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### Inside this issue

- 1 Coalition spotlight
- 2 MEP survey results
- 2 Annual conference
- 3 Coalition member roles
- 4 In brief

### 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. ☒

### New specialist joins team

Bonita Westover, MSPH, has joined UWEX as a Regional Evaluation Specialist. With ten years of experience in evaluation research and technical assistance, Boni will work with the Southern DPH region and some Western region coalitions. *Contact information is on page 4.* ☒

**Feel free to copy this newsletter for coalition members!**

# Evaluation Briefs

## In Wisconsin Tobacco Control

### *Coalition Spotlight* Surveys key in campaign for cessation benefits

Many public employees in Wisconsin do not have health insurance benefits that cover smoking cessation services. Two local tobacco-free coalitions plan to change that in their communities. Jason Shrader of the Polk County Tobacco Free Coalition and Sue Lightfuss of the City of Franklin Tobacco Control Coalition have spearheaded their coalitions' advocacy work, and their experiences can inform others' work.

Both coalitions plan to build a strong case for the coverage by combining compelling data about the costs and benefits of cessation coverage and surveying employees about their interest and need for cessation services.

Providing cessation benefits, including medication and behavioral therapy, can be an effective and low-cost strategy to increase quit rates.<sup>1</sup> What's more, employee and employer both benefit because smokers who quit have fewer sick days and higher productivity than current smokers.<sup>2</sup>

These research findings can help local coalitions make their case for benefits, but information from city and county employees is more persuasive to local administrators. "We needed to collect information from Polk County employees to really make a strong case for getting their cessation benefits," explains Shrader.

The survey process included several steps. First, the coalitions sought buy-in from the city and county administrators to conduct the survey. Next, they interviewed human resources staff to identify populations to survey. After narrowing down the types of

information they wanted to collect, they began to design questionnaires. UW-Extension evaluation staff reviewed and helped revise the questionnaires, and coalition staff piloted and reviewed them with local administrators. City and county payroll staff enclosed the questionnaires, along with clear instructions for returning them, in employee paycheck envelopes.

Questionnaires ask about current tobacco use and attitudes toward tobacco use. They also ask smokers how ready they are to quit smoking and how likely they would be to use cessation services if their health plan provided coverage.

Polk County recently sent its questionnaire to 500 employees and is awaiting response. In the City of Franklin, 104 of 193 (54%) employees have returned the questionnaire so far. The results will fuel advocacy efforts. "The survey also sparked interest among four city employees who now want to join our coalition," adds Lightfuss.

Lightfuss and Shrader offer the following tips on advocacy work and collecting local data to support it:

- **Start where you are.** As public employees themselves, Lightfuss and Shrader understood the system and had connections.
- **Build support for the initiative.** Have your facts in hand. What is your objective? What are local and state smoking rates and associated health care and productivity costs?
- **Use available resources.** Shrader accessed the "Build Your Own Survey" link on the UWEX web site and contacted UW Extension staff for help with survey design. Lightfuss also enlisted the help of a local Alderman, the Wisconsin Education Association, and the UW

*Continued on page 2*

## Survey shows need for more smoke-free policies in government buildings

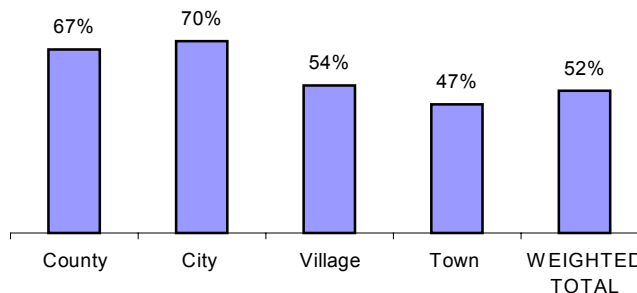
Since 1997, there has been significant progress in establishing smoke-free policies for county, city and village government buildings in Wisconsin. However, a December 2001 survey indicates significant room for progress.

The survey of all county, city and village clerks (as well as some town clerks) indicates that 52% of all Wisconsin municipal governments ban smoking in all government-owned or leased buildings. This includes 67% of counties, 70% of cities, 54% of villages, and 47% of towns. Approximately one-third (34%) of all municipal governments ban smoking in all vehicles. Over three quarters (78%) of municipal governments that ban smoking in all buildings indicate they strictly enforce the policy.

The results of this survey will provide baseline information for the Wisconsin Tobacco Control Board goal of establishing 100% smoke-free municipal government-owned buildings by 2005. The survey also asked clerks about the smoking policy in municipal vehicles and the enforcement of their smoking policies. In December, Monitoring and Evaluation Program (MEP) staff mailed a copy of relevant survey results to all coalitions to use as they contact municipalities about adopting ordinances banning smoking in government buildings.

**If you know of changes in smoking policies** in municipal government buildings or vehicles, contact Barbara Hill at (608) 263-7629 or [bhill@uwccc.wisc.edu](mailto:bhill@uwccc.wisc.edu) to help track progress toward achieving the WTCB goal of 100% smoke-free municipal government buildings by 2005. Also, please contact Barbara for a copy of the program brief. ☒

### Percent of WI Municipalities Banning Smoking in all Government-Owned/Leased Buildings, 2001



Source: WTCB Monitoring and Evaluation Program, 2001 Survey of Tobacco Policies in Wisconsin County and Municipal Buildings

## Evaluation sessions key part of 2002 Statewide Tobacco Conference

Learn more about evaluation at this year's Statewide Tobacco Control Conference, "Taking Tobacco Control into the Future: Protecting the Investment," April 18-19, at the Madison Marriott. Evaluation sessions will include:

- ◆ **Getting where you want to go with coalitions: It helps to have a map.** In this plenary session, learn about effective coalition development and strategies to monitor coalition progress and effectiveness.
- ◆ **Building Management and Evaluation Tools to Sustain the Work of Local Coalitions.** In this workshop, learn evaluation strategies to "learn-as-you-go" and improve programs along the way.
- ◆ **Implementing Local Surveys: Lessons from the field.** In this roundtable discussion, talk with four coalition facilitators who have implemented different types of surveys.
- ◆ **Reporting Evaluation Results to Community Stakeholders.** Learn practical strategies to effectively communicate evaluation results.

