and education activities from February 2019 through January 2020, for the purpose of assessing and improving the effectiveness of these training events and activities.

Description of Healthy Generations’ Role and Work Plan

In February 2019, Healthy Generations was funded by the Washington State Department of Health (DOH) through a competitive Request for Proposal to plan, implement, and evaluate a Practice Collaborative for DOH’s Marijuana Prevention and Education Program (MPEP) contractors.

A Practice Collaborative is a group of people who share a concern or a passion for something they do, and learn how to do it better as they interact regularly.

The YMPEP program includes a network of regional and cross-cultural contractors and their sub-contractors working on public health approaches to youth marijuana prevention in Washington State.

Summary of Healthy Generations’ Work Plan to Establish the YMPC

- **Goal:** Build a sustainable Practice Collaborative among YMPEP contractors and subcontractors
- **Activities:** Two in-person meetings; Monthly interactive webinars; Online portal for collecting and sharing resources; Additional technical assistance as needed
- **Key deliverables:** Communication plan, needs assessment, charter, sustainability plan, process and outcomes evaluation plans, and final evaluation report

Healthy Generations’ proposed work plan included: 1) recruiting YMPEP regional contractors, priority population contractors, and subcontractors to participate in the new YMPC; 2) planning and facilitating monthly meetings online and 2 face to face meetings; 3) Facilitating access to the Washington Portal (WA Portal), an online platform for discussion and collaboration among contractors; 4) additional training and technical assistance as needed; and 5) leading process and outcomes evaluation. Healthy Generations’ key deliverables include a communication plan, needs assessment, charter, sustainability plan, process and outcomes evaluation plan, and evaluation report.

The duration of project funding and the timeframe for this evaluation are both 2/1/2019 through 1/31/2020.

Development of the Needs Assessment, Process, and Outcomes Evaluation Plan

The needs assessment, completed in February 2019, informed the development of a revised communications plan to maximize YMPEP contractor interest and participation, and to plan for sustainability of the YMPC. The results of this needs assessment are not included in this report as they were distributed previously.

The process evaluation was designed to document what support activities were offered and provided to contractors through the YMPC, participation trends, and member feedback about what they liked and what could be improved.

The outcomes evaluation was designed to assess the YMPC’s effectiveness in supporting its members to achieve their personal, local, and collective goals as outlined in their charter, and explore the steps the YMPC has taken toward sustainability and what it would take to sustain the YMPC long term. During the May 2019 online meeting, YMPC members voted to approve this revised outcomes evaluation plan, and four YMPC members agreed to serve as a subcommittee to provide future feedback on evaluation instruments and reports. The evaluation plan was reviewed and approved the DOH. Changes were made to the evaluation plan in December 2019 with input from the YMPC Leadership Team and approval from DOH.

See **Key Questions** call out box below for more detail.

The Washington State IRB determined the needs assessment, process, and outcomes evaluation plan meet the criteria for exemption.

Key Questions		
Key Needs Assessment Questions	Key Process Evaluation Questions	Key Project Outcomes Evaluation Questions
<ul style="list-style-type: none"> (1) What do YMPC members hope to get out of participating in the YMPC? (2) What are the anticipated barriers and what support is needed to help YMPC members actively engage in the YMPC? (3) What training, connections, or resources are needed to help members implement their chosen prevention strategies and work plans? (4) What adjustments should be made to the proposed evaluation plan? 	<ul style="list-style-type: none"> (5) To what extent was the communications plan implemented? (6) What was the reach, frequency, and participation of YMPC communications by type? (7) What efforts were made to support the YMPC to meet each of the key deliverables? (8) What efforts were made to transition to autonomous operation of YMPC? 	<ul style="list-style-type: none"> (5) Did participating in the YMPC increase individual members’ skills, confidence, and access to resources? (6) Did participating in the YMPC lead YMPEP contractors to make any changes in their local marijuana prevention efforts? (7) What progress did the YMPC make toward achieving its collective statewide aims, as outlined in its charter? (8) Were there any clear steps toward sustainability?

Methods for data collection and analysis

In order to minimize burden to participants and maximize completeness and accuracy of data collection, the process evaluation and project outcomes evaluations were designed with a mixed methods approach to triangulate information from several data sources to address the key questions outlined above.

Data sources included:

- **Online surveys** administered at the start, mid-point, and end of the project time period. The surveys gathered both quantitative and qualitative data from YMPC members about their training needs, confidence to implement marijuana prevention strategies, feedback about YMPC activities, outcomes resulting from YMPC participation, and progress toward YMPC sustainability.
- **Facilitated small group discussions** conducted with YMPC members in December 2019. Discussion groups included 5-7 YMPC members. Discussion questions focused on YMPC accomplishments and benefits to date, and were used to supplement survey findings.
- A **communications log** maintained by Healthy Generations staff which documented agendas, attendance, and outcomes, for all interactions between Healthy Generations staff and YMPC members. The evaluator conducted a monthly review of meeting notes and updated the log with detailed information about each meeting.
- A **review of documents/products** produced during the project (e.g. monthly reports submitted to DOH, webinar and training agendas and recordings, marijuana advocacy points, etc.)
- A review of **Washington Portal analytics**. Analytics were provided by contractor Uncommon Solutions, and were used to assess the frequency and ways in which YMPC members engaged online outside of monthly webinars.

Methods overview

- 3 online surveys of YMPC Members
- Facilitated small group discussions
- Communications log
- Document/Product review
- Online Portal Analytics

PROCESS EVALUATION FINDINGS

The process evaluation was designed to document what support activities were offered and provided to contractors through the YMPC, and participation trends. Data sources included the Communications Log, review of YMPC Documents and Products, and midpoint and year end surveys.

1. How the Communications Plan was Implemented

Near the start of the project, Healthy Generations submitted a communications plan to DOH. The process evaluation revealed that the communications plan was closely followed, though some additional activities were added.

The key components defined in the communications plan were:

- Seek feedback through a YMPC member Advisory Council
- Create webinars, trainings, and TA based on YMPC members needs revealed in needs assessment and subsequent activities
- Engage membership via regular emails announcing YMPC meetings, activities, and trainings
- Contact all YMPC members individually to ensure all members are prepared and comfortable working digitally
- Plan & host monthly remote YMPC meetings from May – Dec 2019

Healthy Generations’ activities addressed each of these components. **Table 1** below describes and, where possible, quantifies the specific activities that Healthy Generations carried out in support of each component of the Communications Plan. In most cases, based on the activities conducted, we determined that the component had been completed. There was one component that we determined to be partially completed: “Contact all YMPC members individually to ensure all members are prepared and comfortable working digitally”. Healthy Generations’ was not able to provide training to all participants due to an unanticipated high level of inconsistency and turnover among individuals representing member agencies during YMPC meetings.

Healthy Generations also logged some additional unplanned activities. This included support to subcommittees.

Table 1 Healthy Generations' Planned and Actual Activities to Support the YMPC

Components defined in Communications Plan	Completed?	Description of completed activities	Notes/Deviations
Seek feedback through a YMPC member Advisory Council	Yes	<ul style="list-style-type: none"> • Facilitated establishment of transitional Advisory Group in March 2019 with purpose of establish YMPC Charter. • Facilitated election of Permanent Leadership Team members during August 2019. • Logged a total of 42 phone calls in support of the Leadership Team including: • Facilitated 5 ad hoc phone meetings of transitional Advisory through charter ratification, July 2019 • Facilitated 22 weekly Leadership team phone calls August – Jan 	This component was by far the most time intensive. We did not anticipate the level of support that would be required. In particular, the leadership team decided to meet weekly, and the TA team frequently provided additional one-on-one calls to Leadership team members who had missed meetings or were unavailable to meet at a designated time

<p>Create webinars, trainings, and TA based on YMPC members needs revealed in needs assessment and subsequent activities</p>	<p>Yes</p>	<p>Analysis of YMPC event agendas revealed three primary focus areas:</p> <ul style="list-style-type: none"> • Soliciting member input on YMPC structure and decision-making processes for the YMPC, • Delivering training/education on priority topics, and • Facilitated discussion amongst YMPC members. <p>Training topics aligned with top priorities identified by needs assessment -- See Table 3 below for specifics.</p> <p>Technical assistance was provided to facilitate advocacy workgroup</p>	
<p>Engage membership via regular emails announcing YMPC meetings, activities, and trainings</p>	<p>Yes</p>	<ul style="list-style-type: none"> • Created & maintained updated contact list of YMPC members • Established mail chimp account and templates for email communications • Sent email reminders, agendas, and minutes for all YMPC events and leadership team meetings • Facilitated WA Portal subcommittee, which launched WA Portal internal pages for full YMPC and workgroups, and posted resources received to portal • Solicited resources from YMPC members and distributed by email and WA Portal beginning fall of 2019. 	<p>WA Portal was slow to launch due to poor attendance and lack of clarity around what pages to create as YMPC was still determining its structure and workgroups</p> <p>Pages did not launch until November, and to date, engagement has been limited primarily to the Project Manager posting resources along with two YMPC members.</p>

Contact all YMPC members individually to ensure all members are prepared and comfortable working digitally	Partial	<ul style="list-style-type: none"> • YMPC project manager received training from Online Facilitation Expert on how to orient people to Zoom • Held 13 one on one Orientation to Zoom trainings for YMPC members 	Training was offered to all YMPC members during spring of 2019. However, several agencies alternated or changed which staff participated in monthly calls after training was completed. There were also some additional agencies that joined the YMPC. TA team did not anticipate this level of turnover and did not have capacity to provide training to all of the new individuals.
Plan & host monthly remote YMPC meetings from May – Dec 2019	Yes	<ul style="list-style-type: none"> • Meetings were held each month, for a total of 10 remote (Zoom) meetings and 2 in-person meetings 	An additional remote meeting was held in January 2020

Healthy Generations’ Team members tracked their activities through a Communications Log. The log contains attendees, agendas, and outcomes of each communication. The log only captured interactions with YMPC members. It did not include internal meetings among the Healthy Generations Team, nor did it comprehensively capture communications with DOH. For the most part, only phone conversations were tracked. Very few emails were tracked.

