

Purpose of plan: This annual plan builds on work accomplished in 2001 and 2002 in building essential evaluation competencies so that local tobacco coalitions effectively assess the extent to which they affect changes in attitudes, knowledge, behaviors and policies around tobacco. These competencies help them improve local programs and increase accountability to achieve Wisconsin Tobacco Control Board goals.

Target participants: Coalition facilitators and members serve as primary participants of this training and technical assistance. Other participants include local tobacco contacts, local public health department staff, and other key stakeholders who influence coalitions such as public health personnel.

Local guidance: A group of coalition members representing all regions function as an advisory group to the Local Program Evaluation team. This advisory group helps prioritize topics, reviews training materials and makes suggestions for improvement and direction.

Expected outcomes and list of priority activities for implementation in 2003

The following five outcomes should lead to increased numbers of coalitions demonstrating effective evaluation practice that in turn leads to more effective programs and improved outcomes (see logic model).

Experience shows the need for multi-year planning and T and TA to support effective implementation for increased evaluation competence. Consequently, a major portion of this 2003 T and TA plan includes T and TA in multi-year action planning.

Outcome 1: Increased valuing of evaluation

- Provide ongoing individual and small group T and TA in planning and evaluation
- Demonstrate integration of evaluation into a multi-year action plan
- Produce and disseminate a CD with coalition vignettes demonstrating the utility of evaluation including a CD companion of critical thinking questions
- Provide an exhibit at the May conference
- Share MEP research and promote local use of the research data
- Promote cross-site sharing of evaluation practices
- Produce and distribute a quarterly newsletter

Outcome 2: Increased involvement in evaluation

- Extend T and TA beyond the coalition facilitator
- Create and disseminate resources on facilitating involvement in evaluation
- Promote attendance in UWEX workshops (all PDE courses), other courses, and use of web resources
- Carry out T and TA on multi-year action planning and evaluation plan

Outcome 3: Increased resources committed to evaluation

- Produce and disseminate two new resources: how to hire the right contractor; costs of different evaluation methods
- Advocate 10% budget line item for evaluation

Outcome 4: Increased knowledge and ability to focus, collect data, analyze and interpret and use data.

- Create and disseminate resources:
 - multi-year action planning materials (print, post to web),
 - criteria of a quality plan (print, post to web),
 - qualitative methods (create CD with companion print materials)
 - evaluation plan and standardized indicators for outcome reporting (print, post to web)
- Link coalitions to available and useful web resources
- Provide training:
 - Winter/spring: multi-year action planning (in conjunction with DPH)
 - Spring workshops: three data collection methods workshops at the state conference
 - Fall workshops: regional face-to-face workshops (methods practice)
[Note: Building on 2001 and 2002, training content for spring and fall workshops in 2003 will focus on data collection methods.]
 - Logic model: promote use of logic model web course
- Provide ongoing TA
- Advertise and promote attendance at other UWEX workshops/courses
- Conduct data release/interpretation phone conferences

Outcome 5: Increase confidence and motivation to engage in evaluation

It is expected that this outcome will result from the attainment of the above outcomes

Responsibilities

The UWEX local program evaluation team of four regional specialists, a state coordinator, project assistant, and principal investigator all share responsibility for the implementation of the plan. Each provides training, technical assistance, ongoing support, and produces resource materials according to the team's management plan. Additional technical expertise is provided by other UWEX content specialists on the UW campuses, county agents, other state and national experts, Division of Public Health personnel, and coalition members.

Evaluation Plan

The UWEX 2003 annual plan includes both process and outcome evaluation using a mix of methods and information sources.

1. Process evaluation:
 - Regional specialists maintain monthly logs that document T and TA provided
 - Attendance registers document participation and program reach

- Qualitative interviews and unsolicited feedback provide ongoing data to monitor perceptions of effectiveness
2. Outcomes:
- Standardized end-of-session questionnaires document knowledge change
 - Annual random surveys of participants and users document knowledge, attitude, practice change
 - Content analysis of completed multi-year plans, evaluation plans, and related materials document practice change