

EVALUATION SNAP SHOT

In this second year with Native Counselling Services of Alberta as the host organization, the NAAAW 2009 national evaluation comes in with excellent growth results. In just one year the new host organization has engaged an amazing 149% more community partners than they had in 2008. In addition, the number of community participants increased approximately 198% from NAAAW 2008 to NAAAW 2009.

NAAAW 2009 saw 593 communities from across Canada participating in the national campaign. The NAAAW office sponsored 30 NAAAW events, 25 First Nation and 5 Inuit, through grants of \$2,500 per successful applicant. Highlights of the 2009 NAAAW campaign include:

- 168 First Nations and Inuit communities applied for NAAAW grants this year.
- 552 communities hosted NAAAW events even without the benefit of grants
- It appears that over 101,000 First Nations and Inuit community members participated in NAAAW 2009 events across Canada.
- 99% of community organizers surveyed reported that they viewed their community NAAAW events and celebrations as successful.
- Early shipping of materials, based on the 2008 recommendation from the national evaluation, resulted in 91% of those surveyed reporting that they received their promotional items on time this year
- 99% of respondents indicated that promotional items for the 2008 NAAAW campaign were appealing, effective in promoting NAAAW values and appropriate for their purposes within the community.
- The development of a new website unique to the new host organization, which was a recommendation from the NAAAW 2008 evaluation, resulted in 93% of respondents indicating that the new website is attractive, easily accessible, useful and well maintained

Based on the 2009 evaluation results the following three recommendations for improvement should be targeted for NAAAW 2010:

- Seek to secure additional funding to meet the demands for NAAAW promotional items nationally
- Earlier distribution of NAAAW information, resources and promotional items to northern regions
- Focus on promoting youth partnerships in all NAAAW events to ensure the expansion of NAAAW into the future

NAAW EVALUATION REPORT

JANUARY 11, 2010

BACKGROUND:

National Addictions Awareness Week 2009 marked the second year with Native Counseling Services of Alberta (NCSA) as the host agency. This was NCSA's first campaign for which they had one full year to prepare. The level of development and improvement in the campaign overall, including the host organization's response to 2008 evaluation recommendations, was phenomenal. One contributing factor to this improvement is that the NAAAW office has attained stability in staff, maintaining the same team of coordinator, communications officer and community engagement officer that finished out the campaign for 2008.

The number of communities from across the country that accessed promotional items and resource materials from the NAAAW campaign office jumped from 397 to 593 in one year (2008-2009). The number of First Nations grant recipient communities went from 5 in 2008 to 25 in 2009. The number of Inuit communities receiving grants increased from 1 in 2008 to 5 in 2009. The NAAAW campaign office received 168 applications for the 2009 grants.

Website issues, mail out times, and communications challenges that stemmed from the change of host agencies in 2008 were almost completely eliminated by the NCSA NAAAW team during the preparation and delivery of the 2009 campaign.

NAAAW staff managed the processes of advertising, communications, promotional item development, website design and grant screening in a professional, organized and strategic manner throughout the preparation and implementation phases of NAAAW 2009.

Living the good life

THE EVALUATION PROCESS:

The NAAAW campaign office provided the national evaluator with contact information for all 593 communities that requested and received resource information and promotional items for NAAAW 2009. This list included contact information for 565 local partners (communities), 27 regional partners, which operate in 10 different provinces or territories in Canada, as well as 1 national partner operating in Alberta. (The 30 grant recipient organizations for 2009 are included in these numbers).

The evaluator contacted all 30 grant recipients and 92 of the other 563 communities. Telephone interviews constituted 44% of the responses received, while 56% of responses were received electronically or by fax.

