

Evaluation Summary Report
KEEPPUSHIN.ORG Launch Event
November 19, 2009,

www.KeepPushin.org was officially launched to the public on November 19, 2009 by the Department of Health and Wellness Promotion: Bureau of Substance Abuse Prevention, Treatment, and Recovery (BSAPTR). The Kickoff event was well attended and included over fifty community leaders, partners, educators, and other stakeholders responsible for the prevention of drug and alcohol abuse. Attendees were highly complimentary regarding the organization and planning of the event. Summary findings are outlined below.

- Evaluation results demonstrate that ninety-five percent of respondents reported the information presented on the KeepPushin.org website was quite useful to very useful.
- One respondent stated *“I will be utilizing the website to help teach my youth how to access information around town.”*
- Other comments included *“This presentation was a wonderful resource for the community.”* And *“The information focused on the way to reach our youth.”*
- Less than half (44%) of the KeepPushin.org launch target audience indicated that they would rate their knowledge of social marketing media tools as excellent prior to attending this event.
- Ninety-seven percent of survey respondents reported that their attendance at this event enhanced their knowledge of social marketing media tools.
- A survey respondent stated, *“This event helped me to learn how important social networking is to children and young adults.”*
- Sixteen organizations ranked education as the number one issue they are dealing with at this time. Seven organizations ranked health as the number one issue. The six issues considered were education, housing, crime, health, employment, and safety.
- Youth are the target population for 88% of the organizations completing the survey. Fifty percent of organizations reported that adults were the target population. Senior citizens are the target population for 35% of organizations completing the survey.
- Ninety-seven percent of survey respondents reported that the KeepPushin.org site was an effective tool to reach their target population.
- One of the survey respondents stated *“My youth will be encouraged to join our social networking group on the website. Hopefully, they will use it as often as any other site to communicate with their peers and push peace.”*
- Additional comments included; *“Add a resource page with a list of places that folks can go to access the internet (i.e., library).”* and *“I am excited about a positive media tool that youth in Detroit can take advantage of and own.”*