

**SOCIETY FOR PREVENTION RESEARCH
22ND ANNUAL MEETING
WASHINGTON, DC**

Pre-Conference Workshop I
Date: Tuesday, May 27, 2014
Time: 8:30 am – 5:00 pm

Building the Economic Case for Prevention: Methods and Tools for Assessing the Resource Needs and Economic Costs of Preventive Intervention

Co-Organizers and Presenters: *Margaret Kuklinski, PhD, University of Washington, and D. Max Crowley, PhD, Duke University*

Description

The Society for Prevention Research has recognized the need to strengthen economic analysis of prevention in its MAPS III Task Force. Prevention researchers, practitioners, and policy makers increasingly require economic information as they seek to take evidence-based programs to scale. Cost analyses provide a critical foundation for all economic analysis strategies, whether cost-effectiveness, benefit-cost, or cost utility, yet too often researchers become aware of the need for cost information late in the research process, making it difficult to obtain accurate, timely information. When researchers and practitioners desire proactively to understand intervention costs, they may lack the methods and tools for doing so. This workshop addresses these issues by offering participants the conceptual understanding, methods, tools, and hands-on practice needed to begin to perform cost analyses in their work. The workshop will also contribute to the development of a cadre of trained researchers with the skills to understand and evaluate the economics of prevention.

This workshop is relevant to prevention researchers, interventionists, and policy makers. The workshop does not require special skills, but some knowledge of the prevention field would be helpful. The maximum number of attendees is 30 to allow sufficient interaction between the presenters and attendees during the hands-on portion of the workshop.

Participants will leave the workshop with an understanding of the importance of economic analysis in prevention and the methods for conducting cost analysis. They will also be offered materials (paper and electronic access) that support the workshop's central learning objectives:

- ✓ Handouts and PowerPoint presentations related to key workshop constructs
- ✓ Cost analysis design and planning tools, data collection instruments
- ✓ List of relevant publications and references on economic and cost analysis in prevention

Each participant will also be invited to join SPR if not already a member, as well as the SPR Prevention Efficiency Planning and Research special interest group.

Workshop Outline

The workshop has two overall objectives: (1) To offer participants the conceptual foundation, methods, and tools needed to carry out cost analysis, and (2) to allow participants ample hands-on time to design a cost analysis using information gained in the workshop. Participants can use

their own work as the basis for the design; join other participants in completing a design, or use case study examples offered by the presenters. The content for this workshop is specifically tailored based upon feedback from the 2010 SPR workshop by Crowley & Hill.

The full-day workshop will start with an Introduction and be followed by 4 major sections with specific learning content. There will also be morning, afternoon, and lunch breaks. Dr. Kuklinski and Dr. Crowley will share responsibility and be present for the entire workshop.

Their specific roles in each section are still being determined.

- Introduction (~20 minutes)
 - ✓ Presenter introductions and experience
 - ✓ Participant introductions and learning goals
- Overview of Economic Analysis Strategies (~1 hour)
 - ✓ Why are economic analyses important in prevention?
 - ✓ What are the major economic analyses used in prevention?
 - ✓ When are these strategies relevant, and what are the strengths and limitations of each?
- Methods and Tools for Conducting Cost Analysis (~1.5 hours)
 - ✓ Concepts in economic analysis: Fiscal v. economic costs, opportunity costs, marginal costs, fixed v. variable costs, induced costs, economies of scale
 - ✓ Using logic models to help guide cost analysis
 - ✓ Methods for assessing costs: “Ingredients” method, Costs-procedures-processes-outcomes method
 - ✓ Strategies and tools for facilitating cost assessment
- Real-world examples of Preventive Intervention Cost Analyses (~1.5 hours)
 - ✓ Communities That Care: Models and Methods for Calculating Per Youth Costs in a Multi-Site Randomized Controlled Trial (*Kuklinski*)
 - ✓ PROSPER: Estimating the Costs of Building Local Programming Infrastructure (*Crowley*)
 - ✓ Questions and Discussion
- Hands-on Practice in Designing and Conducting Cost Analyses (~2.5 hours)
 - ✓ Use a logic model to identifying key ingredients, applying economic principles, and considering infrastructure, day-of-implementation, and sustainability costs
 - ✓ Determine strategies for assessing costs and collecting cost data
 - ✓ Develop data analysis strategies for calculating costs
 - ✓ Sample presentations and group feedback

Presenters and Chairs



Margaret Kuklinski is a research scientist specializing in economic analysis of preventive interventions at the Social Development Research Group, School of Social Work, University of Washington. She is interested in the design and

analysis of interventions that promote positive youth development and are economically viable. Dr. Kuklinski currently works on the Community Youth Development Study, a multi-site randomized controlled trial testing the efficacy of the Communities that Care prevention system; she specializes in benefit-cost analysis of CTC's long-term effects. She is also Principal Investigator on an evaluation of the Seattle Public Schools High School Graduation Initiative, which aims to prevent drop out and improve high school graduation rates, academic performance, and discipline concerns in at-risk youth. Dr. Kuklinski currently serves on the Society for Prevention Research MAPS III Task Force: Economic Analysis of Prevention. Her work has been published in several scholarly journals and presented at various professional meetings.



Max Crowley is a prevention scientist and health policy researcher studying how to effectively and efficiently protect children and prevent risky health behaviors. Currently, Dr. Crowley is a NIH Research Fellow at Duke University and a Research Fellow of the National Bureau of Economic Research (Crime). Dr. Crowley's work benefits from his interdisciplinary experience in child development, family-based prevention, and econometric methods as well as his work in maternal and child health policy at the Federal level. Dr. Crowley's research is motivated by a growing need to understand how society can best allocate scarce resources to meet the needs of children and their families and prevent future burden on health and public systems. His time working in both federal and community settings has illustrated that early childhood investments capable of protecting children and reducing strain on social service systems are of particular interest within this evolving economic and political context. To meet the growing demand for estimates of programs' economic value, Dr. Crowley's seeks to design community prevention efforts that strategically invest in youth to reduce risky health behaviors as well as future burden on social service systems.