

July 2002
Volume 2, Issue 2

Evaluation Briefs

In Wisconsin Tobacco Control

Inside this issue

- 1 Coalition spotlight
- 2 Fall workshop schedule
- 2 Evaluating the annual conference
- 3 Coalitions and community change

Who we are

University of Wisconsin-Extension (UWEX) provides training and technical assistance in program evaluation to Wisconsin's tobacco-free coalitions. We are part of the Monitoring and Evaluation Program (MEP) of the Wisconsin Tobacco Control Board. ☒

Website now easier to navigate

Our website sports a new look and new organization. Find what you need on our eight main pages or use the **new search engine** for a direct connect. Check out the new features and information at www.uwex.edu/ces/tobaccoeval ☒

Feel free to copy this newsletter for coalition members and others!

Coalition Spotlight

“It’s not about the smoker, it’s about the smoke”

Coalition builds cessation support into clean indoor air campaign

Washington County has worked long and hard to build support for their clean indoor air campaign. Three years into their long-term plan, they have successfully provided community education using a myriad of methods, obtained residents' signatures on their petitions and continue to build support from endorsing agencies. Entering the final stretch, they plan to start direct meetings with policymakers.

Recently, the coalition has added cessation support to its campaign, and with positive results. Their campaign message - “It’s not about the smoker, it’s about the smoke” –helps people reconsider a common tendency to judge those who smoke. Dianna Forrester, Coordinator of the Washington County Tobacco-Free Coalition, and former smoker, intimately understands the power of tobacco addiction. She prefers to see anyone who smokes as a whole person – one that is likely addicted to nicotine and most likely wants to quit. This shift in perspective and “softer approach” to their campaign has been appreciated by many endorsing agencies, especially those who understand the complex nature of addiction.

Forrester adds that policymakers who represent both smoking and nonsmoking constituents will also welcome the more inclusive message. She also points out that 80% of those who smoke want to quit but may not know about resources available to help them. Including them in the campaign rather than alienating them may lead to additional supporters and more successful quit attempts.

Research has informed and supported their work. Indeed, smokers are far more likely to quit if they have resources (counseling, medication, family support) available to help them.¹ Research also confirmed the idea that smokers are more likely to make a serious quit attempt if they work in worksites with no-smoking policies.² The effect dominoes along, as smokers who work in smoke-free workplaces are more likely to have smoke-free homes and children may be less likely to start smoking if their homes are smoke-free.³

In order to incorporate cessation support into their campaign, the coalition has developed a “talking points” fact sheet to be used by those writing letters or articles or speaking at council meetings. The sheet includes not only information regarding clean indoor air but also facts and resources for quitting. Additionally, they developed a cessation guide to distribute throughout the community that includes information about the stages of change and other important tips adapted from Center for Tobacco Research and Intervention (CTRI) materials. The guide and other related materials will soon be available at the county's health department web site at: www.co.washington.wi.us/chn

Forrester hopes that Washington county's positive experience will help start a trend and other coalitions working on clean indoor air campaigns will also integrate cessation support into their initiatives. For more information, contact Dianna Forrester, Tobacco Control Specialist with the Washington County Health Department at 262-335-4464 or email her at chndianna@co.washington.wi.us.

¹Robert Wood Johnson Foundation (2000). Environmental and Policy Influences on Tobacco Use. National Program Project Report.

² ibid

³ Farkas AJ, et al. (1999). The effects of household and workplace smoking restrictions on quitting behaviors. *Tobacco Control*. 8, 261-265. ☒

Fall 2002 UWEX Workshop Schedule

“Making Sense of Evaluation Data: Analysis and Reporting for Tobacco Control”

Dates and Locations:

◆ **Northeastern Region: Sept. 30**
Holiday Inn City Centre, Green Bay

◆ **Southern Region: Oct. 8**
Pyle Center, Madison

◆ **Southeastern Region: Oct. 15**
County Administrative Center,
Waukesha

◆ **Northern Region: Oct. 23**
CESA 9 offices, Tomahawk

◆ **Western Region: Oct. 29**
Holiday Inn Campus Area,
Eau Claire

Time: All workshops will take place from 9:00 am to 4:00 pm

Objectives: At the end of this session, participants will be able to:

- 1) Develop a data analysis plan
- 2) Use statistics to describe quantitative data
- 3) Discuss ways to judge data quality
- 4) Begin to communicate evaluation results more effectively

Cost: There is no fee.

