

March 2003  
Volume 3, Issue 2

# Evaluation Briefs

## In Wisconsin Tobacco Control

### Inside this issue

- 1 Coalition Spotlight
- 2 MYAP - Comments and results from the field
- 3 Regional trainings — Evaluation feedback
- 3 Think about evaluation as you write your plan
- 3 A note to coalitions

### 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. ☒

### Our Website Has A New Look!

Check it out at  
[www.uwex.edu/ces/tobaccoeval](http://www.uwex.edu/ces/tobaccoeval) ☒

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

### *Coalition Spotlight*

#### Coalitions engage in multi-year action planning

Now that the regional training workshops are over and the guidelines and instructions for multi-year planning have been distributed, coalitions are off and running. About 53 have multi-year plans as part of their 2003 contract objectives. Others are getting ready for the 2004 contract negotiation process when multi-year plans will be required.

This *Spotlight* highlights three coalitions to share examples of multi-year planning around the state.

With 20 active and 80 total members, the **Marathon County Tobacco Free Coalition** feels the time is right to do multi-year planning. The coalition developed a long-range plan in 2000. Now they will refocus their plan and keep momentum going by thinking forward to 2006.

Steering committee members are designing a survey aligned with the state tobacco goals to collect information from all coalition members and others who have interest and insight in tobacco control. They are reviewing results from a recently conducted community health assessment and may conduct key informant interviews as needed.

In May, coalition subcommittees will review data, identify priority areas and long-term outcomes, and implement strategies for accomplishing those outcomes.

Mary Jo Quilling, newly hired with the **Tobacco-Free Sheboygan County Coalition**, was encouraged when she saw that a 3-year plan was included in the coalition's 2003 objectives. She sees this as a great way to connect with the

community, and expects the process to provide focus and move the coalition to the next level.

Quilling is using materials presented at the Northeast Regional Training to structure the planning process. As the first step, the coalition is seeking input from a comprehensive list of stakeholders to determine high priority areas. They will also review local data.

A team of six core members has scheduled three 4-hour planning sessions to which all members are invited. The Tobacco-Free Sheboygan County Coalition will begin this process March 5, and hopes to finish their plan in April.

**WATCH (Wauwatosa Against Tobacco Choose Health)** has scheduled two 4-hour planning sessions. Each session begins at 4 p.m. and includes dinner.

The coalition developed a questionnaire to capture the vision, ideas and thoughts of stakeholders who cannot attend. Stakeholders who reply to their invitation with a regret will receive this survey in an effort to include more voices in the planning process.

The subcommittee in charge of planning hopes to present a draft plan to the full coalition at its March meeting. This will allow the coalition to:

- re-engage all subcommittees, or
- make necessary changes to focus on established priorities with specific outcomes for each priority area.

Each subcommittee will develop a work plan for the rest of the year based on the coalition's new plan. ☒

## MYAP: Comments and replies from the field

Put your ear to the ground and you can hear the buzz of multi-year action planning (MYAP). During two teleconferences this week, information was shared among 66 participants that included 34 tobacco-free coalitions. As expected, MYAP is generating various questions and comments. Let's look at a sample of comments we've heard from around the state and offer some replies.

**“I believe in taking advantage of opportunities as they come up — thinking 3 years ahead limits me.”**

Planning ahead and writing down strategies provides a roadmap; it doesn't limit you from jumping on opportunities as they come up. Strategizing allows you to focus on opportunities that will build on what you have done, and not spend time on opportunities that will not lead to the coalition's final goal. If you find that an opportunity is worth the effort, then you can alter the plan. A plan is only as useful as it is used and adapted by the coalition.

**“This seems like a lot of work and I'm not convinced it will help our coalition or our tobacco work.”**

We all know that changing tobacco norms does not happen overnight. The process is long, political and sophisticated. Activities and events conceived in single-year timeframes are unlikely to produce the population level and policy changes you desire. Multi-year action planning allows you to look ahead several years and focus on those key steps that will lead to achieving your vision. It provides the framework for defining your annual objectives. Each year, you can assess what is working, what is not, and what may need to be changed or added to achieve your long-term goal. You will want to monitor your progress and inform your local constituencies of your progress and successes. In this way, the plan also serves as a public relations tool for building your visibility within the community and with local decision makers.

**“Coalition members can't spend 8 hours with me. I barely get them to a 1-hour meeting.”**

As touched upon in the regional trainings, there are various ways to conduct MYAP. One coalition may decide to engage a broad group in planning and devote several sessions to the process. Another may use a subcommittee to draft a plan based on input from a select group of key stakeholders and existing information. Assistance from your UW-Extension or DPH regional colleagues can help you design a process that best suits your situation, while still providing the quality of a well-executed process. We do know that effective planning leads to greater involvement and commitment so this may be your opportunity to increase your membership and energy. The MYAP process may bring in new members with new ideas and new connections!

**Multi-year action planning allows you to look ahead several years and focus on those key steps that will lead to achieving your vision.**

**“I don't know how much money we'll have this year, much less in 3 years.”**

The MYAP template provides a guide for describing what you'd like to see happen in your community. Your funding level obviously affects your activities, but doesn't direct which priority to tackle. One benefit of having a multi-year plan is having those priorities identified. If your funding is reduced, you will not have to spend time figuring out what to work on next. You only have to re-visit the plan and scale down appropriately. Having a well articulated plan will enhance a coalition's capacity to seek funding from other sources as well.