Table 2 Communications logged by Healthy Generations’ Team

Types of activities logged by Healthy Generations’ TA Team	# of events
Support to Advisory and Leadership Team	46
Technical Assistance	14
Support to subcommittee	10
Monthly Zoom Meeting	10
Support to DOH	3
OTHER	3
Semi-Annual In-Person Meeting	2
Total	88

Table 3 Top 5 training topics identified in needs assessment and YMPC events/activities that addressed them

Top 5 Training Needs from Needs Assessment	YMPC events/activities that addressed this need
Training on successful marijuana prevention advocacy	<ul style="list-style-type: none"> • Developed & distributed lobbying and advocacy guide • Recorded informational webinar on LCB rule making process • Q & A with LCB representative • Participation in LCB rulemaking focus group • Discussion between leadership team and LCB representative • Facilitated advocacy workgroup beginning to develop talking points for youth marijuana prevention advocacy efforts
Access to current data about marijuana use, harms, and disparities	<ul style="list-style-type: none"> • Researcher Jason Kilmer presented on prevention and intervention research • Researcher Julia Dilley presented on disparities in youth marijuana use
Training on policy, systems, and environmental change (PSE)	<ul style="list-style-type: none"> • 6 hour in-person training on PSE at March meeting (provided by Uncommon Solutions & hosted by DOH)
Time to share, learn, and strategize with other YMPEP providers	<ul style="list-style-type: none"> • Facilitated full group and/or break-out group discussions during monthly Zoom meetings on selected topics • Supported establishment of topic-specific workgroups: youth empowerment, retailer education, & advocacy
Successful youth prevention and education programs	<ul style="list-style-type: none"> • Priority population providers presented on outreach activities to reach and engage youth • Equity training in person and follow up remote discussion highlighted need to understand and address broader context in order to be effective in youth prevention, & need for funding and guidance to be flexible enough to support this

2. Reach, frequency, and participation in YMPC Activities

Full YMPC membership participation

On average, 21 people and 79% of YMPEP contractors were in attendance at monthly YMPC meetings. Participation was highest at in-person meetings, which were held during March and October. Since November 2019, there was a marked increase in the *number of people* attending YMPC meetings (**Figure 1**), despite a decrease in the *percentage of contractors* in attendance (**Figure 2**). This decline is consistent across both regional contractors and priority population contractors (**data not shown**).

Figure 1 Total number of participants attending monthly YMPC meetings

Monthly meeting participation

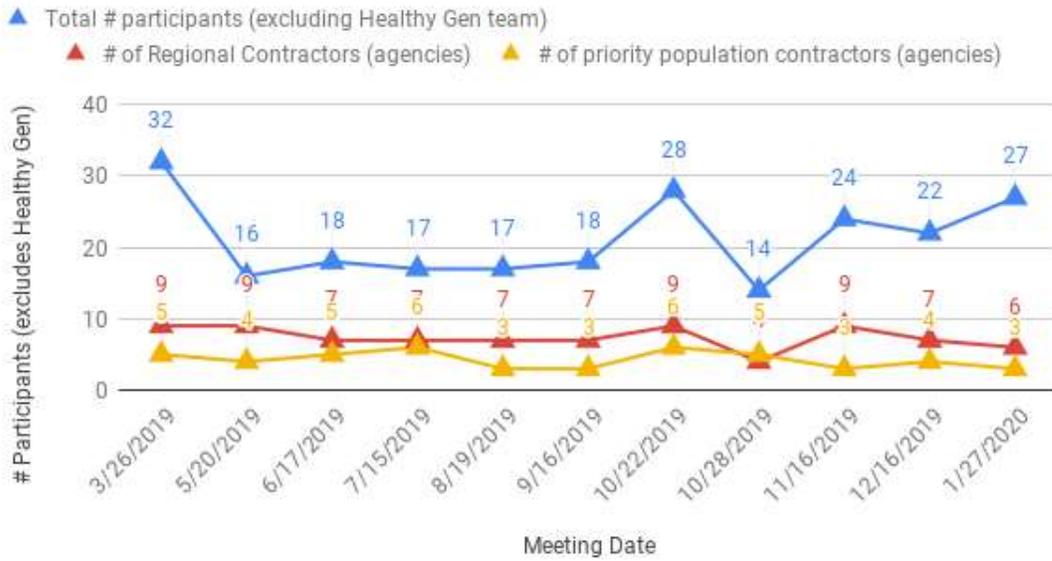
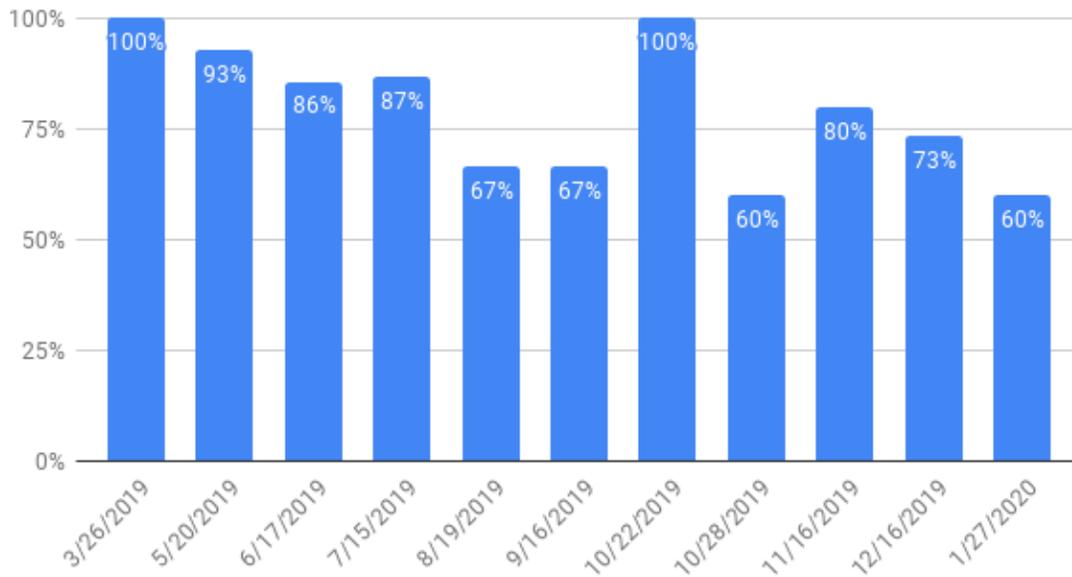


Figure 2 Percentage of contractors in attendance at monthly meetings

Percentage of contractors in attendance at monthly meetings



YMPC Leadership Team Participation

The permanent YMPC Leadership Team was elected in August 2019. Leadership Team meeting participation has been consistently low, with an average of just 51% of leadership team members in attendance at any given meeting (**Figure 4**). This is likely a function of the large time commitment required to participate in weekly meetings.

Figure 3 Number of Leadership Team members in Attendance at Weekly Leadership Team Meetings