To register: contact Jennifer Leahy at (608)265-6332 or jennifer.leahy@ces.uwex.edu ☒

visit our website

[www.uwex.edu/
ces/tobaccoeval](http://www.uwex.edu/ces/tobaccoeval)

Hands-on evaluation: Steps we used to evaluate the 2002 Tobacco Control Conference

Various people have asked us how we evaluated the recent 2002 Annual Tobacco Control Conference. In the following, we explain the process we used that might provide some ideas for your own evaluation work.

1 Participate in planning. We participated on the planning committee, keeping evaluation central to all discussions. Our role was to help the committee build in evaluation during the planning process in order to collect useful data.

2 Clarify the purpose of the evaluation and who will use the results. One of the first tasks was to be clear about what the committee wanted the evaluation to accomplish. Why did they want to evaluate and collect data? The committee identified three purposes: (1) to determine the success of the conference; (2) to inform efforts for next year's planning committee; (3) to better understand statewide technical assistance needs for 2002.

3 Clarify the intended outcomes of the conference. Early in the process, we asked the committee to specify clear, achievable, educational outcomes for all sessions and to articulate overall conference outcomes. Next, we asked them to consider what would go into making the conference a success - inputs, activities and who we expected to reach. We used a logic model to organize this description, and the committee reviewed it, suggested changes and clarified priorities. The logic model helped develop consensus among the committee members and keep us on track.

4 Using the conference outcomes, articulate key evaluation questions useful to evaluation stakeholders. Examples included: Did participants increase their knowledge of evidence-based approaches to tobacco control? Did participants learn ways to better organize and manage coalitions? Did they have enough opportunities to network?

5 Determine sources and methods to collect evaluation information. We wanted to ensure that we gathered information from a cross-section of participants using a mix of methods to collect the information so we would have a more accurate and comprehensive picture. But, it couldn't be burdensome to the participants. So, we settled on:

■ **“Fast feedback” cards** asked participants three easy-to-answer questions about the break-out sessions.

■ **End-of-conference questionnaires** captured information about overall impressions of the plenary sessions and addressed broader evaluation questions.

■ **Participant observers** recorded their observations in a structured format. Each participant observer also interviewed two other conference attendees. Small groups of participant observers then met for short debriefing sessions.

SmokeFree Wisconsin plans to debrief with the planning committee to review the planning process and recommend strategies to improve the conference in 2003. In the meantime, we're analyzing the data, so stay tuned for evaluation results from the annual conference! ☒

Coalitions and community change

Tobacco control ain't easy! Effective, comprehensive tobacco control requires that change occur at the individual, organization, and community/society levels. That's a tall order for any public health organization to fulfill. And that's why it takes well-funded, on-going statewide comprehensive programs to make an impact. Within state programs, community coalitions play a critical role. This article discusses the key role of coalitions as community change agents and introduces "best practices" in tobacco control at the community level.

Coalitions are well suited to address complex change issues that require work on multiple levels. They are not restrained by one program or one organization through which to work to change tobacco norms and policies. Additionally, they have members and connections that can bring resources and influence to coalition work.

Coalitions working at the community level can be especially effective in tobacco control. Green and Kreuter (1991) suggest that the community level is the "center of gravity" for health promotion. That is, the more complicated lifestyle issues that require social change to impact (such as tobacco use) are best addressed at the community level. At the community level, one is "as close as possible to the homes and workplaces of those affected."¹

This proximity assures that well-planned programs are relevant to community needs and involve many people. Research and experience tells us that greater participation translates to greater commitment to change. Also, coalition members who experience community change as a result of their work tend to maintain or increase their level of coalition participation.

What does it mean to be well-suited to drive community-level change? It means coalitions can increase their effectiveness by focusing on those interventions shown to work at the community level. "Best practices" – those interventions with research backing their effectiveness – point to policy-level initiatives and programming that affects a change in social norms. Those initiatives which currently appear to be the most effective* and impact both adult and youth smoking prevalence include:

◆ **Smoking bans and restrictions in public places.****

This can reduce ETS exposure, decrease tobacco consumption and increase cessation.² SmokeFree Wisconsin will assist communities working toward smoke-free environments in local restaurants and worksites. Contact them at: 608-268-2620 and see their website at: <http://www.smokefreewi.org/> and click on "what works." "How to" information is also available at the Americans for Nonsmokers' Rights site at www.no-smoke.org.