**“It's like pulling teeth to get members to suggest anything and I'll do most of the work anyway.”**

Involving stakeholders in the process is vital. If you have a hard time getting members to engage, attempt to find out why and try a different approach. Maybe members aren't speaking up because they don't feel they have adequate knowledge. Providing background data and information on best practices in tobacco can help eliminate that fear. Maybe members don't feel comfortable speaking up in front of the group. Offering to complete the process in a written or more confidential manner may help eliminate that fear. Maybe members aren't speaking up because they don't want to have to do anything. Involving them in the process can motivate them to take action on things they are interested in or allowed to address during work time. Also, inviting others into the process may bring in members who are able to share in the workload.

**“My members feel like they aren't given any options. We have to pass smoke-free policies so why bother.”**

You can give members a voice in selecting priorities other than policy change that make sense for your local environment. The proposal is that 50% of the funding be directed to secondhand smoke. So, there is room to work on other issues of concern to you. Also, you may uncover areas that your coalition wants to address but aren't funded by your existing sources so you may decide to look for additional, alternative funding sources.

As you have comments and concerns, please direct them to your regional DPH tobacco control officer or UW-Extension evaluation specialist.

Helpful multi-year planning resources are available at [www.uwex.edu/ces/tobaccoeval/planningmultiyear.html](http://www.uwex.edu/ces/tobaccoeval/planningmultiyear.html). ☒

## Regional trainings — Evaluation feedback

The Division of Public Health and UW-Extension shared leadership in planning and implementing day-long trainings in each region around the state during December and January in multi-year action planning. The purpose of the training was to provide a consistent message and practical approach to multi-year planning. “There was a widespread, bubble-up request for training in multi-year action planning. We were able to create the concept, plan and deliver the training in a very short time given the input and commitment of many,” remarked Julie Hladky, one of the training coordinators.

So, what did you think about the five regional trainings? The brief questionnaire completed at the end of the day by the 130 participants helps answer that evaluation question. Participants included 96 members from 67 of the 77 coalitions around the state and various partners.

### The most beneficial aspects of the training were:

- ✧ Binder of resources/handouts
- ✧ Hands-on exercises and interactions with other coalition members/coordinators

### Ways to improve this workshop include:

- ✧ Have the final draft of the planning template available
- ✧ Keep focus on the training content; use coordinators meetings for other issues/discussions ✎

On a 5-point scale with 5 meaning “excellent” you rated the workshop as follows:	
Content/subject matter	4.3
Overall quality of the training	4.3
Appropriateness of teaching (slides, group work, Q&A, etc.)	4.2
Application to my coalition	4.4
Handout materials	4.4
Participant/faculty interaction	4.4
Length of presentations	4.2
Length of overall training	4.2

## Think about evaluation as you write your plan

What changes do you expect to see in your community as a result of the coalition’s work? How will you know if these changes occur?

Building evaluation into planning can increase your coalition’s effectiveness and efficiency. And it will help clarify what data to collect for DPH deliverables.

### ✧ Don’t collect data on everything

You will not want to evaluate everything in your plan, so focus on key changes you expect to see. Use your logic model to identify what to measure and when during year 1, year 2 and year 3.

### ✧ Identify key important outcomes

Are there key markers of progress to be monitored? Your logic model should help you focus your evaluation to be useful and timely. It will help you determine indicators, sources of information, data collection methods, and when to collect information.

### ✧ Baseline data

Often, knowing what difference you are making requires having baseline data to know where you’ve begun. Having baseline information also helps you understand the severity and prevalence of the problem you are addressing. Consider what baseline data you need and how to collect them, if they are not currently available.

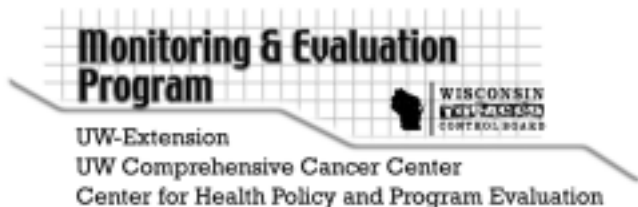
Remember, evaluation is more than just seeing if you accomplished your objectives. It is about having information so that you can improve along the way.

Helpful evaluation planning resources are available at: <http://www.uwex.edu/ces/tobaccoeval/planning.html>. ✎

## Note to coalitions:

Although the Governor’s budget recommends changes at the state level, we are committed to helping our regional staffs assist and support you in your multi-year action planning. This is vital work that will help focus and strengthen our ability to make substantial changes in tobacco use in this state. Purposeful multi-year action plans are the foundation of our tobacco strategy. Thank you for your continued commitment and efforts in making a difference across Wisconsin.

Signed, Cathy Brue, Division of Public Health (DPH)  
Lezli Redmond, Center for Tobacco Research and Intervention (CTRI)  
Ellen Taylor-Powell, UW-Extension ✎



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

Ellen Taylor-Powell  
Principal Investigator  
Phone: 608-262-2169  
ellen.taylor-powell@ces.uwex.edu

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

### Northern DPH Region

Christine Dobbe  
Evaluation Specialist  
Phone: 715-358-4388  
Fax: 715-358-4388  
christine.dobbe@ces.uwex.edu

### Southern DPH Region

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

### Southeastern DPH Region

Ed Minter  
Evaluation Specialist  
Phone: 414-227-3237  
Fax: 414-227-3165  
ed.minter@ces.uwex.edu

### Northeastern DPH Region

Lynn Hrabik  
Evaluation Specialist  
Phone: 920-448-4801  
Fax: 920-448-5265  
lynn.hrabik@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 Jennifer Leahy, Editor at 608-265-6332 or by email: [jennifer.leahy@ces.uwex.edu](mailto:jennifer.leahy@ces.uwex.edu). To access previous newsletter issues, visit the UWEX web site at [www.uwex.edu/ces/tobaccoeval](http://www.uwex.edu/ces/tobaccoeval).