Leadership Team meeting participation

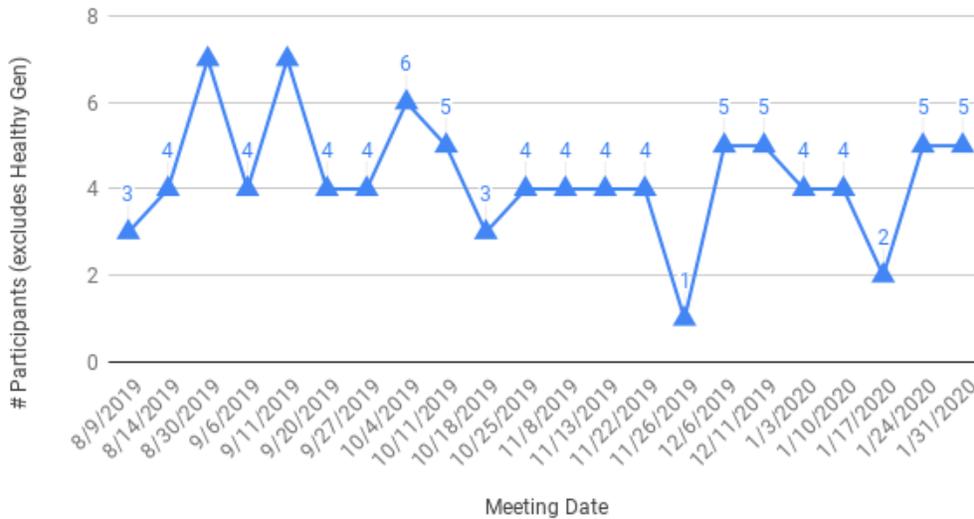
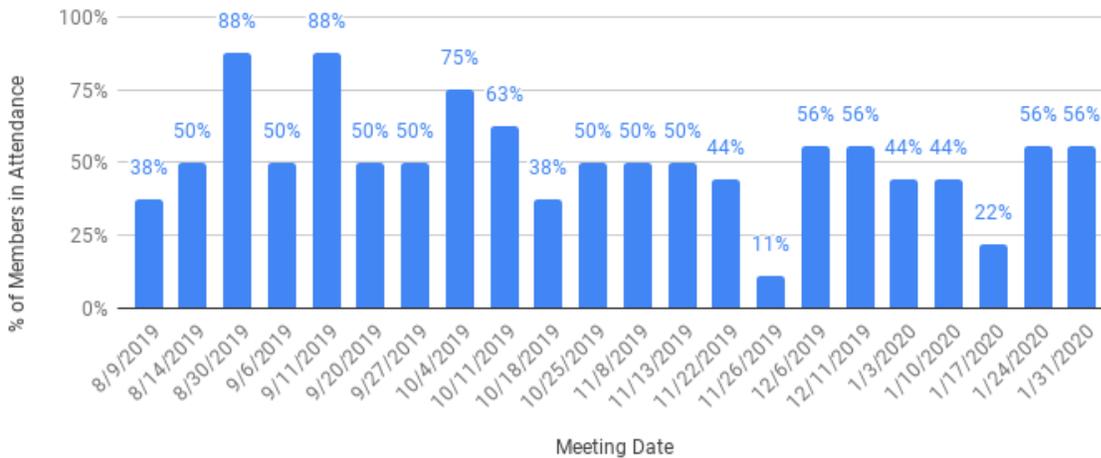


Figure 4 Percentage of Leadership Team members in Attendance at Weekly Leadership Team Meetings

Percent of Leadership Team Members in Attendance at Leadership Team Meetings

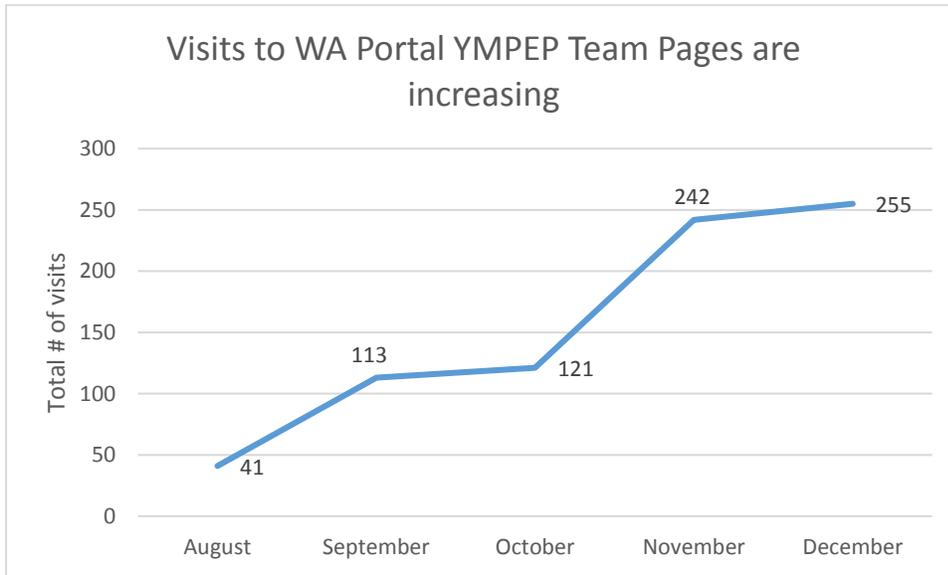


WA Portal Usage

The WA Portal launch was much slower than anticipated. There was a soft-launch of the team pages in August, which was re-articulated as a priority during the October face to face YMPC meeting. WA Portal analytics were only available through December, but it appears that there has been an increasing trend in visits to the team pages on the portal over the last several months. At this juncture, most content has been sent by email to Healthy Generations staff or Uncommon Solutions contractors who then upload the resources. A tutorial was sent out this month to encourage members to post content directly.

There has been an increase in visits to the public page as well, though this has not been formally launched so it is unclear who is visiting this page or if it is available to the public.

Figure 5 Total Monthly Visits to WA Portal Team Pages



3. Efforts to support the YMPC to meet key deliverables

Healthy Generations took the lead in developing each of the key deliverables. Healthy Generations sought input from YMPC members throughout the development of these deliverables as described in **Table 4** below.

Table 4 YMPC member input on deliverables

Required Deliverable	Completed	Activities and YMPC member input
Project timeline (February)	Yes	A revised project timeline was agreed upon between Healthy Generations and DOH in February.
Communication Plan (March)	Yes	A needs assessment was conducted in February, which was used to inform the revised communications plan
YMPC Needs assessment (March)	Yes	A needs assessment was completed involving an online survey and phone interviews of anticipated YMPC members. Results were distributed by email and presented during the kick off meeting in March.

Charter (May)	Yes	During the March kick of meeting, members were invited to sign up for a temporary YMPC Advisory workgroup. Members of this workgroup met ad hoc through June to finalize the charter. Other YMPC participants gave feedback on the charter through monthly Zoom meetings and the charter was ratified in July.
YMPC evaluation plan (May)	Yes	The evaluation plan was updated to reflect the needs assessment results and communications plan. YMPC participants gave feedback on the draft plan and voted to approve it at the monthly Zoom meeting in May.
YMPC sustainability plan (July)	Yes	Healthy Generations drafted the sustainability plan and sought input from leadership team members between August and January. The final plan was submitted in February 2020.
Ad hoc products prioritized by the YMPC (as determined by YMPC)	Yes (Also as determined by DOH)	Ad hoc technical assistance products included: <ul style="list-style-type: none"> • Lobbying vs. Advocacy guide for YMPEP contractors • Recorded webinars on topics including school discipline, marijuana usage trends among youth, and disparities in usage (developed with input from YMPC members) • Recorded interview on LCB rulemaking process • Marijuana Prevention Advocacy talking points for the 2020 legislative session • Additionally, through request by YMPC members, DOH developed and distributed advocacy guidelines for YMPEP contractors
YMPC evaluation report (Jan '20)	Yes	YMPC leadership team reviewed and gave input on final evaluation instruments during two meetings in December

4. Efforts to transition YMPC to autonomous operation

Autonomous operation was not achieved within the first year. The number of events in the communications log, and meeting notes from January 2020, demonstrates that the YMPC continues to be dependent on support from Healthy Generations (**Table 5**).

Table 5 Total number of YMPC communications from Healthy Generations per month



Monthly reports, meeting agendas, as well as the midpoint and year end survey feedback from YMPC members do show that throughout the first year of the YMPC, Healthy Generations led strategic activities to move the YMPC toward autonomous operation. These data sources indicate that establishing a solid structure for the YMPC was the top priority during the first four months of the YMPC. This included developing a charter (which outlines the membership, voting procedures, goals, and workgroup/committee structure of the YMPC), as well as electing a permanent leadership team.

Once these key components were in place, monthly reports and the communications log document helping the Leadership Team to clarify their relationship with DOH, understand the services Healthy Generations had been providing to support the YMPC, and to identify what support they anticipated needing ongoing for six months beyond the end of this year's contract. Once the leadership team had identified their needs and made a request to DOH for ongoing support, DOH requested a budget estimate from Healthy Generations to provide the requested support. Due to recent staffing changes at Healthy Generations, YMPC Leadership and DOH are currently considering how to move forward with reduced capacity from Healthy Generations.

Additionally, during the face-to-face meeting in October, Healthy Generations facilitated strategic priority setting to help the YMPC members hone in on their priority activities.

Figure 6 shows a summary of key activities lead by Healthy Generations to help the YMPC toward sustainability.

Figure 6 Timeline of Steps Toward Sustainability



5. Process Evaluation Summary and Recommendations

The Process Evaluation revealed Healthy Generations followed their communications plan was closely, and met all key deliverables. Support to the Advisory and Leadership Team was the most time-intensive activity, and involved facilitating weekly meetings and project management support to produce required deliverables. Deliverables produced included a group charter, evaluation plan, sustainability plan, and other training and ad hoc products.

During year 1, YMPC members received Training and Technical Assistance that was closely aligned with the top 5 training needs identified by the needs assessment. This included:

- 6) **Marijuana prevention advocacy:** a lobbying and advocacy guide, training on the Liquor Cannabis Board rule making process, & facilitation of advocacy workgroup to develop youth marijuana prevention advocacy talking points
- 7) **Access to current data about marijuana:** Presentations by researchers Jason Kilmer and Julia Dilley on recent trends and disparities in youth marijuana use
- 8) **Training on policy, systems, and environmental change (PSE):** 6 hour in-person training on PSE at March meeting (provided by Uncommon Solutions & hosted by DOH)
- 9) **Time to share, learn, and strategize with others:** Monthly facilitated full group and/or break-out group discussions on selected topics; supported workgroups: youth empowerment, retailer education, & advocacy
- 10) **Examples of successful youth prevention and education programs:** presentations by priority population contractors on outreach and engagement activities

Overall, member participation in PC events has been good, with an average of 79% of YMPEP contractors in attendance at monthly YMPC meetings. Notably, contractor attendance has declined somewhat in recent months, while participation by other non-contracted stakeholders has increased. We recommend an annual training needs assessment to ensure training continues to align with member needs.

