

CHALLENGING THE STATUS QUO

ENGAGING YOUTH IN THE DEVELOPMENT OF A CURRICULUM RESOURCE ABOUT ALCOHOL AND YOUNG PEOPLE

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BACKGROUND

The ETOH Whanganui project was initiated to co-ordinate the development of a youth informed DVD. The project sought to engage youth in conversations around harm minimisation and curriculum resource development, to increase community collaboration and to raise youth awareness around alcohol related harm and harm minimisation.

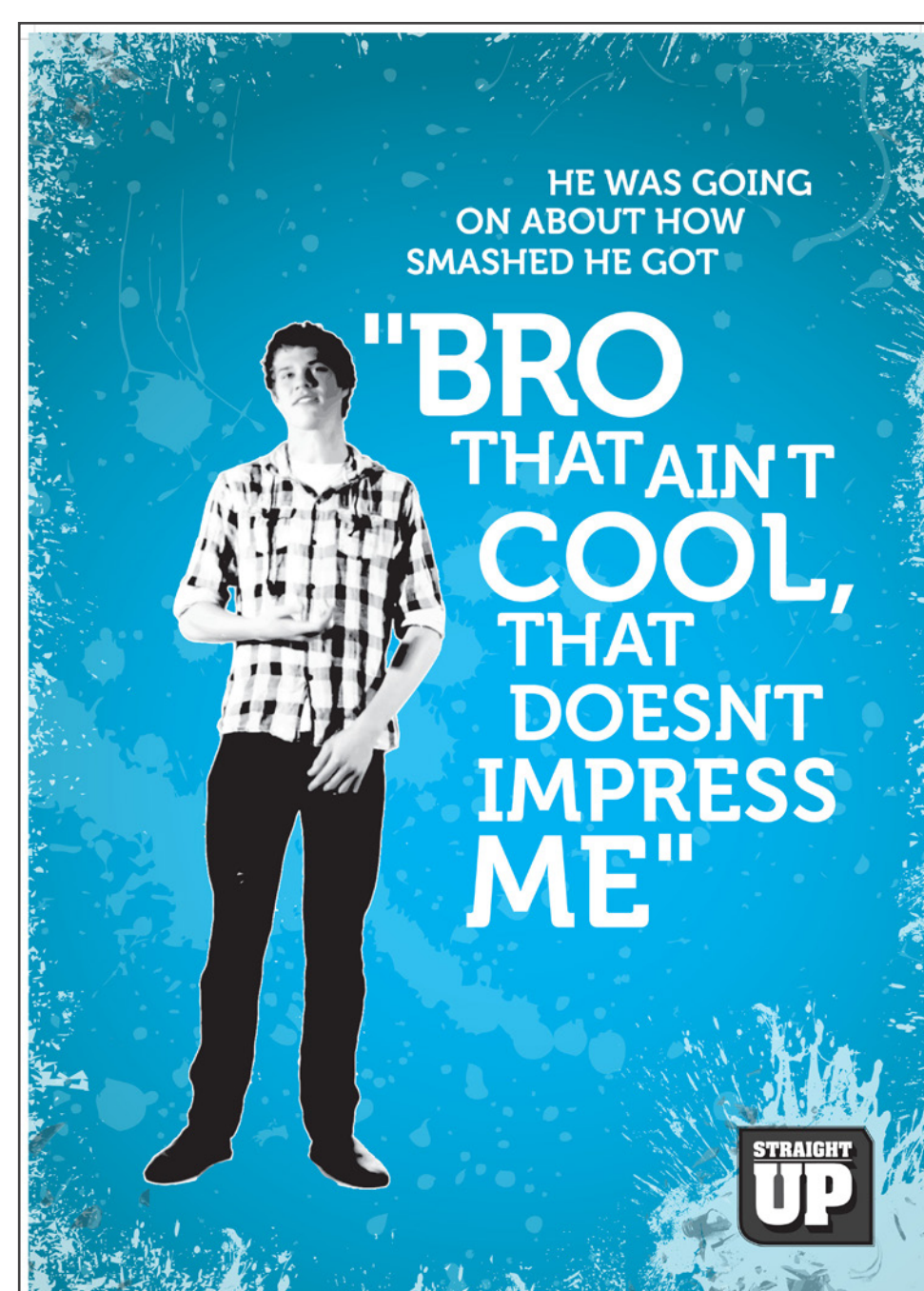
A secondary school Year 12 health class participated in the project, gaining NCEA level 2 credits for their involvement in the development of the content for the social influence (attitude) section. Two secondary school students also interviewed the participants in the DVD.