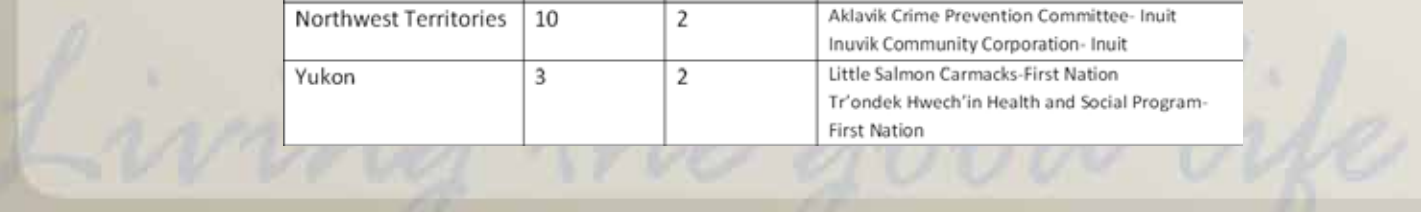
A representative number of responses was solicited from each province and territory in Canada, with the exception of Prince Edward Island, as there were no community contacts in PEI for NAAAW 2009. In addition to gathering information, feedback and insights from community, regional and national representatives the evaluator reviewed all documentation maintained by the NAAAW campaign office.

EVALUATION FINDINGS:

OBJECTIVE 1:
SPONSORSHIP OF 30 COMMUNITY EVENTS FOR NAAAW 2009

The goal of sponsorship of 25 First Nations and 5 Inuit community events, at a rate of \$2,500.00 was met for the 2009 NAAAW campaign. The grant program was advertised via the website, Say Magazine and through community mail outs beginning in August of 2009. Of the grant recipients surveyed 48% found out about the grant from the NAAAW website. Thirty-four (34%) percent gained this information from mail outs from NAAAW, 8% from friends or colleagues, 2% from Say Magazine and 8% have always participated in NAAAW. One community was contacted directly by NAAAW staff to apply for a grant as they were the first community to host NAAAW in 1989. The following table is a summary of the applications for grants and successful applicants:

Region Name	# of Grant Applications	# of Successful Applicants	Names of Successful Applicants
BC	61	5	Sto:lo Nation – First Nation Canim Lake Family Wellness Program - Shuswap Community – First Nation Heiltsuk Nation – Sto:lo – First Nation Nisga’a Valley Health – First Nation Kwakiutl Band Council - First Nation
Alberta	13	2	Peigan Prevention Counselling Services– First Nation Young Spirit Winds Treatment Program – Hobbema- First Nation
Saskatchewan	24	3	Waterhen Lake– First Nation Piapot First Nation– First Nation Flying Dust First Nation – First Nation
Manitoba	14	2	Sioux Valley FASD –First Nation Lac Brochet Northlands Resource: Denesuline- First Nation
Ontario	26	4	Sagamok Naandwedjige – Gamik-First Nation Wasauksing First Nation Health and Social Services- First Nation Aundeck Omni Kaning NNADAP-First Nation Beausoliel Family Health Centre-First Nation
Quebec	4	3	Kitigan Zibi Anishinabeg- First Nation Listuguj Community Health Services-First Nation Kahnawake Shakotiaa'takehnhas Community Services-First Nation
Newfoundland	0	0	
New Brunswick	4	2	Wolastoqewiyik Healing Lodge – First Nation Indian Island -First Nation
Nova Scotia	3	1	Eskasoni Parents Against Drugs- First Nation
PEI	0	0	
Nunavut	3	3	Kugluktuk Community Wellness Planning Committee – Inuktitu / Inuit Nunavut Speed Skating Association – Inuktitut / Inuit Igloodik Health Centre – Inuktitut / Inuit
Northwest Territories	10	2	Aklavik Crime Prevention Committee- Inuit Inuvik Community Corporation- Inuit
Yukon	3	2	Little Salmon Carmacks-First Nation Tr’ondek Hwech’in Health and Social Program- First Nation



In addition to the 30 NAAAW events that were sponsored through the awarding of \$2,500.00 grants in 2009, an additional 552 communities hosted NAAAW events supported by NAAAW campaign office staff, the NAAAW website, and the provision of NAAAW resources and promotional items throughout the campaign. These events ranged in size from 15 to 1100 participants. In total over 21,262 people were reported to have participated in NAAAW events in the 122 communities surveyed. At this rate an average of 174 people participated in each NAAAW event held nationally. Given this average it can be estimated that approximately 101,778 people participated in the 584 NAAAW events held across the country. This would indicate an 198% increase in community participants from NAAAW 2008 to NAAAW 2009, and a 149% increase in the number of community partners.

The following table presents a summary of the number of communities and organizations, by region, that partnered with NCSA for NAAAW 2009 events.

