



Wisconsin Families - Issues and Demographics

<http://www.uwex.edu/ces/flp/demographics>

Evaluation Report Summary, December 2008

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Beginning in 2003, Family Living specialists began preparing resources in the series Wisconsin Families – Issues and Demographics. These materials use national, state and local demographic data to describe issues affecting Wisconsin’s families. As of November 2008, seven titles have been created with one currently under review and two additional titles currently in production.

Titles of Resources

- Hunger Close to Home
- Making Ends Meet
- Family Caregiving
- School Breakfast
- Accessing Affordable Housing
- Grandparents Caring for Grandchildren
- Weight and Health (not included in survey)

Respondents n=70
42 Family Living Educators
14 WNEP Educators
7 WNEP Coordinators
7 Others

Out of a possible 322 email addresses on the FL-all list, 113 (35%) completed the Zoomerang survey. Of those, 70 (62% of all respondents) indicated they had used the resources in some way. The survey will reflect the responses of those respondents. The six titles listed above were considered in this evaluation. Follow-up interviews were conducted with nine of eleven (82%) respondents who indicated a willingness to provide additional information.

The survey asked about the ways in which the resources were valued, the audiences reached and further development of the series.

Value of Wisconsin Families – Issues and Demographics

These resources include a print handout of eight or fewer pages which includes localized data inserted for a specific county. Supplemental resources include Power Point files, some with speaker notes provided, and links to additional resources related to the topic.

The most highly valued aspect of the resources was the provision of local data, identified as “extremely valuable” by 85% of respondents. Graphics describing data and the power point resource were also valued highly by more than half of the respondents.



The topics most used were Hunger Close to Home and Making Ends Meet (88% each). When asked how the various titles had contributed to their work, these two topics were described as “the main reason I was able to provide information” (53% and 45% respectively). Nearly a third of respondents indicated this was true for each of the topics.

The resources also provided a source of learning for Extension educators. For each title the respondents indicated the materials increased their own understanding “very much” (46% - 83%). Again the Hunger Close to Home and Making Ends Meet topics were valued by the largest number of colleagues.



Audiences

The survey data conservatively estimated more than 7,000 individuals had received a presentation using some of these resources. Coalitions and policy makers were the audience types most likely to have received the materials. Other audiences included additional professionals (nurses, social workers, aging, housing, school staff, etc.), community service organizations and general public, leadership institutes, Board of Regents, county boards, and students at alternative high school.

“I have found these items to be VERY VALUABLE. Please continue to provide these wonderful resources.”

Respondents indicated the materials provided higher visibility for Extension, enabled them to “do a professional presentation in a short period of time,” found them “easy to read catchy graphics,” and have used them in county courthouse and/or their local Extension office displays,



Further development of the resources

A number of additional topics were proposed. Eleven colleagues expressed an interest in creating a new topic for the series as a part of their scholarly work in Family Living. The area of primary concern shared by respondents was the challenge to keep the data current.

“Information on affordable housing has been presented to countless organizations and citizens who had no idea that housing was an issue.”

Suggestions for marketing the materials included ideas for internal marketing such as more exposure in the FL Connection and websites. Teams were seen as a key partner in marketing. For external marketing a brochure was recommended to describe the whole series, additional web presence, and an email blast to prospective users among local partners and collaborators.

For a full report of the series, contact Nancy Brooks, 432 N. Lake Street, Madison, WI 53706 nancy.brooks@ces.uwex.edu 608-262-7886 or www.uwex.edu/ces/flp/demographics