AIM

The aims of the evaluation included identifying levels of project stakeholder engagement, particularly among youth, factors influencing engagement and impact of the DVD resource on youth awareness of alcohol related harm and harm minimisation strategies.

METHODS

Mixed methods were used with a focus on a qualitative approach. A project logic model was prepared in the early stages of project development to inform evaluation planning.

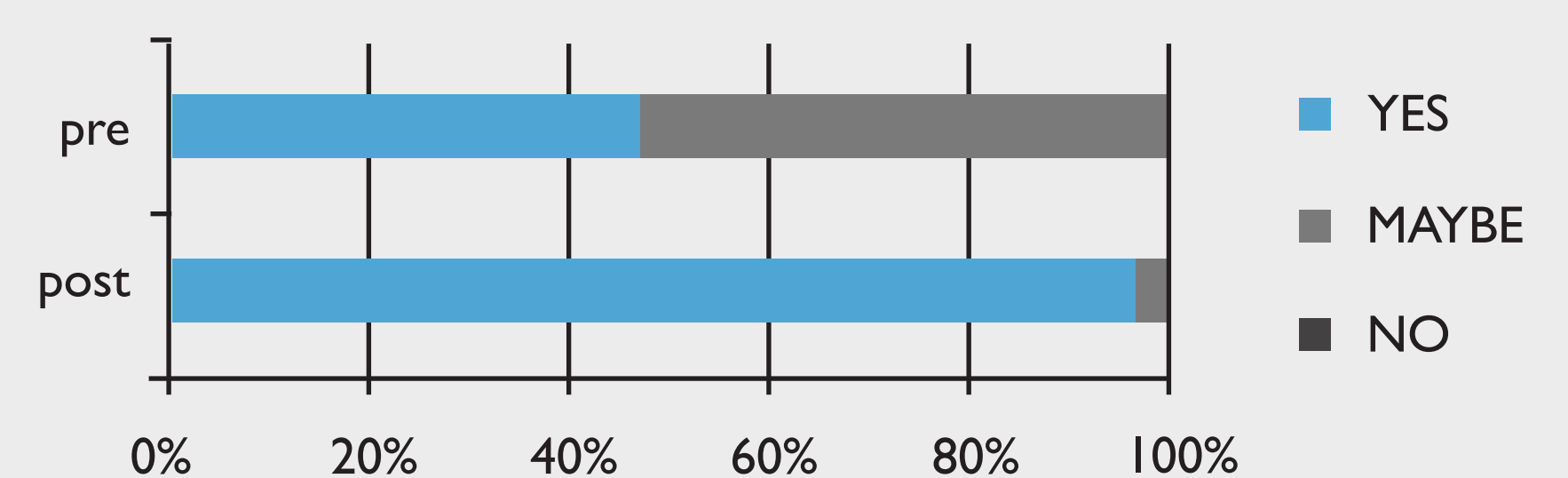


RESULTS

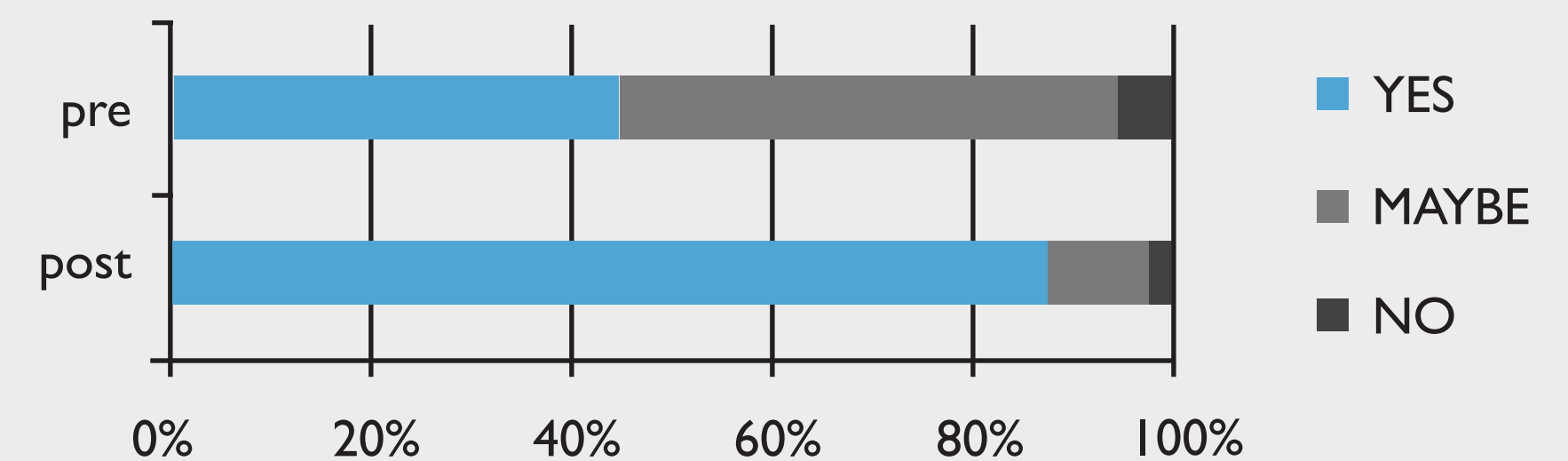
Overall results indicated that the ETOH project had achieved its stated goals. For example, youth were successfully engaged in key project implementation phases. This was influenced by opportunities to have meaningful input.