Region Name # of NAAAW Events Hosted

BC.....	128
Alberta.....	65
Saskatchewan.....	96
Manitoba.....	58
Ontario.....	156
Quebec.....	22
Newfoundland.....	11
New Brunswick....	8
Nova Scotia.....	8
PEI.....	0
Nunavut.....	8
NWT.....	21
Yukon.....	12
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Total	593

Community organizers reported themselves as representing mainly addictions, health, youth social, mental health and education services. There were also a small number of child and family, cultural, police, corrections, wellness and women’s groups, as well as Friendship Centres and First Nations administrations that lead the charge in organizing NAAAW 2009 events.



Of the organizations surveyed 81% reported being First Nations, 9% Inuit, 2% Metis and 8% reported representing "All" cultural groups. Forty seven (47%) percent reported having worked with partner organizations, while 53% indicated that they worked alone, in organizing their community NAAAW event.

Of those who worked in partnerships, their partner organizations included:

- Entertainers
- Fire departments
- Media
- Justice committees
- Radio stations
- Addictions
- Recreation
- Corrections
- City, town, village and municipal governments
- Head starts
- Day cares
- Youth
- Women's organizations
- Counseling services
- Universities/colleges
- FASD committees
- Family Services
- Community Wellness services
- Schools
- Elders
- Police

Six Percent (6%) of respondents reported having partnered with non-Aboriginal organizations or services.

Contributions from partnering agencies, organizations and services included:

- Volunteer support
- Prizes for events
- Free air time
- Art supplies
- Had promo items made
- Guests speakers
- Translation equipment
- Food
- Money
- Backpacks
- Information/resources

Living the good life

The types of events that communities reported having organized included:

- Film viewings
- Feasts
- Walks
- Drumming
- Luncheons
- Breakfasts
- Presentations
- Family nights
- Talking circles
- Dry dances
- Youth career days
- Conferences

Eight (8) community organizers surveyed reported having only handed out information and resources during the NAAAW week rather than hosting an actual event. Three (3) others reported having had to postpone their events due to H1N1 and other community issues.

OBJECTIVE 2:

FACILITATION OF SUCCESS SPONSORED COMMUNITY EVENTS.

The NAAAW campaign office was successful in facilitating the sponsorship of 30 community events, 25 First Nation and 5 Inuit, across the country. All 30 community representatives (100%) indicated that they felt supported by the NAAAW campaign office staff, while 99% of the non-funded community organizers surveyed indicated the same feeling of support. Both groups listed the website, promotional materials, resources, ideas, information, guidance and support from NAAAW staff as the reasons for their positive experience during the planning and implementation of their NAAAW events.

Eighty-nine (89%) percent of grant recipients reported partnering with other organizations for their NAAAW events. Partners included health, MADD, Counseling services, schools, youth, police and many similar services and organizations to those partnering with unfunded NAAAW events. One sponsored NAAAW event organizer even partnered with regional and national speed skating organizations. Almost 50% of grant recipients reported having partnered with non-Aboriginal services and organizations for their NAAAW events.

Contributions from partnering organizations included:

- Volunteer support
- Money
- Prizes
- Food
- Facility
- Transportation
- Singers and dancers
- Security Services
- Ice Time

Living the good life

Types of events funded through NAAAW grants that would have not otherwise been affordable included:

- Walks
- Drumming
- Ceremonies for those taken in alcohol/drug related incidents
- Pow wow
- Sober dance
- Presentations
- Volleyball tournaments
- Moccasin Games
- Family fun day
- Kahomni
- Youth Dance
- Check Stop (handing out information to drivers)
- Breakfast
- Conference
- Pipe Ceremony
- Craft Night
- Family Games Night
- Poster Contest
- Workshops

The creation of community focused promotional items was also where some communities spent their grant money. Locally developed promotional items included:

- MADD ribbons for arms of those in the run
- cups, bags, key-chains
- water bottles with last year's NAAW stickers on them
- bracelets
- t-shirts
- buttons
- magnetic bumper stickers
- hats, scarves, banners,
- brochures, key chains,
- school kids made posters for the community
- **one community made resources binders for the school instead

All grant recipients reported that their events were successful.

