Outcome-based Program Planning & Evaluation Worksheet
LIS 663 – Library Services for Young People
Fall 2019

TARGET AUDIENCE	Ages 0-2	Ages 3-5	Grades K-2	Grades 3-5	Grades 6-8	Grades 9-10	Grades 10-12	Parents/ Guardians	Teachers/ Caregivers	Others
TITLE OF PROGRAM	**Teen Drug/Substance Addiction and the Social Media Presence**									
AUDIENCE NEED FOR TOPIC	Teens need to be aware of the detrimental effects of social media in terms of drug/substance abuse, as well as safer, alternative forms that can educate and help teens who are struggling with addiction or know someone else who is struggling.									
LIBRARY GOAL	The goal is to educate teens (and adults) about how some forms of social media can play a role in teen addiction and substance abuse. In addition, the goal is to present safe, reputable forms of social media that can be helpful and informative.									
PARTICIPANT GOAL(S)	The goal is for participants to become more aware of the negative impact of social media in terms of drug/substance abuse; an additional goal is for participants learn about reputable online and mobile sources regarding drug and substance abuse.									
ADULT OUTCOMES	PARENT INDICATORS & MEASUREMENT									
1. Parents realize the negative impact that social media can have on teens who struggle with drug and substance abuse	• Parents are actively listening and observing and engaging with their teens during the lecture portion of the program (nodding, questions, etc.) • Parents take notes during lecture • Parents display concerned emotions									
2. Parents know reputable sources for helping their teens cope with drug/substance abuse	• Parents accept distributed literature • Parents can correctly identify key features of reputable sources									
3. Parents effectively communicate with their teens on this topic	• Parents take notes of effective behaviors • They can recite 4 "CALM" communication skills									

TEEN OUTCOMES	TEEN INDICATORS & MEASUREMENT
1. Teens know the negative impact that some forms of social media may have	• Teens observe examples of harmful vs. helpful social media presence • Teens correctly identify which forms they observe as harmful
2. Teens distinguish reputable online sources for information about drug and substance abuse	• Teens recognize key features of reputable resources vs. potentially harmful resources • Teens can name mobile apps mentioned in the discussion
3. Teens are aware of various mobile apps for teens struggling with drug and substance abuse	• Teens interact with apps at their respective stations • Teens record information about apps/download apps to their mobile devices and can name them • Teens are interested, focused, and paying attention during the lecture; they keep their eyes on the presentation, nod in agreement, ask questions, etc.

DESCRIPTION OF SERVICE, PROGRAM, ACTIVITY

- General welcome and introductions: drinks and snacks are provided
- Lecture/Discussion: begin by presenting specific examples of celebrities on social media using drugs (Miley Cyrus, Wiz Khalifa, Nicki Minaj, Lil Wayne, etc.)
- Discuss "Are Celebrities Promoting Drugs and Alcohol on Instagram" article and the negative message this sends to teens
- Go over online resources available to teens who may struggle with drug/substance abuse; highlight key features of credible vs. noncredible sources
- Elaborate on local outreach programs (SMART Recovery) and go over each mobile app
- Mobile app stations: participants have the opportunity to engage with apps at mobile device stations; they may test on provided iPad, tablet, iPhone, and Android (mobile applications include Addicaid, Sober Grid, recoveryBox, Talkspace, and Pacifica)
- While teens are at mobile device stations, go over 4 "CALM" communication skills for parents to effectively communicate with their teens
  C- Control your thoughts and actions
  A- Assess and decide if you are ready to continue
  L- Leave the situation if you are too angry or upset
  M- Make a plan to deal with the situation

- Conclusion: use this time to close the discussion, take any questions, and distribute brief survey

  1. Do you think this program provided useful information regarding online resources for teens who struggle or know someone who struggles with drug/substance abuse?
  2. Can you name at least two of the mobile apps mentioned in the discussion?
  3. Did you feel you had thorough knowledge of online/mobile outreach for teens struggling with drug/substance abuse before you attended this program?
  4. After attending this program, do you now feel more informed and better prepared to help out other teens who may struggle with drug substance abuse?

EVALUATION

ADULT EVALUATION OF OUTCOMES BY INDICATOR

1. 100% of parents identified potentially harmful forms of social media presence

2. 90% of parents engaged with their teens during the discussion portion

3. 85% of parents correctly identified four key "CALM" elements of effective comunication

TEEN EVALUATION OF EACH OUTCOME BY INDICATOR

1. 100% of teens were able to identify harmful examples of social media use

2. 85% of teens downloaded one or more apps to their mobile devices

3. 100% of teens participated and were engaged with mobile apps at device stations
4. 95% of teens could name at least two of the mobile apps mentioned in the lecture/discussion

SHARE EVALUATION WITH	HOW & WHY
Mental Health Care Professionals-Alexander County, NC region	Share participation and survey results with professionals to demonstrate the value of this program and the importance that library places on mental health education
Social Media influencers and marketing coordinators	Share statistics and survey results via email, direct message, etc. in order to demonstrate the negative impact that social media can have on youth struggling with drug/substance abuse (Instagram, Facebook, Twitter, etc.)

NOTES: I would like to reach out to SMART Recovery as a potential partner for this program. They offer their own Teen and Youth Support program specifically geared towards teens who need a safe place to come together and discuss their personal struggles with drugs, alcohol, etc. They also have an informative, user-friendly website with excellent resources including online teen/youth meetings and message board discussion groups. They also include volunteer information if teens want the opportunity to help others in their community.

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