Leadership attendance has been a challenge. Since the election of the leadership team, leadership attendance at weekly meetings has hovered around 50%. This has presented challenges to efficiency in

decision-making, and has required additional support from Healthy Generations staff to follow up with absent leadership team members. We recommend assessing whether the recent shift to bi-weekly meetings improves participation.

The WA Portal launch was much slower than anticipated, but appears to hold promise for the future, as there has been an increasing trend in visits over the last several months, and several members shared that they found the resources to be useful.

The goal of transitioning the YMPC to autonomous operation was not achieved within the first year. YMPC continues to be highly dependent on support from Healthy Generations, as evidenced by the number of recent entries in the communications log as well as member comments provided in the year-end survey. The survey also revealed that members are already experiencing time constraints and capacity challenges. This should be taken into consideration in determining the feasibility of the goal of autonomous operation.

OUTCOMES EVALUATION

The outcomes evaluation was designed to assess the YMPC's effectiveness in supporting its members to achieve their personal, local, and collective goals as outlined in their charter, and explore the steps the YMPC has taken toward sustainability and what it would take to sustain the YMPC long term. Data sources included mid-point and year-end surveys of YMPC members, and small group discussions with YMPC members.

Below, results are described separately for the Year-End Survey and the Small-Group Discussions.

1. Year-End Survey

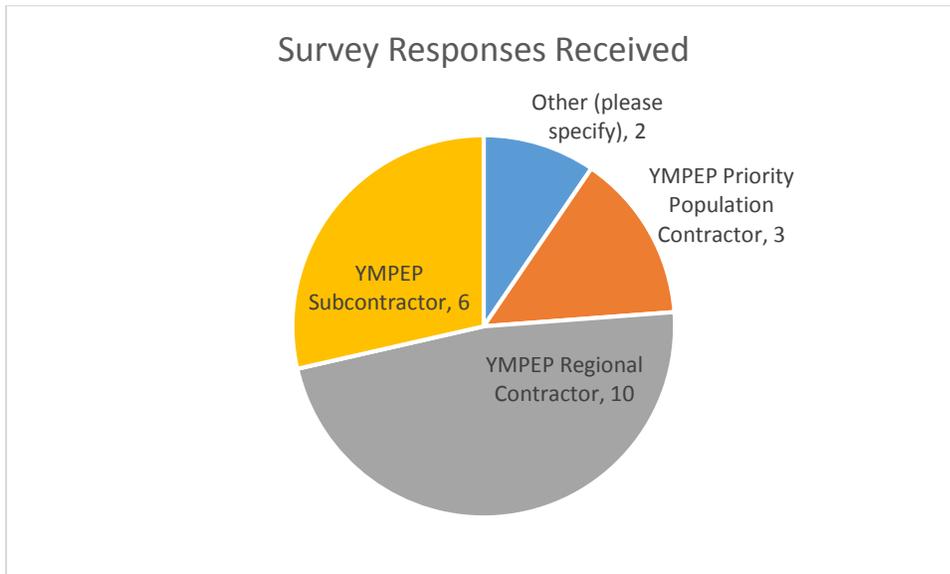
Survey Development & Administration

The year-end survey was available to YMPC members during December-January. It was distributed through email using the SurveyMonkey platform. We initially piloted the outcomes evaluation survey in August, at the midway through the year. This was an opportunity to both share some early results with YMPC members, as well as to identify adjustments that should be made before distributing the year-end survey. Mid-point survey results were presented at the October in-person YMPC meeting, and a written report was distributed to Leadership Team members.

After reviewing the mid-point survey results, evaluators made recommendations for adjustments to the survey to eliminate or modify questions that were confusing or did not yield high quality data. The Leadership Team gave input on the final survey, as well as inclusion criteria. Healthy Generations invited everyone on the YMPC contact list to participate in the final survey. Healthy Generations notified contractors about the needs assessment by email. A second reminder email was sent two weeks later. A separate survey that could not be linked to the other survey questions was used to determine which agencies participated in the survey.

Participation

In total, there were 21 responses to the year-end survey. We asked participants to notify us that they had completed their survey. Through these notifications, we confirmed that responses at least 7 of 9 (77%) regional contractors and 3 of 6 (50%) priority population contractor agencies participated in the survey. However, these are likely underestimates as there were 3 additional responses to the survey for which we did not receive participation notification. In some cases, we received responses from two staff people that work at the same agency.

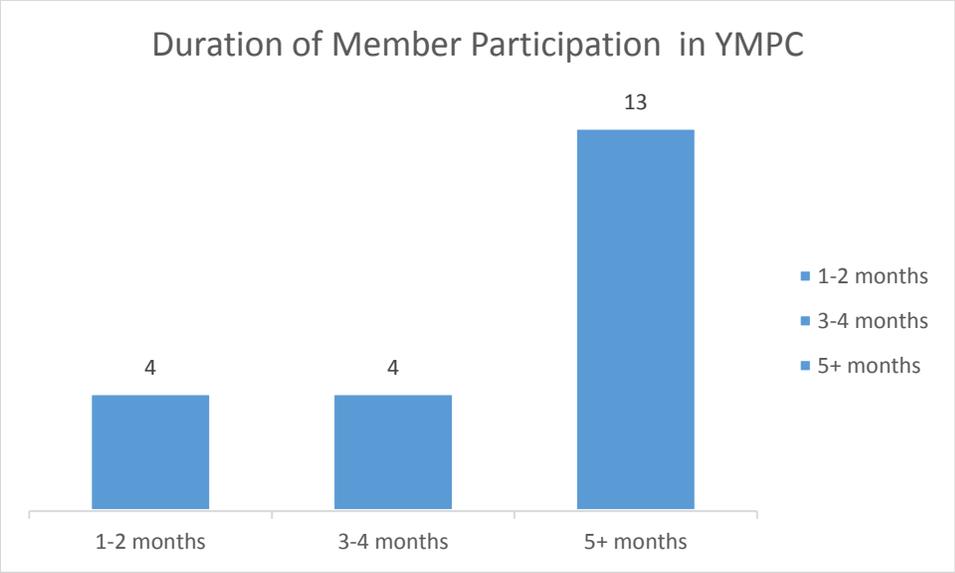


There was very good representation of leadership team members: 33% of respondents (7 out of 21) indicated that they participated in the Leadership Team and/or the initial Advisory Committee.

Membership has changed over time

Many members joined the YMPC recently. Over 40% had been part of the YMPC for 4 months or less, and nearly one in five respondents had been participating for less than 2 months.

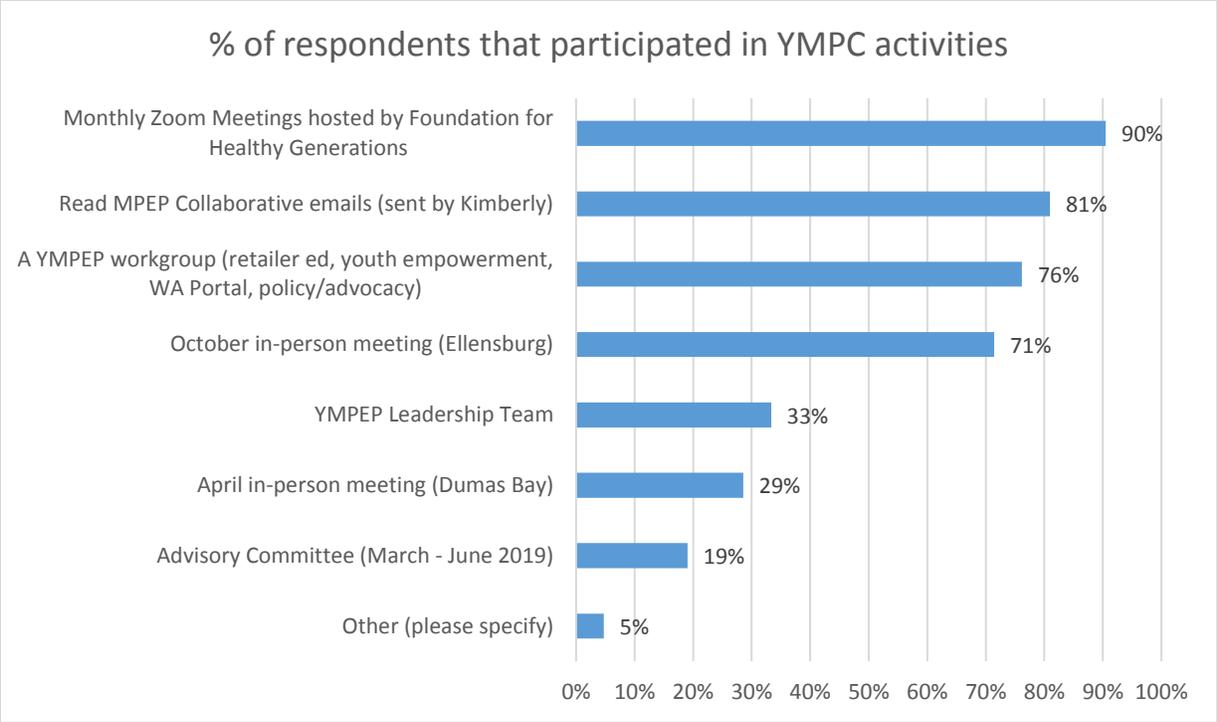
Just over one in four were present for the YMPC Kick Off meeting in spring of 2019 while three out of four participated in the more recent meeting in Ellensburg.