Youth DVD viewing data (pre and post) indicated significant increases in youth awareness of the effects of alcohol and of strategies for keeping themselves and friends safer around alcohol.

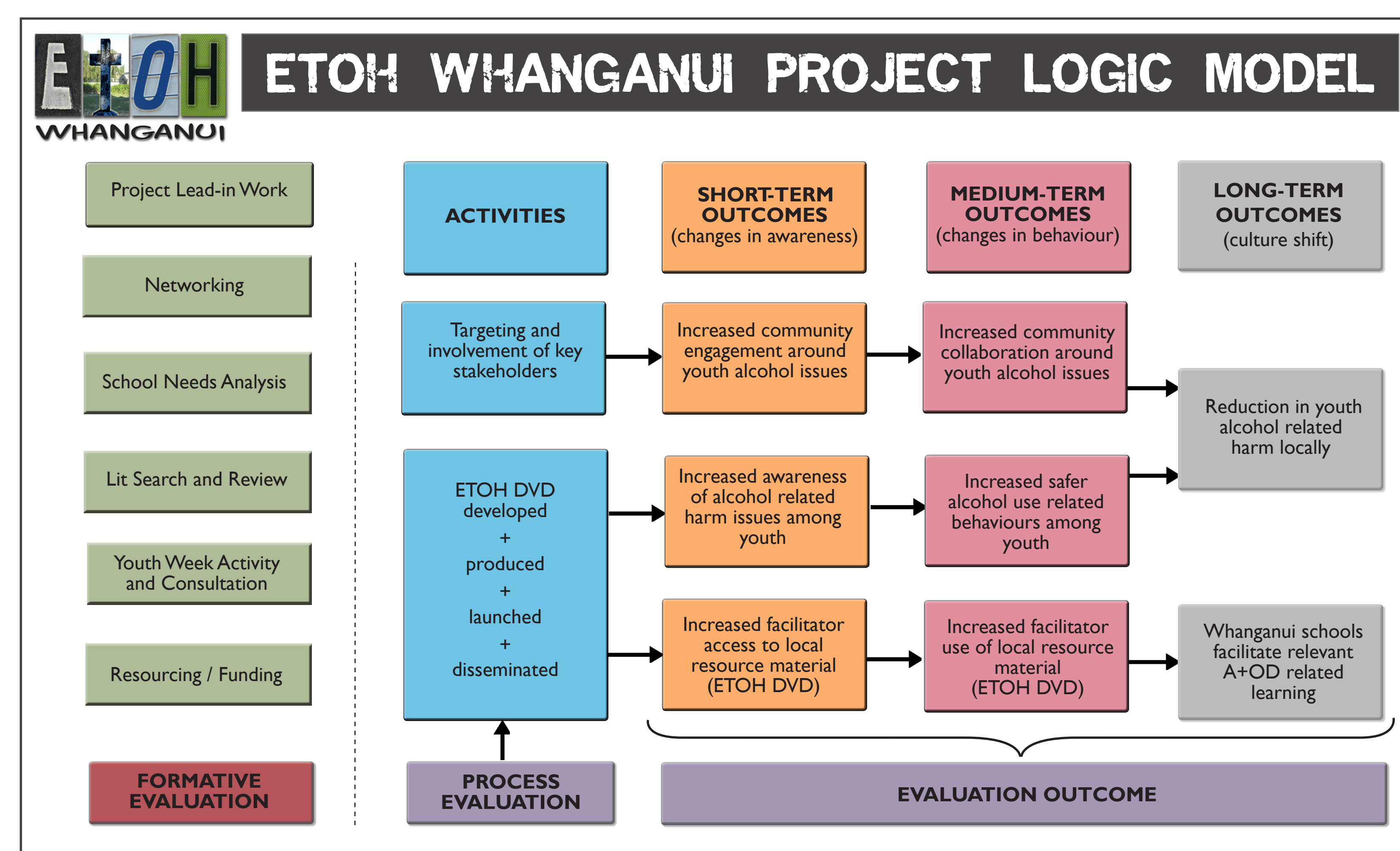
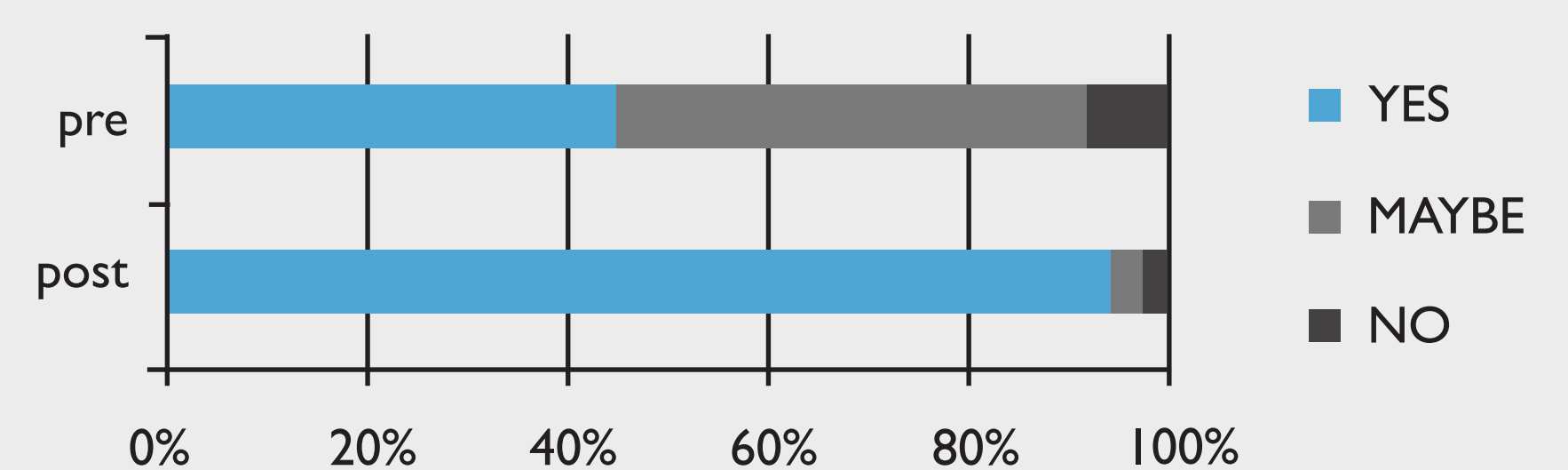
1) I can describe at least three risks around drinking (n=51)



