

Example: Ramsey County, Minnesota, EBDM Awareness Event

On March 9, 2011, the Ramsey County, Minnesota, EBDM policy team hosted a half-day awareness event. The primary goal of the event was to raise awareness of the EBDM initiative among key stakeholders and their staff. More than 200 people attended the event from all levels of key agencies, including law enforcement, corrections, courts, public defender, city and county prosecution, county commission, and state criminal justice agencies. National experts Mark Carey and Frank Domurad, from The Carey Group, were faculty for the event; they presented information about the Framework and the rationale for it, as well as key principles of evidence-based practices.

Prior to the event, the Ramsey County EBDM Education Subcommittee took on the charge of identifying those to be invited, sending out “hold the date” announcements, certifying the event for Continuing Education Units (CEU), developing the goals and agenda, identifying faculty, and taking care of all the detailed planning and logistics for the event. EBDM staff also developed press releases and made sure that media were aware of the event. The event began mid-day with a luncheon, followed by a three-hour training session. The EBDM team’s map was blown up to wall size and prominently displayed in the meeting room as well as the “One Less...” logos. EBDM policy team members were on hand to answer any questions about the map and initiative. A Ramsey County EBDM brochure and EBP resource listing was provided to all those who attended.

During the event, participants were asked to complete a pre- and post-test to gauge their level of awareness and understanding of the EBDM initiative and the principles of evidence-based practices. The pre- and post-test were developed based on the awareness survey in the Starter Kit, and were tailored to their needs:

- Prior to the event, 40% of participants said they were clear about (aware of) the EBDM initiative; after the event, 79% said they were clear about the initiative.
- Prior to the event, only 28% of participants said they were very knowledgeable about evidence-based practices; after the event, 67% said they were very knowledgeable about evidence-based practices.

The event was well received by those in attendance and achieved the goals envisioned by the EBDM policy team. And as a result of the event, several participants signed up to receive regular updates about the project and volunteered to participate on various subcommittees. The EBDM policy team agreed to consider conducting a similar event later on in the effort to announce their implementation plan and to continue to gain the support and participation of all the agencies involved.