For more information, or to register, contact Smoke Free Wisconsin at 608-698-0008 or [www.smokefreewi.org](http://www.smokefreewi.org) ☒

### Coalition Spotlight, continued from page 1

Center for Tobacco Research & Intervention.

- **Use tested questions if possible and pilot the survey** with smokers and nonsmokers to make sure both groups understand it.
- **Budget more time** than you think you will need to implement the survey process. "Be open to changes. You may need to change your strategy," says Shrader.
- **Be patient; change can be slow.** "One of the best pieces of advice I received was to remember to be patient with the successful completion of our long-term goal," says Lightfuss. "Change may not happen right away."
- **Involve coalition members.** Coalition members may have limited time, but both coordinators say more member input would have helped.

For more information on conducting local surveys, attend this year's Statewide Tobacco Control Conference.

1. Curry SJ, LC Grothaus, T McAfee, C Pabiniak. "Use and cost effectiveness of smoking-cessation services..." *N Engl J Med* 1998 Sept 3; 339(10): 673-9.
2. Halpern MT, R Shikiar, AM Rentz, ZM Khan. "Impact of smoking status on workplace absenteeism and productivity." *Tob Control* 2001 Sep; 10(3): 233-8. ☒

## Defining roles can increase coalition effectiveness

Think about your coalition members. Do you have too many "idea generators" and not enough "doers"? Does your coalition chair facilitate groups well? Do your coalition members have a broad enough understanding of issues in your community to act as spokespeople? Answers to these types of questions can help you evaluate whether your coalition has the potential to move forward and achieve its goals.

By matching skills with roles, coalition members are usually more satisfied, focused, and committed to the coalition's goals. Here are some ways to think about coalition member roles:

**A coalition chair** should have strong organizational and group facilitator skills. Don't depend on the facilitator to both staff the coalition and provide overall leadership. Find a committed leader to facilitate group process, delegate work and keep the coalition on task.

**Steering committee members** oversee all facets of the tobacco use prevention plan and keep the group aware of meeting long-term goals. Be sure steering committee members recognize the value of evaluation and that they require that task groups periodically update them about evaluation strategies and results.


**Task group leaders** coordinate groups carrying out specific projects. Their skills should resemble those of a coalition chair. Task group leaders should develop timelines and make sure resources are used in efficient ways. They should also be prepared to report progress to coalition leadership and other members.

**Coalition spokespeople** need to have a broad understanding of the subject matter to which they are assigned. When the coalition needs, for example, to make a statement to the media or to send a representative to speak in front of a civic group, the spokesperson is prepared to speak about the impact of tobacco use in your community and the specific value the coalition adds to the community by addressing the problem.

**"Idea generators"** come up with projects or novel ways to package or carry out ideas. They are not necessarily the people who do the projects, but they are able to provide a clear and creative "vision" about coalition direction while remaining pragmatic about available time, skills and resources.

**"Doers"** carry out the leg work necessary to complete projects. Look for a good mix of specific skills you may need, including writing, art, public relations, law, negotiation, marketing, community organizing, public speaking, adult education, or finance.

**"Connectors"** know key people in the community, or might belong to a group that develops policy or allocates resources. They might not attend meetings or work on projects, but they can be critical to the success of a coalition. They are skilled at "networking" and identifying the "right" people to be at the coalition table.

Adapted from Tim LaPier, New York Department of Health, Division of Tobacco Control, 1996. <http://www.nnh.org/tobacco/c-5-2.htm> 

## *In Brief...*

### UWEX web site update

Visit our home page at [www.uwex.edu/ces/tobaccoeval](http://www.uwex.edu/ces/tobaccoeval) to access information on:

- ◆ A briefing on why worksite surveys at the local level and the state level are not redundant
- ◆ Logic models
- ◆ Coalition Development
- ◆ Evaluation Planning
- ◆ Reporting Survey Data to the Press
- ◆ Outcomes Evaluation (An article on outcomes evaluation from *The American Journal of Nursing*)
- ◆ MEP municipal and county building surveys
- ◆ How to submit local restaurant and worksite survey data to the statewide data set

## The burden of tobacco in Wisconsin

### Health Impact

- ◆ In 2000, over 7,000 Wisconsin residents died from smoking-related diseases.
- ◆ Cigarette smoking caused 81% of all lung cancer deaths and 15% of all deaths from heart disease in 2000.

### Economic Impact

- ◆ In 1998, the estimated health care costs of cigarette smoking in Wisconsin was approximately \$1.6 billion, or \$300 for every man, woman and child in the state.
- ◆ An additional \$1.4 billion was also lost in productivity costs in Wisconsin in 1998, due to illness and premature death from smoking-related illnesses.

Source: Wisconsin Division of Public Health *et al.* The Burden of Tobacco in Wisconsin. February 2002. See full report at: [www.tobwis.org/media/BurdenFacts2\\_02.pdf](http://www.tobwis.org/media/BurdenFacts2_02.pdf)

# Monitoring & Evaluation Program



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