How participants are engaging with the YMPC

All respondents indicated they actively participate in one or more YMPC activities. A large majority participate in monthly Zoom meetings (90%), read weekly YMPC emails sent by Healthy Generations (81%), and participate in one or more workgroups (76%).

Notably, there were two subcontractors who indicated that they participate in workgroups but not in the monthly Zoom meetings.



Eighty-five percent of participants feel the YMPC is going well

Three quarters (75%) feel the YMPC is going “pretty well”. Ten percent said it is “awesome” and 15% described it as only “so-so”.

Year 1 Successes

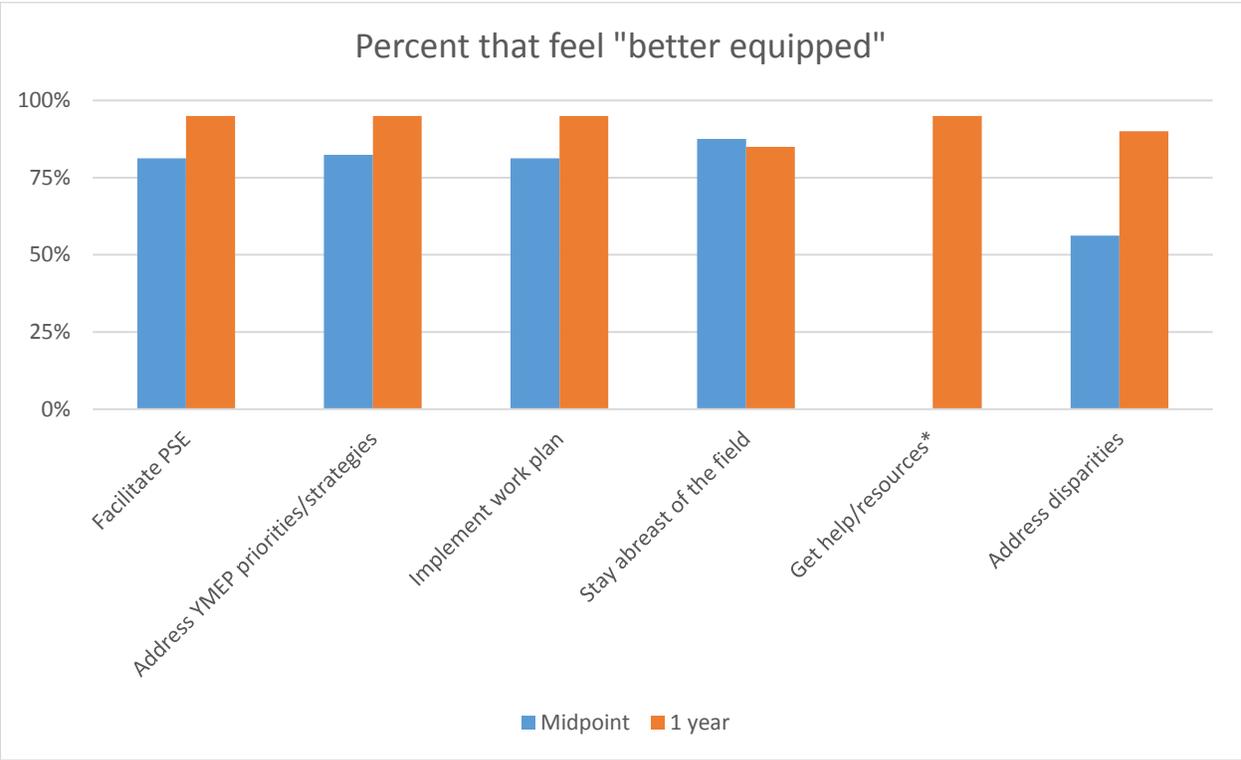
Respondents overwhelmingly agree that the YMPC has:

<p>Strengthened relationships among YMPEP stakeholders</p>	<ul style="list-style-type: none"> • 100% of respondents said that participating in the YMPC had strengthened their relationships with other YMPC members • 90% agree the YMPC has strengthened relationship between contractors and DOH • 95% agreed that YMPEP contractors and subcontractors are communicating and collaborating better thanks to the YMPC*
<p>Built skills of the YMPEP workforce</p>	<ul style="list-style-type: none"> • Half of respondents feel “a lot” better equipped to stay abreast of the field and get help or resources to support their work • 85-95% of participants agreed that they feel at least “a little bit” better equipped to: stay abreast of the field, address their chosen strategies, implement their work plans, facilitate PSE changes, and address marijuana use among the populations experiencing the greatest disparities: LGBTQ youth & youth of color • 100% said they had utilized the skills, knowledge, or resources they had gained with their local network*

<p>Built a foundation that will lead to better health equity</p>	<ul style="list-style-type: none"> • 90% feel at least a little bit better equipped to address marijuana use among the populations experiencing the greatest disparities: LGBTQ youth & youth of color* • 72% agree that the goals of the YMPC, if achieved, will contribute to greater health equity for LGBTQ youth and youth of color • 89% agree that the structure of the YMPC supports them to achieve their goals
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*this was a substantial improvement since the August midpoint survey

**Notably three respondents skipped several of the questions in this section. This may indicate that they did not feel connected enough to the group to weigh in on these impacts.



*not asked at midpoint

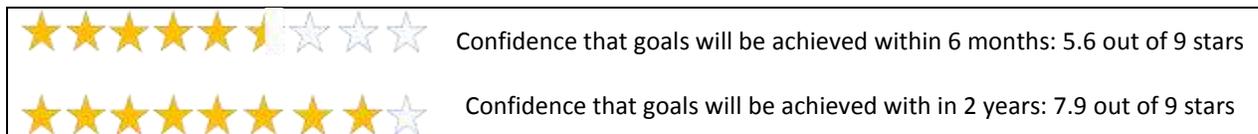
Participants agree they are making progress on most of the objectives stated in their charter

Nearly all participants agreed that the group had made progress on internal-facing goals related to sharing and curating resources. A large majority of participants also felt they were making progress toward external-facing goals such as developing a coordinated statewide response to marijuana prevention, advocating to decision makers and educating external stakeholders.

A large majority of participants agree they've made progress on 7 of the 8 goals outlined in their charter. Importantly, many members felt they had not made progress toward the 8th goal of onboarding new members.



Members continue to feel confident that the YMPC's goals are achievable within the next two years. On a scale of 0 to 9 stars, with 0 being not at all confident and 9 being completely confident, they rated themselves at 7.9 out of 9 stars that they will have achieved their goals within the next two years.



Success stories

Some respondents provided specific examples of success toward these goals:

"We shared all our Secure Your Cannabis campaign with [a contractor from another region] so they could adapt it as needed. We were able to also share the Adobe design files from our marketing subcontractor so they could make new messages that fit their own community."

"Our region is working on educating parents and caregivers through retailers. It has been very helpful hearing what other regions have been doing."

"On multiple occasions, I have reached out to other YMPEP Regional Contractors to discuss collaboration or just learn from their experience in implementing their strategies to support our efforts in implementing similar strategies. I refer to the [WA Portal] resources page FREQUENTLY, particularly as we move closer to the leg. session."

One respondent shared over 10 specific instances in which they had either received or shared a resource with an YMPEP contractors from another region. Resources included sample needs assessments and action planning tools, a list of marijuana-related policy issues, a marijuana education campaign, a sample survey, and film recommendations, among others.

One region was contacted by marijuana retailers and community members from another part of the state. They were able to redirect them to the contractors in their region. *“Before the Practice YMPC, we wouldn't have been as equipped with who to direct them to.”*

“Now with priority populations having more of a voice and presence our YMPC is more representative of our state and we can continue to move forward together.”

Challenges stories

Several people commented on the time required to get the YMPC up and running. *“Capacity and time is limited which slows progress, also we have focused on structure and now need to focus on getting all the aspects rolled out and going with members.”*

A few people noted that content of Zoom calls or WA Portal did not feel relevant or helpful to them.

A few participants noted that there hasn't been a system to on-board new members. *“I felt completely lost for the first three months and didn't understand how to use you as a resource.”*

A couple people commented that stronger leadership is needed from DOH in terms of getting questions answered promptly and ensuring that “funds are protected, promoted, and sustained”

One participant described the focus on equity and inclusion of target populations to be good, but also re-traumatizing.

