

September 2002  
Volume 2, Issue 3

# Evaluation Briefs

In Wisconsin Tobacco Control

## Inside this issue

- 1 Coalition spotlight
- 2 Crafting a Coalition Plan
- 2 Regional Workshops
- 3 Beyond Pre/Post Tests - Interviews
- 3 What is Community Ad Watch?

## 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. ☒

## Staff Updates

Mary Michaud, the happy mother of baby Celia, is back with us at UWEX just as Sharon Barbour is leaving until January to have her new baby! While Sharon is gone, Mary will act as Evaluation Specialist for Sharon's Western Region coalitions. Best wishes to Sharon and Mary! ☒

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

## *Coalition Spotlight*

### **What do pledges mean? Evaluation results in Fond du Lac County**

By Nancy Fauser, Regional Evaluation Specialist

Each year since 1997, the Fond du Lac County Tobacco Control Coalition has joined with community partners (the local fire departments, school district, Headstart programs, WIC clinics, and health care clinics) to educate parents about the health and safety risks of second-hand smoke and smoking materials in the home.

In 2002, the coalition reached out to three more school districts. A total of 4,497 packets of information were distributed to children in preschool through 6th grade to take home to their parents. The packets included a cover letter explaining the need for smoke-free air, a pledge form for parents to sign and return, and a window decal signifying a smoke-free home. The coalition's community partners played various roles in orchestrating the initiative. School districts provided the letterhead and distributed the packets in their elementary schools. The fire departments underwrote a portion of the cost of prizes and along with the school district and the coalition co-signed the letter. One hotel donated a free night as one of the prizes. Throughout the county, 1317 pledges (29%) were returned compared to 22% returned last year. A drawing was held and pictures were taken of families winning prizes that earned media coverage.

But, do pledges mean that homes are actually smoke-free? In the past, the coalition tracked the number of packets distributed and number of pledge forms returned as an indicator of potential

change in home smoking behavior. The coalition wanted better evidence to see if homes that returned pledges were smoke-free. So, they decided to conduct a pilot study in one school district where 684 families had returned pledge cards. Joyce Mann, coalition coordinator, with the assistance of the regional evaluation specialist, developed a telephone survey to answer the question – are homes that return pledges smoke-free?

The coalition tapped existing resources to conduct the survey by engaging UW-Oshkosh nursing students on rotation at the local public health department. The coalition decided that 50 randomly selected households from the 684 returned pledges would be adequate. The nursing students completed 49 telephone interviews. The results showed 44 of the 49 pledged homes (90%) were completely smoke-free. Of the 12 homes with smokers living in them, nine were smoke-free, two sometimes restricted smoking in some areas in the home, and one household allowed smoking anytime and anywhere.

The Fond du Lac coalition wanted stronger evidence that pledges returned mean that homes are smoke-free. They are encouraged by the results but know the limitations of this pilot study. They did find that they can rely effectively on students to extend their evaluation resources. They intend to use what they learned from this experience to more directly evaluate the difference the smoke-free home initiative is making in changing smoking behavior. Stay tuned!

For additional information, contact Joyce Mann, coordinator with the Fond du Lac County Tobacco Control Coalition at (920) 929-3085 or e-mail her at [joyce.mann@co.fond-du-lac.wi.us](mailto:joyce.mann@co.fond-du-lac.wi.us). ☒

## Crafting a Coalition Plan

By Chris Dobbe, Regional Evaluation Specialist

- It happens to all of us – we're busy attending to daily demands and don't take time to plan for the future. Coalition coordinators often work part-time, and completing annual objectives and keeping the coalition going constitute a full plate. But behavior and community changes take a long time. Multi-year planning helps us think longer-term to effect those changes we all desire.
- ◆ A multi-year planning process makes good ideas possible by laying out steps to major goals, giving structure and direction to your initiative.
  - ◆ A group planning effort helps your coalition build consensus around coalition focus and activities. Member satisfaction increases when the coalition shares goals.
  - ◆ Multi-year planning allows your coalition to work toward short-term outcomes while keeping sight of long-term vision and mission.
  - ◆ Coalitions make most effective use of limited resources when they choose annual objectives and activities directly related to key priorities.
  - ◆ Long-range planning provides a basis for measuring progress and changing course when necessary. Program planning is the foundation of meaningful evaluation.