◆ **Smoking bans in private homes.** Again, this can reduce ETS exposure and may affect both adult smoking behavior and adolescent initiation.³

◆ **Advertising bans and restrictions.** Complete bans may reduce total tobacco consumption by 6%.⁴ Help monitor the industry and mobilize your community with the "Community Ad Watch" program. Contact Erich Mussak at the UW Comprehensive Cancer Center for a manual and information: mussak@uwccc.wisc.edu.

◆ **Excise tax increases.** The price of cigarettes influences consumption, especially among youth.⁵ Although not a local level initiative, community coalitions can play a key role in helping state initiatives build support. Contact Maureen Busalacchi at SmokeFree Wisconsin regarding Wisconsin's initiative at mbusalacchi@smokefreewi.org

Though there is limited research to date, **youth-led programs** such as FACT hold promise as a vehicle for changing social norms regarding smoking. Policy-related initiatives that have insufficient evidence of effect or show little to no effect include youth access restrictions and youth penalties for possession.

Clearly, coalitions are most effective when they are able to work toward a long-term outcome via a comprehensive program made up of inter-related components. Using a logic model that is based on a working knowledge of best practices helps coalitions plan activities that logically lead to a long-term outcome. A comprehensive program designed to affect community change may take several years to implement.

For more information on planning and evaluating multifaceted programs, contact your regional evaluation specialist (contact information is on the back page).

*Though these strategies have been shown to be effective in general, it is important that coalitions evaluate their own programs. This ensures that they are making the intended impact and are able to improve their programs, discuss and promote their work, and report to funders.

**An interesting note: Recent research from Minnesota suggests that the debate generated by local ordinance campaigns can be as influential in changing community norms as the policy change itself.

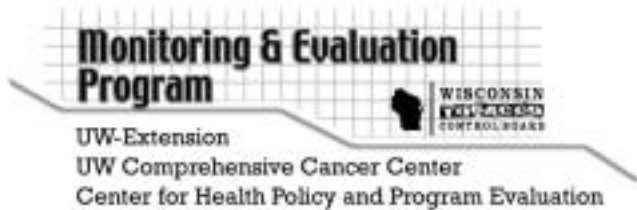
¹ Green, L.W. & Kreuter, M.W. (1991) *Health Promotion Planning*. Mountain View, CA: Mayfield. p 4.

² US Dept of Health and Human Services. (2000). *Morbidity and Mortality Weekly Report*. November 10, 2000.

³ Wakefield, M.A., et al. (2000). Effect of restrictions on smoking at home, at school, and in public places on teenage smoking: cross sectional study. *BMJ*, 323, 333-337.

⁴ Jacobson, P.D., et al. (2001). *Combating teen smoking*. Ann Arbor, MI: University of Michigan Press.

⁵ US Dept of Health and Human Services (2000). Reducing Tobacco Use: A Report of the Surgeon General. 293-360.



NONPROFIT ORG.
US POSTAGE
PAID
MADISON, WI
PERMIT NO. 658

UW Cooperative Extension
45 North Charter Street
Room 141
Madison, WI 53715

ADDRESS SERVICE REQUESTED

UWEX Local Program Evaluation Staff

State Office

Mary Michaud
State Coordinator
Phone: 608-265-6488
Fax: 608-262-5052
mary.michaud@ces.uwex.edu

Jennifer Leahy

Program Assistant
Phone: 608-265-6332
Fax: 608-262-5052
jennifer.leahy@ces.uwex.edu

Sharon Barbour

Part-time Evaluation Specialist
Phone: 608-212-8089
sharon.barbour@ces.uwex.edu

Northern DPH Region

Christine Dobbe
Evaluation Specialist
Phone: 715-365-2711
Fax: 715-365-2705
christine.dobbe@ces.uwex.edu

Northeastern DPH Region

Nancy Fauser
Evaluation Specialist
Phone: 920-448-4801
Fax: 920-448-5265
nancy.fauser@ces.uwex.edu

Southeastern DPH Region

Ed Minter
Evaluation Specialist
Phone: 414-227-4979
Fax: 414-227-2010
ed.minter@ces.uwex.edu

Southern DPH Region

Boni Westover
Evaluation Specialist
Phone: 608-262-1834
Fax: 608-262-5052
bonita.westover@ces.uwex.edu

Western DPH Region

Contact state office:
608-265-6332

Evaluation Briefs is published quarterly by the University of Wisconsin Cooperative Extension. Direct comments to Sharon Barbour, Editor at 608-212-8089 or by email: sharon.barbour@ces.uwex.edu. To access previous newsletter issues, visit the UWEX web site at www.uwex.edu/ces/tobaccoeval.