The grant recipient communities reported participation rates ranging from 25 to 1200 people for NAAAW 2009, with a total of over 21,000 people participating in the 30 funded events nationally. Most communities surveyed cited participation rates, youth participation rates and participant feedback as their basis for viewing their NAAAW events as successful. The same 99% of non-funded event coordinators that reported feeling supported by NAAAW staff reported that their events were successful. The 1% that reported non-success cited lack of funding as the reason for lack of success.

Other indications of success included:

- Collaboration and cooperation between departments, agencies and communities
- Uniting of the community
- Involvement of leadership
- Knowledge gained and shared
- Ongoing community activities and programs that stemmed from NAAAW events (i.e. square dancing, community games/family nights, language learning nights)
- Community pride in sobriety

When asked about the incorporation of culture unique to the community into their NAAAW events, 83% of grant recipients reported having done so, while only 66% of unfunded NAAAW event coordinators reported having incorporated community culture.

Cultural integration within NAAAW events included:

- | | |
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| • water ceremony | • prayer |
| • drumming | • square dancing |
| • traditional dance | • 7teaching of the Miqmaq |
| • pipe ceremony | • Red Road to Sobriety video |
| • pow wow | • Honor of All video |
| • Elders/traditional teachings | • medicine wheel teachings |
| • use of native language | • community based events |
| • traditional foods | • cultural presentations |
| • square dancing | • talking circles |
| • jigging | • sweat lodges |
| • history of the community as a focus | • Elder involvement-Throat singing |
| • traditional crafts/ arts night | • family nights |
| • care for the community as the focus | • smudge |
| • Inuit values as the basis of the celebration | • rights of passage |
| • old time dance | • feasts |

All of the grant recipients surveyed indicated that they would not have been able to provide the same level of excellence in community events had it not been for their NAAAW grant, and some would not have been able to host an event at all. Components of the NAAAW 2009 events that were provided to communities as a direct result of the \$2,500.00 grants included:

- meals
- permit cost
- multi-media presentation
- dancers, drummers at pow wow
- entertainment
- contests (trivia, radio, poster, writing) prizes
- presentations
- kahomni
- moccasin tourney
- having scarves made to distribute
- conference
- haircuts/personal grooming for men's wellness
- gifts for presenters
- activities
- events
- breakfast,
- youth dance
- creating bumper stickers as promotional items
- donation to youth group
- prizes for school events
- live music
- guest speakers
- promotional items
- healthy snacks
- posters
- role model recognition ceremony
- bought games for the family game night
- paid for a community member to go to treatment
- DJ for sober dance

Only a small number of grant recipients reported not being able to complete all of the events written into their grant applications. These uncompleted events, and the reasons given for non-completion, are as follows:

- feast as it cost too much
- dance- everyone was too tired so postponed it until later
- facilitator got sick so had to cut the events short
- due to lack of community participation some of the sessions in the conference had to be cancelled or postponed
- musical band too expensive
- bad weather made them cancel a couple of the events in the week

Even without grant money, 74% of unfunded community organizers stated that they did everything that they wanted to do because of good partnerships and their commitment to NAAAW. The other 26% of respondents stated that they could not do everything that they wanted to do in their community NAAAW 2009 events due to lack of funding, lack of time, lack of human resources, H1N1 and other issues within their communities.

OBJECTIVE 3: CREATION AND DISTRIBUTION OF PROMOTIONAL MATERIALS

The promotional items developed for NAAAW 2009 were overwhelmingly approved of and appreciated by all surveyed community organizers: grant recipient and non-funded representatives alike. Ninety-nine (99%) percent of all respondents indicated that they found the promotional items to be appealing, appropriate and effective for their NAAAW celebrations and events. The enviro-bags and the necklaces were the biggest hit. Most comments focused on the “eye catching” design, the excellent message and the fact that native language was used on the items. Respondents also commented that the items could be used all year around, that there was something for everyone, that the materials were of good quality, well made, and they made people feel special when they received their NAAAW items.

A small number of respondents noted that the one week journal should have been for the year and that the stick on light switch covers were not very useful as many people don't want to stick something permanent on their walls and light covers.