One participant commented that there hasn't been *“much communication about the YMPC with those working directly with the community, and I feel that they are pretty unaware about what the YMPC does or that it even exists.”*

YMPC as a Trusted Space

Ensuring that YMPCs are a safe, trusted space for members to discuss their challenges is considered a best practice for ensuring success¹. At one year follow-up, members responses were consistent with the ratings they gave at baseline on questions about how comfortable they felt openly discussing their challenges in front of other YMPEP contractors and subcontractors, DOH staff, and Healthy Generations staff. Overall, most members feel comfortable openly discussing their challenges, though there were a few respondents who expressed strong discomfort.

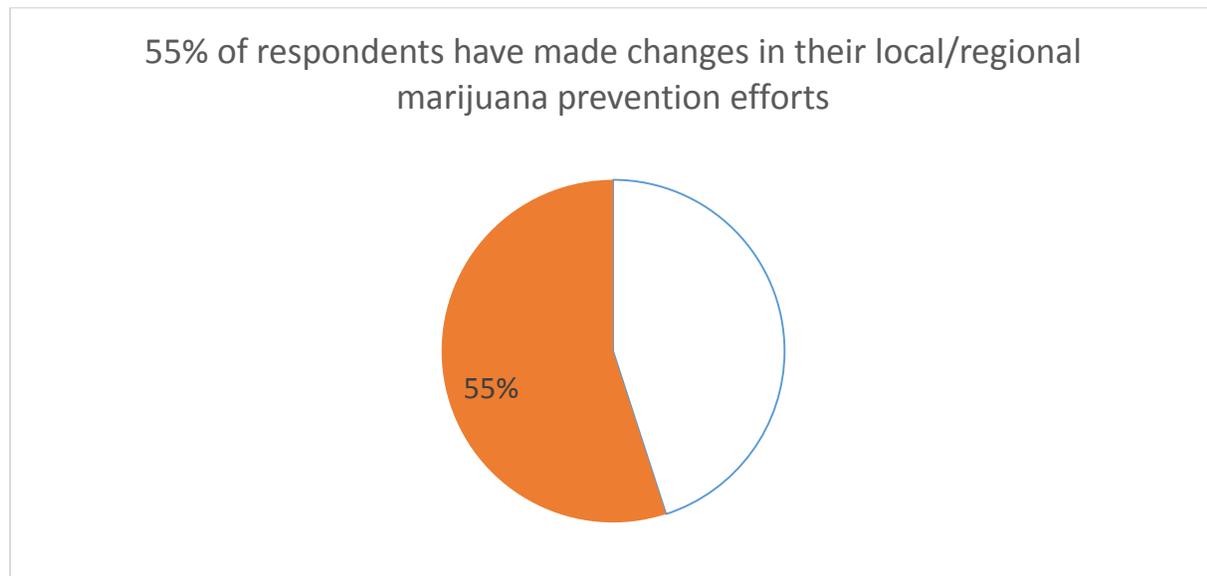
¹ Webber, E. (2018). Building Successful Communities of Practice: London, Drew Publishing.

Impact on local/regional marijuana prevention efforts

About half (55%) of respondents said that participating in the YMPC has lead them to make changes in their local/regional marijuana prevention efforts. The most common change was utilizing resources they had obtained through the YMPC:

“I have been able to utilize some of the resources others have shared through the portal, rather than focus precious time on creating our own.”

Another impact example was a member who said, *“We reduced the number of strategies during our strategic plan revision process to focus in on key priorities, which align with the YMPC. These include retailers, youth/schools and advocacy to elected officials.”*



Collaboration between member agencies appears to be increasing, but it's difficult to measure

The leadership team requested a metric to quantify the amount of collaboration between members. We asked participants to list the number of times they had “shared a resource or actively collaborated” with another YMPEP agency last year compared to this year. Unfortunately, due to the large percentage of new members, many respondents said they were new and could not report on last year. Of the 10 who provided numbers for both years, 6 indicated that they had shared more resources with other YMPEP agencies this year compared to last year. Among those 6 respondents who reported additional resources shared, there were 3 additional resources shared this year, though 2 respondents checked the ‘10+’ box.

Members want the YMPC to continue

Nearly all respondents (90%) said the YMPC should continue, compared to 58% at the midpoint check in (the others said too early to tell). This may reflect the move from focusing on defining the structure of the YMPC to a focus on shared learning and resource sharing.



Hopes for the next six months

Participants' hopes were varied. The most common theme was an interest in expanding membership, specifically integration of YMPEP subcontractors and members of target populations including youth and Native communities. Relatedly, newer members expressed a hope that they would be able to learn and contribute more to the YMPC.

Hopes for next 6 months

- Expanding membership
- Resource sharing and development
- Increasing portal usage
- Advocacy
- Workgroups establish and work toward defined outcomes

Changes members would like to see

The most commonly cited changes members would like to see were greater integration of subcontractors, more onboarding for new members, and fewer meetings/workgroups. There were a number of other concerns raised by individuals in the table below, which may deserve follow up to see if others share similar concerns.

Changes requested

- Greater integration of subcontractors (3)
- More onboarding for new members (2)
- Fewer meetings/workgroups, but continue sharing resources related to those topics (2)
- More emphasis and guidance on WA Portal
- Support for workgroups

- More marijuana prevention funding for Native American communities
- Involvement of Native communities at state and local level
- More trainings, especially focused on barriers for rural regions

Concerns

- Including DOH as a voting member may take us “back to square one in terms of our relationship with DOH”
- Breakout rooms are challenging technologically
- Zoom calls not helpful/valuable

Feedback from new members:

“As a new member, it can be challenging to find ways to contribute to the group when you are unsure of what projects are in the works and your specific role in the group.”

From a new member: “I was completely overwhelmed and didn't know how I could access the different entities to help.”

Feedback about meetings:

“We have too many meetings. [Our agency] attends 7 meetings a month solely for the Practice YMPC. This will not be able to be sustained over time.”

“Our Zoom calls have not been very helpful for us or valuable. It would be great to showcase strategies during these calls or successes from contractors, it would be great to do training webinars on these calls, it would be great to get advice or support from DOH when it is relevant. We could hear latest prevention science and policy news if possible. Some of these things have been done but not regularly just yet.”

Progress toward sustainability

Members felt they’d made progress toward sustainability by investing the time up front to build a solid structure and framework for the YMPC, and engaging in an effective sustainability planning process that resulted in extension of the contract with Healthy Generations to support the YMPC. Many respondents felt strongly that sustaining the YMPC will required continued investment in an external facilitator. Additionally, several respondents mentioned the need for stronger connections between the state and local levels.

Progress to date

- Effective sustainability planning which resulted in extended contract (4)
- Building solid structure and framework (3)
- Kick off meeting helped to air frustrations that hadn’t been addressed
- Ability to share information
- Meetings to help members stay on the same page

Examples of comments focused on progress toward sustainability:

“Lots of time and energy [went] into developing a solid structure and framework for the group: WA Portal developed, monthly calls, workgroups on their way to starting, charter, leadership team, etc.”

“The first part of the sustainability was, I think, we did a great job of identifying what needs to be sustained”

“Leadership Team has discussed sustainability, and has been in communication with DOH about what is needed to sustain the Collaborative.”

By extending the contract, DOH has provided enough time and resources to develop the Collaborative into a self-supporting system.

What else is needed to support sustainability?

- Ongoing support for meeting planning and facilitation (5)
- Hear more from each region on successes and failures
- Relevant and useful to all regions
- DOH investment, clear expectation of roles and deliverables
- Rotating leadership team members and workgroup leads
- Strong leadership to ensure legislators are aware of local and statewide efforts
- Continued effort and support at local state and community levels
- Use of priority populations that includes more than the priority populations leading all of the equity work

Examples of comments regarding the need for ongoing support:

“Someone will need to continue facilitating for us and developing the meetings if we are to continue. I don't see this effort going on long-term without support from Healthy Gen or a hired contractor to continue leading these meetings.”

“The Collaborative will always need a dedicated caretaker. The Collaborative members do not have time for maintenance if not directed/assisted.”

“People rotating through leadership and workgroup lead roles, so that those who are doing this now don't get burned out, and that more people understand what those roles entail and are able to step into any role if needed.”

Examples of comments regarding the need to strengthening connections across the state and local level:

“Strong leadership from the state and leadership team. Focus should be on ensuring that legislators are aware of local and statewide efforts. That local leaders have awareness and support of programmatic elements. Engagement of community, local and state leadership.”

“I would like to hear more from each of the regions on their successes and failures.”

“Face-to-face meetings are also great as they strengthen and renew vision and purpose.”

How well is the YMPC functioning?

Members were asked to respond to a modified set of questions from the [Wilder Collaboration Factors Inventory](#), which measures the strength of specific functions necessary for effective collaboration. In general, most functions fell into the “deserves discussion” category. We supplemented the Wilder inventory with a few additional questions from the Collaborative Assessment Tool to more explicitly address equity and inclusion.

On average, YMPC members felt the YMPC has three primary strengths: it has skilled leadership, it has a unique purpose, and members view collaboration as in their self-interest.

They identified two key areas of concern: not sufficiently engaging stakeholders outside of the group and not having sufficient funds, staff, materials, and time to support their work. On all other factors, respondent ratings fell in to the ‘deserves discussion’ range.

