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What is the role of UWEX in local tobacco control?

The University of Wisconsin–Extension trains and provides technical assistance in program evaluation to tobacco-free coalitions across Wisconsin. Through this training and technical assistance, we expect that community members will gain knowledge, skills and expertise in evaluation and that they will use evaluation to improve program effectiveness and accountability.

What we *don't* do: We don't perform evaluations or evaluate coalition performance. Instead, we work with WTCB's Monitoring and Evaluation Program to help develop a streamlined reporting system for the Division of Public Health and the Wisconsin Tobacco Control Board. ✕

Workshops offer practical planning tools

This fall, more than 100 tobacco-free coalition facilitators and members participated in evaluation planning workshops across the state. Day-long workshops in each of the five Wisconsin Division of Public Health regions focused on building evaluation into the design of local tobacco control programs.

The workshops highlighted key steps in evaluation planning (listed in inset). Using a sample evaluation plan to guide their work, participants gathered in small groups to develop and present evaluation plans for sample tobacco control objectives.

During the workshops, many participants recognized the planning framework as a practical tool that they will use to guide program development. Debriefings with participants suggest that they better understood the integral role evaluation can play in guiding program improvement as well as reporting for accountability. A few weeks after the Southeast Regional workshop, one coalition facilitator said, "I sometimes wondered why we were doing certain things. Now that I can use this tool, our activities and target outcomes are much clearer to all of us."

After the workshop, participants reported in written evaluations more confidence in their ability to plan and

evaluate programs. One participant said, "The workshop went a long way to ease our minds about evaluation."

Participants also said they gained practical tools during the workshop. Most notably, participants reported that the workshop increased their ability to construct useful evaluation questions, often deemed the most challenging piece of the evaluation planning

process. "People have a tendency to jump right into methods and skip the most important parts of evaluation planning," says Mary Michaud, UWEX State Coordinator for Local Program Evaluation.

The keys to a good evaluation plan? 1) Use a logic model to clearly describe your program, 2) Clearly define why you are conducting the evaluation, 3) Engage stakeholders in the planning process, and 4) Identify

useful, measurable evaluation questions. According to Michaud, choosing methods becomes more straightforward once these steps are complete.

Statewide teleconferences will provide a forum for workshop participants to discuss practical challenges they encounter as they build evaluation into their 2002 tobacco control objectives.

Find registration information and materials from the workshops online at:

Seven steps to build evaluation into your program design

1. Clearly describe your program—try a logic model
2. Define the purpose of your evaluation
3. Identify who will use the evaluation information and how they will use it
4. Engage stakeholders in evaluation planning
5. Generate useful evaluation questions and indicators
6. Identify sources of information and methods to collect it
7. Allocate the necessary resources and establish a timeline

WTCB Monitoring and Evaluation Program Update

Statewide survey of smoking policies in municipal and county buildings

The WTCB Monitoring and Evaluation Program (MEP) is surveying all counties, cities and villages and a random sample of townships in Wisconsin about smoking policies in government-owned and leased buildings (n = 316 towns from the universe of 1,265). A similar survey conducted in Wisconsin in 1997 achieved a response rate of 99% for municipalities and 100% for counties. The survey was mailed during the week of October 22, 2001. In December, the MEP will issue a report detailing results by county. Copies of the questionnaires are available on the UWEX Local Program Evaluation Website.

Questions? Contact your Regional Evaluation Specialist (listed on back page) or Mary Michaud at UWEX. ❏

Submit your restaurant and worksite survey data to the Statewide Data Set

The Center for Health Policy and Program Evaluation (CHPPE) at UW--Madison is requesting that coalitions who used the MEP worksite and restaurant questionnaires submit their data to a central data file. While CHPPE does *not* have the staff resources to analyze each data set individually and provide analysis to coalitions who submit their data, Regional Evaluation Specialists can help identify strategies and local resources to help with analysis. Your data will add a dimension of richness to the statewide evaluation by providing a much more detailed look at policies at the local level. **To submit your data to the statewide evaluation dataset, please see instructions online at www.uwex.edu/ces/tobaccoeval/CHPPE.htm** ❏

Local Evaluation Advisory Group guides training content

Eight coalition facilitators and members representing tobacco-free coalitions across Wisconsin are helping guide content for the training plan for technical assistance in Local Program Evaluation. Members of the group are listed at right. We thank the group for their time and commitment to this group. To become involved in this group, contact your Regional Evaluation Specialist or Mary Michaud at the UWEX State Office (contact info on page 4). ❏

Who is involved in the Wisconsin Tobacco Control Board Monitoring and Evaluation Program? What do they do?