The greatest success in the distribution of promotional items came in the area of on time deliver. One of the biggest issues presented in the 2008 NAAAW evaluation was the fact that many communities did not receive their promotional items in time to use them in their NAAAW events. In 2009, even with the incredible increase in numbers of items shipped, 91% percent of all community organizers indicated that they did receive the promotional items that they ordered on time. The 9% that did not receive all that they ordered noted reasons such as that they left it too late to order or that they were from northern regions that require very early shipping in order to get their materials on time. One community indicated that it was in an isolated are and could not get to the post office to pick it up.

As far as numbers of items needed, 91% also indicated that they did get everything that they asked for. Of the 9% that didn't receive enough promotional materials gave reasons including not ordering on time, having far more participants than they anticipated or being shorted on their orders because the NAAAW office had a much higher demand for promotional materials than they anticipated.

The reality is that the NAAAW office had a much higher rate of promotional items than they expected all around. The number of promotional item orders went from 202 in 2008 to 585 in 2009. This dramatic increase is a testament to the outstanding work done by the NAAAW office in the second year of NCSA hosting the campaign, but it also presented another interesting challenge for the NAAAW staff. The campaign office will definitely need to order significantly higher amounts of promotional items for the 2010 NAAAW.

The NAAAW team did manage to meet the 2008 recommendation to ship earlier in year 2. For year 3 it is recommended to contact northern communities one month earlier than the rest of the country to ensure that all communities receive their promotional items in 2010.

Items were distributed in a variety of ways within communities. Most materials were distributed at community events. Others were given as door prizes, distributed at give aways, distributed at schools, put in conference bags, set out at information tables and awarded in radio contests. One community addictions worker stood outside the post office, stopped cars and handed out NAAAW promotional materials to raise addictions awareness in her community.

Suggestions for future NAAAW campaign promotional materials included:

- Pencils and pens
- Note pads with messages
- Water bottles
- USB with addictions info on it
- Bumper stickers
- Something to hang on rear view mirror
- Notebooks with Aboriginal role models featured on some pages
- Glow in the dark necklaces
- Card holders
- something for ECS and pre-school
- Develop a character like Gus the Bear
- Yearly journal
- T-shirts
- Wooden pens
- Sweat shirts
- Cd covers
- Toques, mitts, scarves, hats
- book marks
- Flashlights
- Pre-recorded radio messages
- Calendars
- Cloth bags
- Insulated coffee mugs
- THE NUMBER ONE SUGGESTION: keep the bags and necklaces
- Other suggestions regarding the provision of promotional items was to have a tracking system for the packages so that you know if people get them, and if not, where they are. As well, 2 grant recipients noted that they did not realize that they still had to order promotional items. They suggested that NAAAW staff ensure the grant winners understand that they will not get promotional items automatically. All grant applicants will need to be told to order their promotional items early as they will not receive word on successful grant recipients in time for orders to be processed and shipped for NAAAW events if they wait.

OBJECTIVE 4: WEBSITE DEVELOPMENT

The development and maintenance of the website was another area of tremendous growth in the second year of NCSA hosting the NAAAW campaign. In year one the new host organization was plagued with multiple barriers to taking over and maintaining the website. NAAW 2008 community event organizers were more frustrated with the inability to access a NAAW website than any other aspect of the campaign. In the 2009 NAAAW evaluation 93% of all respondents, grant recipient and non-funded alike, stated that the website was useful, attractive and well maintained. Respondents indicated that they used the website to gain information about the 2009 campaign in general, as well as for grant application information. Community organizers also noted that they used the website to order promotional items, access links and resources, view lists of partners, to get ideas for events and even to use the NAAAW logo for their own community promotions. Respondents indicated that the website was easy to access, easy to navigate and full of information and resources.

Seventy (70%) percent of community organizers still indicate that the website does not lead to increased community member participation in NAAAW events. This appears to be more about lack of internet access and computer literacy in most communities as opposed to lack of effectiveness of the website.

OBJECTIVE 5: BUILDING RELATIONSHIPS WITH NATIONAL ORGANIZATIONS

To target relationship building and meaningful collaboration with at least three national organizations each year to support and enhance their staff or membership participation in local NAAW activities. By year 2 of hosting the NAAAW campaign NCSA realized that building relationships with National organizations in year one had not been the most successful way to increase community participation in NAAAW events. As a result, the campaign office focused on direct promotion of NAAAW to First Nations and Inuit communities across the country in year two. This strategy has been very successful ending in an increase from 397 communities in 2008 to 593 NAAAW communities in 2009. As a result, the NAAAW website acknowledges all 593 communities and organizations as NAAAW partners in promoting the fight against addictions and the promotion of living healthy lifestyles, drug and alcohol free across Canada.