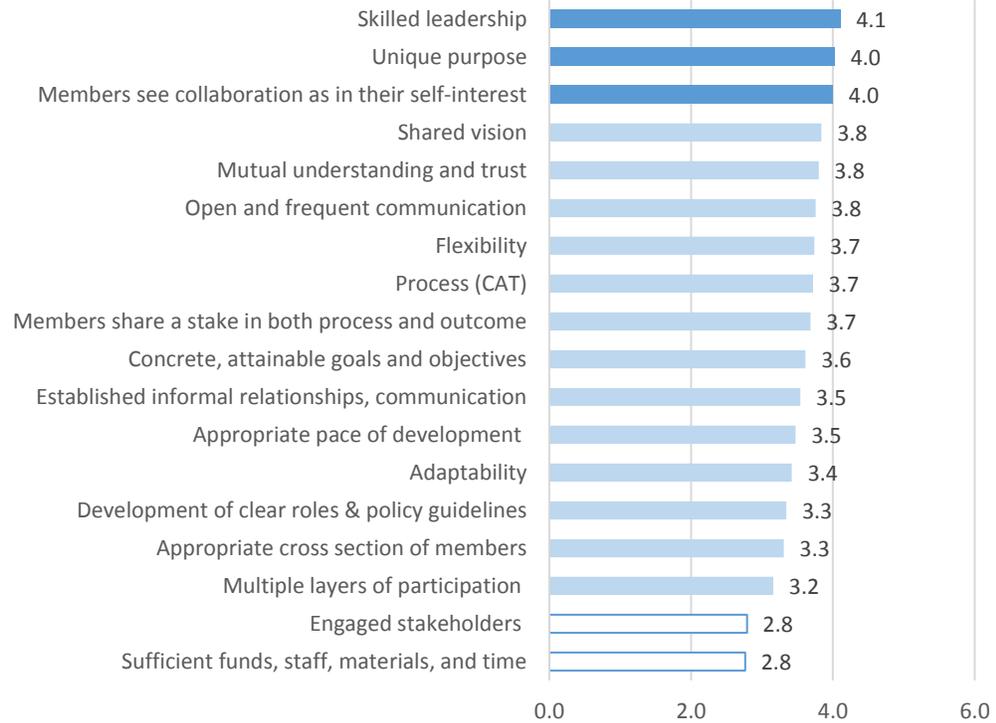
We also examined differences between the following groups: leadership team members, priority population members, regional contractor members, subcontractor members, and respondents who had participated in the YMPC for at least 5 months. The number of respondents from some of these groups was small, so it was not practical to assess statistical significance or control for possible confounding. However, there were a few differences that stood out as worthy of further discussion:

Some priority population members strongly disagreed that the YMPC includes an appropriate cross section of members. Specifically, they gave lower ratings on the following items:

- *The people involved in our Collaborative represent a cross section of those who have a stake in what we are trying to accomplish*
- *Members of our coalition represent the cultural diversity of our community*

Several subcontractors disagreed that their *organization will or does benefit from being involved in this Collaborative*.

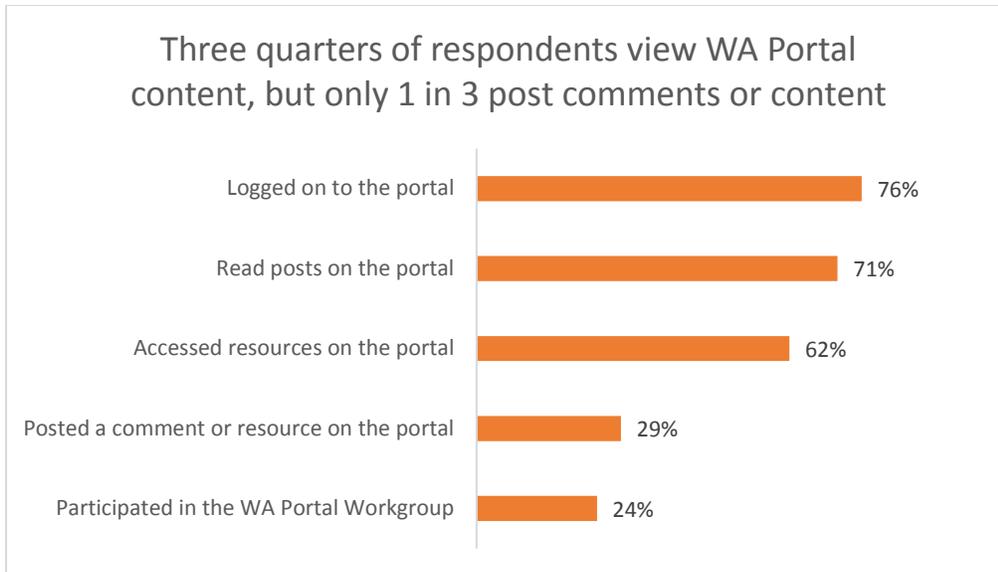
Wilder Collaboration Factors Inventory - Average Score



- Scores 4.0-5.0: strengths, do not need attention (dark blue)
- Scores 3.0-3.9: deserve discussion (medium blue)
- Scores 1.0-2.9: concerns that should be addressed (white)

WA Portal Usage to date

Three out of four respondents said they had accessed the YMPC's WA Portal. The majority reported consuming content (ie. read posts or accessed resources), while only one in three respondents reported ever posting a comment or a resource to the portal.



2. Small Group Discussion Results

Small Group Discussion Development and Administration

The small group discussions were proposed to evaluators by the Leadership Team. Evaluators conducted the discussions during the December YMPC Zoom meeting, in lieu of individual interviews. Discussions were facilitated by Healthy Generations Staff. Leadership Team members proposed adding the small group discussions, and this change to the evaluation plan was approved by DOH and the Leadership Team.

Small group discussions were followed by a report-out to the full YMPC membership. Analysis included identifying common themes in notes provided by each facilitator from their small group discussion, as well as notes from the report-out. Questions included:

- How would you say the Collaborative is going so far?
- Where has the Collaborative seen a lot of progress?
- What is missing from the Collaborative? Or what changes would you like to see made in the next year?
- In what ways has the Collaborative facilitated dialogue with fellow contractors, DOH or outside technical assistance?
- In what ways has the Collaborative supported addressing equity in your work?

The YMPC infrastructure has created a “sense of community” among YMPEP stakeholders that was lacking previously. Members now feel they have relationships with one another.

“We feel more comfortable to work more collaboratively and reach out to each other.”

“Relationships are getting stronger.”

“We are lightyears ahead of where we were...”

“The fact that I even recognize you guys is huge”

“Before there wasn’t a place to actually have discussion... it was a lot of being talked at instead of talked with.”

With visual on Zoom, you’re able to see the folks that are working on this across the state, so when run into each other at meetings you know the faces. It creates a connectedness. The face to face meeting in Ellensburg – people really enjoyed that face to face interaction.

The YMPC infrastructure has also facilitated collaboration between members and resource sharing.

“Monthly zoom meetings, advocacy work on rule making, workgroups, portal and face-to-face meetings need to continue”

Members gave examples of borrowing resources from other regions such as *Secure Your Cannabis* and *Weed to Know*, and modifying them to fit their own regions

Members also gave example of collaborating across YMPEP contractors: Pierce and King are co-creating digital resources; and Grant County Health District hosting a training provided by Gay City.

During the call, Gay City described an equity toolkit they are developing and agreed to connect with DOH to coordinate and align it with DOH’s forthcoming YMPEP Implementation Guide

Members have found WA Portal useful, but agreed structural improvement and more member involvement is needed

Newer YMPC members highlighted the usefulness of the WA Portal. One described finding the *Secure your Cannabis* resource, which he described as “excellent”.

“We need to have more people posting on the portal. People need to be encouraged...”

The current workgroup structure is too cumbersome and needs to be modified. Many members expressed that there are too many workgroups and too much time spent in workgroups.

There’s a lot of meetings involved, especially if you’re on more than one work group. It’s hard to sustain.

We don’t and can’t have a workgroup for everything. I heard school discipline would like to have a work group for that.”

“We need to decide how to manage this.”

Members want more trainings & webinars

“I like when we do trainings and webinars in addition to strategizing.”

“I would like more training to build skills”

There has been dialogue about equity, but the YMPC needs a more integrated approach

Some members highlighted the absence of a work group specifically focused on equity. Others discussed the need to shift the YMPC’s focus to the bigger picture: *“We’re really talking about how do we center the most marginalized, disproportionately impacted folks? We need to come from that framework, and adjust these meetings to the specific populations we’re working with... LBGTQ youth, youth of color, people who may be experiencing homelessness, trauma, etc., which may contribute to why they may be using substances like marijuana, tobacco or vaping. Most work we’ve seen was so narrowly focused on marijuana. Focusing on potassium acetate, we’re losing that we’re talking about young people who are struggling who are trying to make their lives better for themselves. Short term solutions, maybe... if we really want to invest in them we need to be involved in their whole lives and not just their substance.”*

About half of monthly call participants are new members, and are still learning how to contribute to the YMPC

“Half the group are newbies who have been around maybe 1 month or less, so they don’t have a lot of experience, but they are excited about what they’ve seen/heard.”