2) I can describe at least three ways of keeping myself safe around alcohol (n=51)



3) I can describe at least three ways of keeping my mates safe around alcohol (n=51)



Evaluation questions included:

- HOW WELL DID WE TARGET THE "RIGHT" PEOPLE TO BE INVOLVED?
- TO WHAT EXTENT WAS THE STAKEHOLDER ENGAGEMENT ACHIEVED?
- WHAT WAS THE LEVEL OF INCREASED YOUTH AWARENESS?

Data was collected to address these questions via debrief sessions, document analysis, youth pre and post DVD viewing feedback and participant observation.

Quality and achievement tables were developed to rate results.



Targeting stakeholders to participate in project development and implementation was rated as excellent.

RATING	Explanation (how you decide merit)
Excellent	A snowballing list of potential participants was generated, informed by specific criteria relevant to the project. This was systematically used by the initial project group to recruit participants from across all sectors, (including the public, non-governmental, lwi and private sectors).
Good	A snowballing list of potential participants was generated, loosely informed by criteria relevant to the project. This was frequently used by the initial project group to recruit potential participants from across most sectors (public, non-governmental, lwi and/or private sectors).
Adequate	A snowballing list of potential participants was generated, and this was sometimes used by the initial project group to recruit potential participants from across at least two sectors (public, non-governmental, lwi and/or private sectors).
Poor	Potential participants were contacted in an impersonal and ad hoc fashion. Potential participants from only one sector were approached.

SIGNIFICANCE / CONTRIBUTION

A youth informed DVD resource is now available to support alcohol harm minimisation curriculum delivery. ACC are developing complimentary resources that New Zealand communities will be able to individualise to suit their needs.

Thank you to the evaluation participants, the ETOH Whanganui Project Group and the project funders.