OBJECTIVE 6: BUILDING RELATIONSHIPS WITH REGIONAL YOUTH ORGANIZATIONS

To target relationship building and meaningful collaboration with four regional youth organizations and/or youth service organizations each year to increase their participation in local NAAW activities. During year one of hosting NAAW in 2008 NCSA found some success in engaging communities in the NAAW campaign through regional organizations. In year two the NAAAW campaign office was able to engage 27 regional organizations across 10 regions of Canada.

Living the good life

Although there was not a specific effort to engage youth organizations, as such, in 2009, the focus on engaging youth in all NAAAW events was very successful. At least 75% of surveyed community organizers indicated a concerted effort to involve youth in NAAAW events and programs in 2009. Almost all of these organizations and communities reported overwhelming success in working with youth during their NAAAW events. Working with youth is an excellent strategy to promote future healthy life choices and healthy living in First Nation and Inuit communities.

OBJECTIVE 7: ROLE MODELS

To help identify an individual, family or organization in each of the 30 selected, sponsored communities that are positive, healthy role models.

All 30 sponsored communities selected role models for their 2009 NAAAW events and celebrations. Role models were selected in a variety of ways in the grant recipient communities. Communities employed such strategies as :

- Identifying the person with the longest sobriety and the person with the shortest (selected at the dinner)
- Selecting a person who works with youth and role models a drug/alcohol free life everyday
- Honoring all Elders who live the good life
- Selecting a person working in the community/ good role model lifestyle
- Selecting a cultural person in the community
- Identifying 1 per day during NAAAW
- Honoring the community's youth volunteer of the year
- Honoring 1 man that promotes parents against drunk driving, one woman the same and one woman addictions worker in the community
- Collecting names from the community
- Recognizing years of service (retired community wellness worker)
- Honoring a group of young boys who started the language immersion program and drumming since grade 1!!
- Recognizing length and dedication to sobriety
- Selecting a person who is already living the good life
- Honoring a community person who won the lieutenant governor's award

Living the good life

The qualities within role models that were being honored and celebrated by communities during NAAAW included:

- Unity in the community addressing alcohol and drug issues
- Honoring those who passed on due to alcohol and drug related incidents
- Courage to participate in the memory of a loved one (especially Elders and youth)
- Sobriety, courage, connection, hope, awareness, support, encouragement, change
- Abstaining from addictions for that week
- People's talents
- Pride in culture
- Sobriety and community service
- Traditional knowledge, patience, love, caring, collaboration
- Teaching young people
- Healthy family lifestyle
- Trust, honor, sobriety,
- Family

Living the good life

OTHER SUGGESTIONS:

Overall, survey respondents for the national evaluation of NAAAW 2009 were very positive about all aspects of how the campaign was managed in the second year with the new host organization. Most respondents had only one comment to sum up their evaluation surveys and interviews: “Keep up the great work!”.

Some respondents offered the following suggestions for future NAAAW campaigns:

- Coloring contest (national or regional)
- Poster contest (national)
- Make sure you have enough materials next year
- Change the Name back- 6 said didn't like the change of name as it infers that Aboriginals are the ones that have the addictions problem rather than it being a global/societal problem.
- get a theme song (like Keep the Circle Strong)
- make an idea booklet
- send out post card reminders in August or September
- send the stuff to Northern areas in August or September
- more media coverage
- advertize on TV, radio and newspapers,
- TV show (maybe APTN) with features from each region
- LET UNSUCCESSFUL GRANT APPLICANTS know early that they did not win
- News letter (monthly or quarterly)
- put pictures of the winners' events on the website each year.
- make a NAAAW handbook of ideas for events, planning etc.
- promote/ work on this all year long in the communities
- make some promotional items about not drinking and driving during the holidays
- send out packages to the NORTH EARLY

APPENDICES:

- The evaluation surveys
- Table of website hits over NAAAW planning period (May to November 2009)