3. Outcomes Evaluation Summary and Recommendations

Key Strengths of the YMPC

Respondents actively participate in YMPC activities and most feel the YMPC is going well

- 76% of respondents participate in one or more workgroups
- 81% read weekly emails from the YMPC
- 90% participate in Zoom meetings
- 85% feel the YMPC is going well
- 90% want the YMPC to continue
- A large majority agree they’ve made progress on 7 of the 8 goals outlined in their charter
- Members agree that the YMPC infrastructure fosters a sense of community, and has facilitated collaboration and resource sharing.

“Monthly zoom meetings, advocacy work on rule making, workgroups, portal and face-to-face meetings need to continue” – Small group discussion notes

Key Impacts of the YMPC

In its first year, the YMPC has a number of measurable successes. It has:

<p>Strengthened relationships among YMPEP stakeholders</p>	<ul style="list-style-type: none"> • 100% agree the YMPC had strengthened their relationships with other YMPC members • 90% agree the YMPC has strengthened the relationship between contractors and DOH • 95% agreed YMPEP contractors and subcontractors are communicating and collaborating better thanks to the YMPC
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	<ul style="list-style-type: none"> Members expressed that the YMPC had created a “sense of community” among YMPEP stakeholders <i>“We are lightyears ahead of where we were...” – YMPC Member</i>
Built skills of the YMPEP workforce	<ul style="list-style-type: none"> 50% of respondents feel “a lot” better equipped to stay abreast of the field and get help or resources to support their work 85-95% of participants agreed that they feel at least “a little bit” better equipped to: stay abreast of the field, address their chosen strategies, implement their work plans, facilitate PSE changes, and address marijuana use among the populations experiencing the greatest disparities: LGBTQ youth & youth of color
Built a foundation that will lead to better health equity	<ul style="list-style-type: none"> 90% feel at least a little bit better equipped to address marijuana use among the populations experiencing the greatest disparities: LGBTQ youth & youth of color* 72% agree that the goals of the YMPC, if achieved, will contribute to greater health equity for LBGTQ youth and youth of color 89% agree that the structure of the YMPC supports them to achieve their goals Wilder Collaboration Factors Inventory revealed three primary strengths of the YMPC: it has skilled leadership, it has a unique purpose, and members view collaboration as in their self-interest.
Impacted how contractors work with their local/regional networks	<ul style="list-style-type: none"> 100% have utilized the skills, knowledge, or resources they have gained with their local network About half (55%) have made changes in their local/regional marijuana prevention efforts as a result of the YMPC. Most commonly, this was utilizing resources with their networks that they had obtained through the YMPC. <p><i>“I have been able to utilize some of the resources others have shared through the portal, rather than focus precious time on creating our own.”</i> – YMPC member</p>

Current Threats to the YMPC and Recommendations to Address Them:

Explore and address reasons for low survey participation among priority population contractors

Despite several email reminders including individual emails to each contractor, priority population contractor participation was only 50%. This poses several important risks to the YMPC. First, the voices of subcontractors are underrepresented in our survey results, which means that actions taken based upon these results may not fit the needs of subcontractors. Second, the low participation rate could indicate a need to engage priority population contractors in evaluation activities through other methods (e.g. interviews or focus groups), and/or could potentially indicate waning interest in the YMPC overall. This can happen when members feel a practice collaborative is not serving their needs or priorities. We

strongly recommend following up individually with subcontractors to identify reasons for non-participation and their recommendations for what could be done to increase engagement.

Streamline workgroups and continue funding a coordinating agency to ensure sustainability

The Wilder Collaboration Factors inventory identified “insufficient funds, staff, materials, and time to support the work” as a concern. In small group discussions and open-ended survey responses, many members expressed that there are too many workgroups and the time commitment is unsustainable. They suggested reducing the number of workgroups, but continuing to organize meeting agendas and resources according to the key topics that workgroups currently address (youth empowerment, retailer education, advocacy). *As one member said, “There’s a lot of meetings involved, especially if you’re on more than one work group. It’s hard to sustain.”*

Additionally survey respondents noted that ongoing support for meeting planning and facilitation is needed to support sustainability. This is consistent with the request that the Leadership Team submitted to DOH last fall. In light of Healthy Generations’ recent staffing changes and the current burden meeting schedules are placing on YMPC members, it will be essential to identify an external support as well as to streamline YMPC activities.

Invest more effort in onboarding and engaging new members

Over 40% of survey respondents had been participating in the YMPC for 4 months or less. About half of monthly call participants in December considered themselves “new members”. These members were not present for the kick-off meeting or early activities that were focused on providing framing and context for the YMPC. Only 43% of survey respondents felt they had made progress toward their goal of onboarding new members, and open-ended survey responses identified onboarding of new members as a top priority. *As one new member put it, “I was completely overwhelmed and didn’t know how I could access the different entities to help.”*

Integrate subcontractors while continuing to build trust among YMPC members

The Wilder Collaboration Factors inventory highlighted not sufficiently engaging stakeholders outside of the group as a concern that needs to be addressed. In open-ended survey responses, the most common sentiment was the desire for greater integration of subcontractors. To date, regional leads have had different practices regarding if and how they involve subcontractors in the YMPC. Given the goals of the YMPC, we recommend the YMPC consider a more standardized approach to subcontractor membership and/or involvement. One idea that the leadership team has discussed is a needs assessment survey of subcontractors to gauge interest and priorities. At the very least, it seems pertinent to address the challenge of having subcontractors who sit on various subcommittees but are not invited to participate in full membership meetings, as this leaves gaps in what they can contribute and gain from the YMPC.

Best practice literature describes the importance of ensuring that the remains a trusted space to openly discuss challenges as membership expands². At this point, most members feel comfortable openly

² Webber, E. (2018). Building Successful Communities of Practice: London, Drew Publishing.

discussing their challenges, though there were a few respondents who expressed strong discomfort. Member suggestions during the needs assessment to help create a “safe space” included:

- In person meetings & activities to build trust
- Good facilitation
- Time without DOH present so we’re not trying to “impress our funders”
- Clarification from DOH on what will/won’t be approved
- Call out that priority population contractors have specific understandings, practices, and strategies that may be more effective in their communities

Advocate for upstream, youth-centered approaches to truly address inequities

While significant meeting time was devoted to building YMPC member knowledge related to health equity in recent months, members have highlighted the absence of a work group specifically focused on equity.

Additionally, some members have argued that to be truly successful, the YMPC will need to expand its focus beyond marijuana-specific policy: *“Most work we’ve seen was so narrowly focused on marijuana... we’re losing that we’re talking about young people who are struggling who are trying to make their lives better for themselves... if we really want to invest in them we need to be involved in their whole lives and not just their substance.”*

This aligns with a sentiment that was strongly expressed during the initial needs assessment prior to the formation of the YMPC: members said YMPEP funds are too restrictive to be able to effectively address marijuana prevention in their communities. As the YMPC focuses on meeting their goal of having a “unified voice”, it should consider advocacy options to address this concern.

Monitor member feedback about WA Portal structure and continue efforts to drive traffic to team pages

The WA Portal was not launched until about three-quarters of the way through the year. Portal analytics suggest an increase in portal usage. Survey and small group discussion participants identified increasing WA Portal usage as a priority for the near future.

Additional, several members indicated that further training and improvements to the Portal before it can be used effectively. In January 2020, a new folder structure was created for the WA Portal. It will be important to follow up with members to determine whether the new structure has made the portal pages easier to navigate.

Share Wilder Collaboration Factors Inventory results and continue to monitor over the years

The average member rating fell into the “deserves discussion” category on most of the factors in the inventory. This is likely because the YMPC is still so young that it is not yet operating as effectively or efficiently as its members desire. The inventory can be a useful tool to continue to identify priorities and monitor progress.

Other concerns

There were a number of additional changes requested and concerns raised, which deserve follow up to determine level of priority:

Changes requested

- More trainings & webinars
- Greater integration of subcontractors (3)
- More onboarding for new members (2)
- Fewer meetings/workgroups, but continue sharing resources related to those topics (2)
- More emphasis and guidance on WA Portal (1)
- Support for workgroups (1)
- More marijuana prevention funding for Native American communities (1)
- Involvement of Native communities at state and local level (1)
- More trainings, especially focused on barriers for rural regions (1)

Concerns

- Zoom calls do not feel relevant or helpful (1)
- Including DOH as a voting member may take us “back to square one in terms of our relationship with DOH” (1)
- Breakout rooms are challenging technologically (1)

CONCLUSIONS

The process evaluation revealed that Healthy Generations implemented all of the intended elements of the communications plan, as well as some additional activities to support YMPC workgroups. The outcomes evaluation shows YMPC members are deriving value from the YMPC. One year into the establishment of the YMPC, autonomous operation has not been achieved, and evaluation findings reveal YMPC members believe ongoing external support remains critical.

Currently, 90% of members agree they want the YMPC to continue, and most feel the YMPC is making progress toward its goals. Members have built strong relationships, resulting in increased resource sharing and collaboration. Members are actively sharing and adapting resources for use with their local networks. Members agree the YMPC has built a strong foundation, with skilled leadership, a unique purpose, and members who view collaboration as in their self-interest. Members look forward to increased collaboration in the future.

Priorities for the coming year should include exploring reasons for low survey participation among priority population contractors, streamlining workgroups, continuing to seek funding to support a coordinating agency, increasing onboarding and support for new members, increase WA Portal usage, integrate YMPEP subcontractors, and advocating for upstream approaches to truly address inequities.