

**Evaluation Plan and Progress Report**  
**San Diego MARC Project**  
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**Overview**

The overall purpose of the San Diego MARC Project is to enhance the San Diego Trauma Informed Guide Team's (SD-TIGT's) capacity to provide a robust and sustainable cross-sector movement aimed at promoting resilience and preventing/reducing ACEs in San Diego.

Specific goals include:

1. Expand the SD-TIGT network as a cross-sector movement
2. Strengthen the capacity of the SD-TIGT to promote resilience and prevent/reduce ACEs
3. Enhance the capacity of SD-TIGT members to influence system change for policy, program and practice, and,
4. Build the capacity of the SD-TIGT to integrate family, youth, and resident voice when shaping programs and policies

**Background Information on the SD-TIGT and Initial Steps**

The SD-TIGT, established in 2008, is a grassroots community forum focused on advancing integrated trauma informed practice into programs and policies in San Diego. In 2009, the SD-TIGT developed a strategic plan that included its mission, goals, and objectives, and since then, SD-TIGT members have been successful in training hundreds of individuals, raising awareness of trauma and the impact of ACEs, and establishing a tool kit for professionals working with children and families.

As a first goal of the San Diego MARC project (2015-2016), the SD-TIGT updated the 2009 strategic plan to promote a shared focus and alignment of strategies among participants. The mission, vision and core values were updated, and the organizational structure was formalized to delineate levels of membership that include Leadership Team Members, Members, Visitors and Friends. Roles and responsibilities for the various levels of membership and a decision-making process were defined. A Leadership Structure was set up that described the responsibilities of SD-TIGT's Co-Chairs and Secretary, and Committees with Leads were established for Membership, Resources, Marketing, and Training.

The completion of the strategic plan promoted relationship building and a shared understanding of goals, and it also enables the SD-TIGT to move forward on the specific San Diego MARC goals of expanding the SD-TIGT network, strengthening its capacity to promote resilience and prevent/reduce ACEs, enhancing its capacity to influence system change for policy, program and practice, and, integrating family, youth, and resident voice when shaping programs and policies.

## One-Year Evaluation Plan

Through the process of revising the strategic plan, the SD-TIGT Leadership Team refined their objectives and determined the following indicators and benchmarks for success.

Evaluation Questions:  Are we meeting our goals?	Activities and Indicators	Standards or Benchmarks
<p>Goal 1: Expand the SD-TIGT network as a cross-sector movement</p>	<p>Increasing Visibility and Outreach Efforts of the SD-TIGT</p> <p>Marketing Team:</p> <ul style="list-style-type: none"> <li>• Develops main talking points and brochure for the SD-TIGT</li> <li>• Talking points and brochure shared with and approved by SD-TIGT members</li> </ul> <p>SD-TIGT Members:</p> <ul style="list-style-type: none"> <li>• Members encouraged to recruit new SD-TIGT members with new marketing materials</li> <li>• SD-TIGT members trained on posting on ACEs Connection and encouraged to share their work on it</li> </ul> <p>Increasing Representation on SD-TIGT by Multiple Sectors</p> <p>Leadership and Membership Teams:</p> <ul style="list-style-type: none"> <li>• Identify organizations within new sectors to invite to the SD-TIGT</li> <li>• Develop an outreach and orientation plan for inviting new sectors/organizations to join SD-TIGT</li> <li>• Membership Team shares outreach and orientation plans with SD-TIGT members and encourages them to recruit new members</li> <li>• Create addendum to SD-TIGT attendance sign-in sheet (“brag sheet”) to include questions aimed at encouraging attendees to invite new members from multiple sectors, and share their work on ACEs Connection</li> <li>• Invitations to organizations from multiple sectors to share their Trauma Informed Journey at a meeting</li> <li>• Structuring Trauma Informed Journey to highlight multi-sector collaboration</li> </ul> <p>Increasing SD-TIGT Membership: Welcoming One-Time Visitors with a Follow-up Orientation and Needs Assessment</p> <p>Leadership and Membership Teams:</p> <ul style="list-style-type: none"> <li>• Membership Team contacts visitors to welcome them, review talking points, and give modified WESTAT-MARC survey to assess visitor’s needs and knowledge about SD-TIGT</li> </ul>	<p>Creation of SD-TIGT marketing/orientation talking points and brochure</p> <p>At least 3 (5 -10 minute) lessons/demonstrations on ACEs Connection and highlighting SD-TIGT Member’s work are given at SD-TIGT meetings</p> <p>Increased postings on ACEs Connection by people in San Diego and by SD-TIGT members by 50%</p> <p>At least 2 new sectors (e.g., early childhood education, military, libraries) will be represented in SD-TIGT membership and/or in Trauma Informed Journeys</p> <p>Creation of SD-TIGT addendum to attendance sign-in sheet to encourage sharing of trauma informed work and multi-sector collaboration</p> <p>Creation of Trauma Informed Journey guidelines that promote sharing of multi-sector collaboration</p> <p>All Visitors will be contacted by Membership Committee member for welcome and orientation</p> <p>Increase of SD-TIGT Members, Friends, and Visitors by 10%</p>