An effective tool we use in long-range planning is the logic model because it visually shows what is needed, what we will do, and whom we need to reach to achieve our desired goal of changing tobacco behavior. The logic model provides a graphic display of elements that make up a program – a situation (conditions that give rise to need for a program), inputs (human and other resources), outputs (activities and products), and short, intermediate, and long-term outcomes (program benefits or results). It helps the coalition distinguish between changes or improvements (outcomes) desired for the community and action steps (activities) needed to accomplish them. Developing a logic model will help coalitions identify “gaps” in program strategy and a shared understanding of what the coalition hopes to accomplish in 3-5 years.

The Evaluation Advisory Group – a group of coalition representatives advising the Monitoring and Evaluation Program on evaluation issues - recently convened and discussed ways in which the logic model could help coalition planning efforts. What did the group say about the benefits of using a logic model in planning? “The thought process the logic model imposes . . . Helps you look at things in many different ways . . . Shows what you are doing and where you're going . . . Helps remind coalition members of steps needed to get to the end result . . . Helps with creation of next year's objectives . . . Sorts activities from outcomes . . . Helps focus on who we're reaching . . . Aids with identifying new partners.”

Long-term planning involves many issues like determining when to conduct planning and who to include in the planning process. Coalitions can contact their regional evaluation specialist for help with the planning process. The following references also provide information.

- ◆ UW-Extension evaluation web site: <http://www.uwex.edu/ces/tobaccoeval/>
- ◆ University of Kansas Work Group on Health Promotion and Community Development. (2000). Chapter 8, Section 1: An overview of strategic planning. Lawrence, KS: University of Kansas. Retrieved July 30, 2002, from the World Wide Web: [http://ctb.lsi.ukans.edu/tools/EN/section\\_1085.htm](http://ctb.lsi.ukans.edu/tools/EN/section_1085.htm)
- ◆ W. K. Kellogg Foundation (2001), *Logic Model Development Guide*, Battle Creek, MI
- ◆ M. Allison and J. Kaye (1997), *Strategic planning for nonprofit organizations*, New York, John Wiley & Sons
- ◆ C. McNamara (1999), *Management assistance program for nonprofits – strategic planning*
- ◆ UW-Extension is creating a web-based self-instructional module on logic models that will be available early November. ☒

## 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  
Register by September 20!
- ◆ **Southern Region: Oct. 8**  
Pyle Center, Madison  
Register by September 27th!
- ◆ **Southeastern Region: Oct. 15**  
County Administrative Center, Waukesha  
Register by October 4th!
- ◆ **Northern Region: Oct. 23**  
CESA 9 offices, Tomahawk  
Register by October 8th!
- ◆ **Western Region: Oct. 29**  
Holiday Inn Campus Area, Eau Claire  
Register by October 18th!

**Time:** All workshops will take place from 9 am - 4 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 + lunch will be provided!**

**To register:** Contact Jennifer Leahy at (608)265-6332 or [jennifer.leahy@ces.uwex.edu](mailto:jennifer.leahy@ces.uwex.edu). ☒

## Beyond pre/post tests: Individual interviews

By Edward Minter & Bonita Westover,  
Regional Evaluation Specialists

Pre/post tests are commonly used to identify changes that have occurred as a result of an intervention. Many tobacco-free coalitions use pre/post evaluation results to demonstrate to funders that an objective has been met. This article introduces an alternate method for measuring change: the interview. Interviews can be conducted with individuals or groups; individual interviews will be discussed here.

When considering which method to use to collect information, remember that **method follows purpose**. Your program and/or activity's purpose, as well as what your stakeholders want, should be clear before choosing any data collection method. Interviewing can help answer questions about **why** changes did or did not occur. Interviews help us gain insight into an issue. Interviewing is a qualitative method that helps explain; it does not count things. For example, you would use a survey (quantitative method) to determine the number of smoke-free restaurants in your community, but you would use an interview (qualitative method) to delve into why there are not more smoke-free restaurants.

