



January 2017

INJURY SPOTLIGHT

Program Evaluation

The U-M Injury Center produces injury topic spotlights that include information about a Center member working on the topic, links to local and national resources, and a resource sheet or brief.

In January's Injury Spotlight we will:

1. Explore the program evaluation related-work of Dr. Justin Heinze, Research Assistant Professor at U-M School of Public Health
2. Report the findings from a study conducted by U-M Injury Center researchers on alcohol and marijuana use and intentions among adolescents
3. Share tools, guides, and websites devoted to program evaluation

PUBLICATION BRIEF

The U-M Injury Center's [publication briefs](#) are one-page summaries of recent articles published by Center researchers on various injury prevention topics.

For a full list of published articles (by year), see our [publications](#) page.

January's publication brief summarizes a 2016 journal article by Drs. Stoddard and Pierce titled, "Alcohol and Marijuana Use and Intentions Among Adolescents: The Role of the Reasoned Action and Positive Future Orientation."


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Alcohol and Marijuana Use and Intentions Among Adolescents: The Role of the Reasoned Action Approach and Positive Future Orientation
Youth & Society, 2016

Purpose	The purpose of this study was to: 1) examine the relationship between school environment and peer influence and past 30-day alcohol and marijuana use, and 2) explore whether the school environment and peers influenced alcohol and marijuana use through its effect on future orientation and perceptions of alcohol and other drug (AOD) use, among a sample of high school students.
Background	Previous research indicates perceptions of AOD use are associated with adolescents' substance use behavior. However, there is a dearth of research on the effect of contextual factors (e.g., school environment) and positive assets (e.g., future orientation) on adolescents' intention and use of substances.
Methods	Data were collected from 392 youth through 12th grade U.S. students. In the fall 2014, the voluntary survey was administered by trained staff and included questions related to future orientation (i.e., individuals' thoughts and feelings about their future), substance use, and perceptions of peer AOD acceptability (injunctive norms) and use (descriptive norms).
Key Findings	<ul style="list-style-type: none"> • School environment and positive peer behavior were associated with a positive future orientation, and future orientation influenced AOD use perceptions, intentions, and behaviors. • Positive peer behavior and school environment were associated with alcohol and marijuana use through their effect on future orientation, injunctive norms, and positive AOD expectancies. • Negative peer behavior was associated with alcohol use through its effect on descriptive and injunctive norms, and positive AOD expectancies. • Negative peer influence was associated with marijuana use through its effect on norms, positive AOD expectancies, and perceived control over AOD use.
Implications	<p>These findings suggest positive future orientation may play a key role in the prevention of alcohol and other drug use among adolescents.</p> <p>Substance use prevention programs should consider including content that engages youth in activities that promote envisioning and planning for the future, and presents strategies for overcoming potential obstacles (e.g., alcohol and drug use).</p>
Citation	Stoddard, A. & Pierce, J. (2016). Alcohol and Marijuana Use and Intentions Among Adolescents: The Role of the Reasoned Action Approach and Positive Future Orientation. Youth & Society, 50(1), 14-30.

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[Click here](#) to view and share the publication brief.

INJURY PREVENTION EXPERT

MEMBER HIGHLIGHT: Justin E. Heinze, PhD

Dr. Justin Heinze is a Research Assistant Professor in the Department of Health Behavior and Health Education in the School of Public Health at the University of Michigan.

Dr. Heinze investigates how schools influence disparities in substance use, mental health, and violence outcomes from an ecological perspective that includes individual, interpersonal, and contextual influences on development. He is currently working with colleagues at Michigan State University to evaluate a multi-component school safety intervention for fourth through sixth graders.



Justin E. Heinze, PhD

[Click here](#) to view Dr. Heinze's full member highlight and read more about his current research.

RESOURCES

Michigan

[Western Michigan University's Evaluation Center --Evaluation Checklists.](#) The Evaluation Center provides high-quality checklists targeted to specific evaluation tasks and approaches that enhance evaluation capacity.

National

[Developing an Effective Evaluation Report.](#) Developed by the CDC's Office on Smoking and Health and Division of Nutrition, Physical Activity and Obesity, and ICF International, this workbook is intended to offer guidance and facilitate capacity building on a wide range of evaluation topics.

[FRIENDS Evaluation Toolkit.](#) This is a resource for developing an individualized outcome evaluation plan from the ground up. It is an on-line compendium of information and resources.

[American Evaluation Association --Guiding Principles For Evaluators.](#) This website provides principles of evaluation to guide evaluators in their professional practice.

[Introduction to Program Evaluation for Public Health programs: A Self-Study Guide.](#) This is a "how to" guide for planning and implementing evaluation activities. The manual is intended to assist managers and staff of public, private, and community public health programs to plan, design, implement, and use comprehensive evaluations.

[Program Performance and Evaluation Office \(PPEO\) --Program Evaluation](#). The PPEO helps CDC programs and external partners achieve the greatest health impact. Learn more about each of their program areas, including program evaluation.

[CDC Evaluation Documents, Workbooks, and Tools](#). Find materials and tools such as performance measures, models, communication tools, webinars, databases, and impact assessments to assist with evaluation.

Questions or Comments?

Email us at UMInjuryCenter@umich.edu or call 734-232-2105

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