<p>Goal 2:</p> <p>Strengthen the capacity of the SD-TIGT to promote resilience and prevent/reduce ACES</p>	<p>Develop Orientation and Assessment Procedures to Promote Common Language and Goals</p> <p>Leadership and Membership Teams: Develop additional questions for WESTAT survey respondents and new members/attendees to assess:</p> <ul style="list-style-type: none"> <li>• The SD-TIGT network capacity and readiness to identify and address early childhood trauma,</li> <li>• Extent to which youth, family and community voice shapes their work</li> <li>• Other needs/interests to inform Training and Resource Teams</li> </ul> <p>Create Materials and Find Resources to Share</p> <ul style="list-style-type: none"> <li>• Training Team identify core competencies of TI and share powerpoint slides with SD-TIGT members</li> <li>• Based on surveys and orientations with new attendees, core competencies may be added/modified and Resource Team may share links to resources (e.g., assessment tools and procedures, guidelines for organizational TI procedures)</li> </ul>	<p>Creation of modified WESTAT-MARC survey to give to new attendees during orientation by Membership Team</p> <p>Creation of brochure, addendum to attendance sign-in sheet, and guidelines for Trauma Informed Journeys to promote common language and goals</p> <p>Creation of core competencies by Training Team</p> <p>Informed by surveys and orientations, Resource Team will share resources via various modes (e.g., SD-TIGT meetings, ACEs Connection)</p>
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<p>Goal 3:</p> <p>Enhance the capacity of SD-TIGT members to influence system change for policy, program and practice</p>	<p>Share and disseminate evidence-based trauma-informed policy, program and practice</p> <ul style="list-style-type: none"> <li>• Training Team develops trauma-informed core competencies for agencies to use in trainings</li> <li>• Restructuring of the Trauma Informed Journey Guiding Questions to include questions about agency-wide change</li> <li>• Based on surveys and orientations, Resources Team will develop ways to share resources that might include: <ul style="list-style-type: none"> <li>• A directory of current initiatives and collaboratives that are addressing early childhood trauma</li> <li>• Information on evidence-based tools and practices to screen for and respond to ACEs across systems</li> <li>• Guidelines for organizations to be trauma-informed (e.g., making trauma recovery consumer driven, implementing early screening and comprehensive assessment, creating safe and secure environments)</li> </ul> </li> </ul>	<p>Creation of SD-TIGT training core competencies</p> <p>Creation of restructured Trauma Informed Journey Guiding Questions to include focus on agency-wide changes</p> <p>At least 3 Trauma Informed Journeys shared at SD-TIGT meetings</p> <p>Increased postings on ACEs Connection by people in San Diego and by SD-TIGT members by 50%</p> <p>Resource Team will share resources via various modes (e.g., SD-TIGT meetings, ACEs Connection)</p>

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<p>Goal 4:</p> <p>Build the capacity of the SD-TIGT to integrate family, youth, and resident voice when shaping programs and policies</p>	<p>Restructuring Trauma Informed Journey Guiding Questions to include questions about how agencies have integrated family, youth, and resident voice in their practice, programs and policies</p> <p>Include on addendum to attendance sign-in sheet questions that are aimed at encouraging the integration of family, youth and resident voice into one's work.</p> <p>Resource Team provide guidelines for organizations to be trauma-informed, which includes a focus on making trauma recovery consumer driven.</p> <p>SD-TIGT members help Teams (e.g., Training, Marketing) distribute and obtain feedback on the materials they develop (e.g., core competencies, brochures) from family, youth and community residents</p>	<p>Sharing of at least 3 Trauma Informed Journeys that highlight resident engagement</p> <p>Brochure and Core Competencies will be reviewed by at least two groups of residents</p> <p>Training of at least two resident groups to lead Core Competencies training</p>

**Future Implementation and Evaluation Plans**

Since finalizing the strategic plan, the SD-TIGT Teams have begun meeting this past month, and by next year, the Teams will begin to implement these activities. Marketing talking points and a brochure, core competencies for trainings, and resource materials will be created, and outreach to recruit members from new sectors, efforts to integrate resident voice into practice, and dissemination of materials will begin in earnest.

The Evaluation Plan will continue to develop as these implementation activities begin. As SD-TIGT members lead trainings with new sectors and residents, surveys assessing participants' perceptions of increased knowledge of ACEs and core competencies, and their self-efficacy for implementing best practices to promote resilience, resident engagement, and multi-sectoral collaboration may be developed.