The interview is used for conducting both process and outcome evaluation. In both cases, the interviewer asks program participants and/or other stakeholders a series of questions designed to elucidate the information needed to improve the program or demonstrate change related to your intervention. Interviews can range from a highly structured, standardized list of questions that are asked of every respondent in a specific order, to a less structured conversational interview.

Interviews can be used alone or with other data collection methods. For example, an interview can provide the opportunity to clarify data collected via quantitative methods (e.g., "You mentioned in the survey that you oppose a smoke-free workplace policy, but that none of your employees smoke. Can you say more about that?"). An interview can also help to supplement observational data (e.g., "It seemed like you had trouble with the refusal skills exercise. Would you agree with that? Tell me about what was making it difficult.")

The interviewer can take notes during the interview, have another person take notes, or use an audio or video recorder. A variety of data analysis

methods can be used, ranging from a simple summary to computer-assisted content analyses.

All data collection methods have pros and cons. Interviews may take longer than you think to complete, and there is a chance that interviews will bias respondents' answers. However, interviews can provide valuable insights regarding your program and the respondents' experience of it.

Contact your UWEX Regional Evaluation Specialist for more information about individual interviews. Additional sources of information on interviews and other evaluation methods include:

- ◆ National Science Foundation's "User-Friendly Handbook for Mixed Method Evaluation"  
[www.her.nsf.gov/HER/REC/pubs/NSF97-153/start.htm](http://www.her.nsf.gov/HER/REC/pubs/NSF97-153/start.htm)
- ◆ Dr. Marion Joppe  
[www.ryerson.ca/~mjoppe/rp.htm](http://www.ryerson.ca/~mjoppe/rp.htm)
- ◆ Gubrium, Jaber F. & Holstein, James A. (Eds.). 2001. *Handbook of Interview Research*. SAGE: Thousand Oaks, CA. ([www.sagepub.com](http://www.sagepub.com))
- ◆ Kvale, Steinar. 1996. **Interviews: An Introduction to Qualitative Research Interviewing**. SAGE:Thousand Oaks, CA. ([www.sagepub.com](http://www.sagepub.com)).




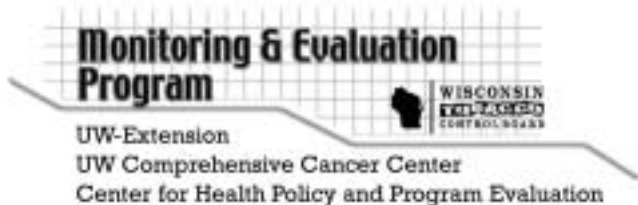
## What is this Community Ad Watch thing?

by Bonita Westover, Regional Evaluation Specialist

**And why does it seem so much like Operation Storefront??** Community Ad Watch (CAW) is both a youth action project for 12-18 year-olds, as well as a standardized data collection system distributed by the WTCB's Monitoring and Evaluation Program (MEP). Community Ad Watch is very similar to Operation Storefront. In fact, it was adapted from Operation Storefront. The major difference is that CAW will collect standardized tobacco advertising data at the local level across the state of Wisconsin.

MEP would like to recruit a small number of "sentinel" coalitions (preferably 2 from each region) to volunteer to participate in systematic/uniform implementation and data collection using the Community Ad Watch materials. These 10 communities/coalitions would act as the "sentinel communities" – that is, a community that monitors something for both themselves and others. MEP will conduct all data analyses and reporting for the project. Some coalitions that are already conducting Operation Storefront have elected to participate in Community Ad Watch.

Toward the end of July, 2002, all coalition coordinators should have received an introduction letter and invitation to participate in CAW from Erich Mussak, the new CAW Coordinator with MEP. If you did not receive this information or would like more information about Community Ad Watch, please contact Erich directly at (608) 265-9931 or [mussak@uwccc.wisc.edu](mailto:mussak@uwccc.wisc.edu). 



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