National Center for
Mental Health Promotion
and Youth Violence Prevention

The Role of the SSHS Partnership in Communicating Evaluation Results for Sustainability

Strategic Planning
for Sustainability

2006 SSHS Cohort

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The SLP Story

- **What:** the "a-ha" moment: "Communicating evaluation results for sustainability"
- Changed way we looked at data---realized it could be used to tell stories that would resonate with specific audiences
- **So what**: SSHS effort in HS focused on school and classroom climate improvement. Data collection + review of research led us to best practices of SLCs
- Presented our data as it related to the district's strategic directions, used during HS school improvement process

The North Thurston story

- **What:** During Year 2 visit, partners dove down into critical benchmarks---Leadership, Partnerships, Communications, and Evaluation---triggering their own a "a-ha" moment

- Recognized that they needed partners to share responsibility for sustainability (L), carrying SSHS message to organization and audience (P), sharing data with multiple target audiences (C) and (E).

- This defined the focus of the second half of their grant-funded years: took "show on the road"

Putting it all together…

Communicating Evaluation Results for Sustainability

Evaluation	**Communications**
Data collection is managed well and partners and district are actively engaged in collecting data	Qualitative and quantitative data are shared with multiple target audiences

The Role of the Partnership

Communicating Evaluation Results for Sustainability			
Leadership Distributed leadership is developed; partners share responsibility for sustainability	**Evaluation** Data collection is managed well and partners and district are actively engaged	**Communications** Qualitative and quantitative data are shared with multiple target audiences	**Partnership** Partners each carry uniform, tailored message of the initiative to different audiences

Now What?

- Use Levels of Implementation tool to determine where you are with regard to these key benchmarks

- Work with your TAS to identify resources, create an action plan for moving to next levels of implementation (if necessary)

- Questions??