The WTCB works through a partnership with the University of Wisconsin to monitor tobacco-related trends, evaluate the state initiative, and provide evaluation technical assistance to local coalitions. University organizations who make up the WTCB Monitoring and Evaluation Program include:

University of Wisconsin—Madison Comprehensive Cancer Center

- ◆ Collects data and reports on trends in tobacco-related behavior among distinct groups across Wisconsin

University of Wisconsin—Madison Center for Health Policy and Program Evaluation

- ◆ Conducts statewide evaluation of WTCB-funded programs and other tobacco control initiatives

University of Wisconsin—Cooperative Extension

- ◆ Provides technical assistance and training in program evaluation to local communities engaged in tobacco control

For more information about the work of the Monitoring and Evaluation Program, contact David Ahrens, ahrens@uwccc.wisc.edu. ❏

Local Evaluation Advisory Group Members

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Central Wisconsin Tobacco-Free Coalition

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Polk County Health Department

The site posts evaluation tools and resources, information on trainings, and links to other resources. The table below highlights common evaluation questions and where to find relevant information on our site. ☒

Information you might need

Where to Find It

Go to the UWEX site (www.uwex.edu/ces/tobaccoeval) and click on the following links.

Want information on **writing objectives**?

- Evaluation Tools & Resources >> Tip Sheets >> Tips for writing outcome objectives (CA)

Interested in seeing and using **tools for program development and evaluation**?

- UWEX Training Opportunities >> Notes from recent trainings >> Materials from Fall 2001 evaluation planning workshops
- Manuals >> UW Extension Evaluation Guides >> Planning a Program Evaluation
- Links >> Community Toolbox >> Tools for Program Evaluation
- Manuals >> Evaluation framework for community health programs (CDC)

Want to know more about **methods** for collecting the information you need?

- Manuals >> Collecting Evaluation Data
- Links >> Overview of research methods, Ryerson University
- Links >> Community Toolbox >> Tools for Program Evaluation >> Some Methods for Evaluating Comprehensive Community Initiatives

Have questions about implementing a **survey**?

- Evaluation Tools & Resources >> Survey Implementation
Here you will find guides to conducting surveys, the MEP restaurant and worksite surveys, and links to helpful pamphlets and articles related to surveying.
- Build Your Own Survey *View tobacco-related survey questions*
- UWEX Training Opportunities >> Notes from recent trainings

Want templates to **enter restaurant or worksite survey data**?

- Evaluation Tools & Resources >> Data Entry

Need information from **past trainings**?

- UWEX Training Opportunities >> Notes from recent trainings
- *Also visit our home page for a link to materials from the workshops.*

Looking for ideas on how to **report** evaluation information?

- Evaluation Tools & Resources >> Reporting >> Tell your story: Guidelines for preparing an evaluation report (California Health Department)
- *Also click on Reporting >> "Worksite Smoking Policies" article*
- Links >> Community Toolbox >> Tools for Program Evaluation >> Using Evaluation to Understand and Improve the Initiative >> Communicating Information

Interested in upcoming **training opportunities**?

- UWEX Training Opportunities >> Upcoming Training
- *Also visit >> Training Plan for an overview of past and planned training opportunities.*

Need help from a real person?

- Staff *You'll find contact information for regional and state staff here.*



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Full-time Regional Evaluation Specialist Position Opening

Provide technical assistance and training in program evaluation to community-based coalitions working on local tobacco control initiatives. Collaborate with regional public health and tobacco cessation specialists to help coalitions use planning and evaluation techniques that improve local programs and accountability. Part of a statewide team, this position will serve counties in southern and western Wisconsin. UWEX academic staff position based in Madison. Required: Bachelor's degree in public health, community development, social work, sociology or adult education. Desirable: Graduate training and/or experience in evaluation, research or outcomes measurement. Deadline: 12/12/01. To apply, submit a cover letter, resume and names and contact information of 3 work-related references to: Cooperative Extension Personnel, 249 Extension, 432 N. Lake St, Madison, WI, 53706 or e-mail ces.jobs@ces.uwex.edu. For more information, see www1.uwex.edu/ces/personnel/ or call 608-263-1945.