



**University of Wisconsin—Cooperative Extension
Local Evaluation**

Goal: Increased evaluation capacity within local coalitions as prerequisite for effective performance in order to achieve the State of Wisconsin's Department of Health and Family Services' goals.

Reason: Local evaluation capacity building leads to more effective programs that lead to attainment of tobacco outcomes while building sustainable community skills.

Definition: Evaluation capacity is having resources and ability to engage in evaluation that leads to learning, program improvement and enhanced accountability.

Necessary prerequisites: committed leadership, resources – technical and financial, attitude that values evaluation

Principles we operate by

Empowerment/participatory approach

- Community members can learn and use planning and evaluation concepts, techniques and findings to evaluate themselves and their programs to improve practice.
- Coalitions conduct their own evaluation; our professional role is one of trainer, consultant, facilitator, coach.
- Local advisory group of coalition members will help provide direction and feedback.

Evaluation value

- Important learning occurs during the process of 'doing' evaluation that impacts those involved and leads to more effective programs and enhanced outcomes (process use, Patton, 1997).
- Value of evaluation lies in learning and continuous improvement.
- Evaluation is more than measurement, findings and external reporting.

Practical approach

- Approaches and methods will be used that are practical, innovative and appropriate for cultural and low-resource programmatic context.
- Participatory adult education principles will be applied.

Mixed approach

- There are no "cookie cutter" approaches or answers.
- Heterogeneity of coalitions and local contexts demands mixed approaches and mixed methods.

Research base

- We will use research and best practices in program planning and evaluation.
- We hold ourselves to the same measures of accountability in learning and use of evaluation.