



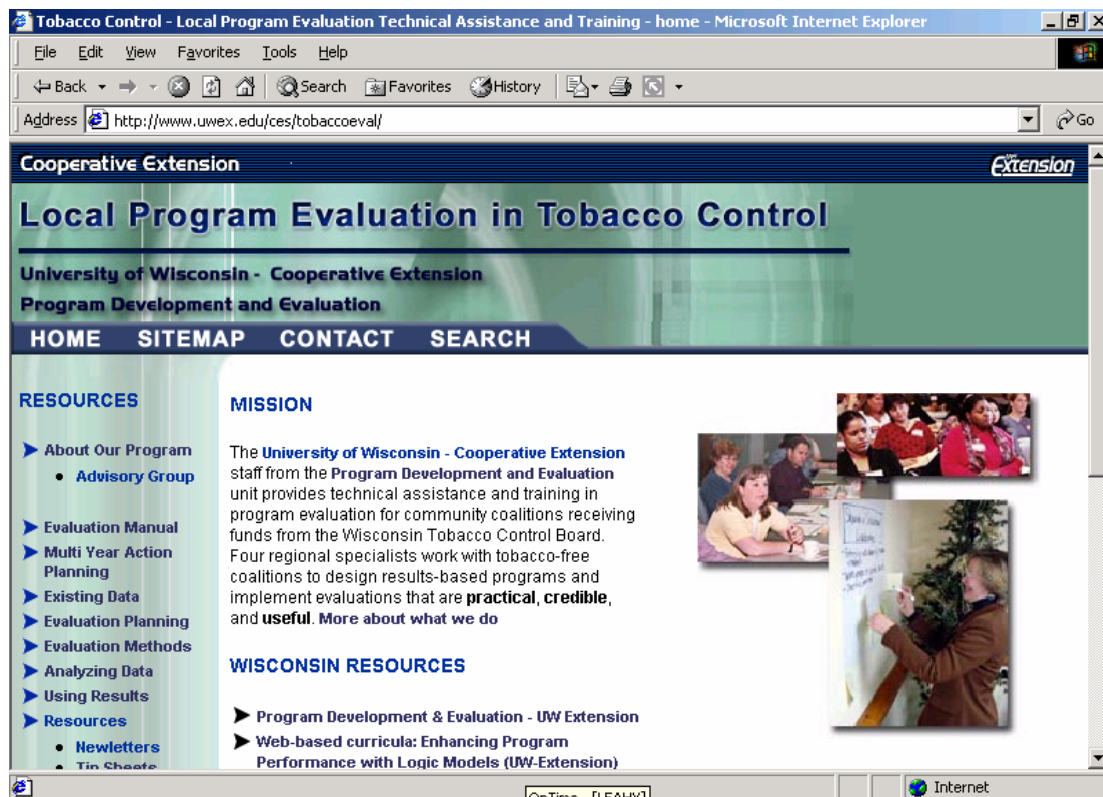
University of Wisconsin—Cooperative Extension Local Program Evaluation

The University of Wisconsin - Cooperative Extension provides technical assistance and training in program evaluation for tobacco-free community coalitions. Three evaluation specialists and one program assistant work with tobacco-free coalitions to design results-based programs and implement evaluations that are practical, credible, and useful.

Our goal is to build capacity in evaluation at the local level, helping community members gain knowledge, skills and expertise in evaluation that leads to improved, more accountable programs.

From the onset of the program in 2001 through 2003, our staff have prepared and facilitated more than forty workshops and technical assistance teleconferences, written and distributed print materials, developed and maintained a web site of evaluation resources, provided one-on-one technical assistance to coalitions across the state, and facilitated, participated and evaluated statewide planning initiatives, including the 2002, 2003, and 2004 Wisconsin Tobacco Control Conference.

Evaluation technical assistance web site: www.uwex.edu/ces/tobaccoeval



UW Cooperative Extension technical assistance and training in local program evaluation: Workshops and teleconferences, 2001-03

Date	Topic	Number of Participants
June 01	Restaurant Survey Implementation <i>Teleconference</i>	28
July 01	Data Management (Coding, cleaning and storage) <i>Teleconference</i>	35
July 01	Worksite Survey Implementation <i>Teleconference</i>	26
August 01	Analyzing survey data <i>Teleconference</i>	42
September 01	Conducting evaluation of tobacco control programs with Hmong communities: <i>Teleconference</i>	19
September-October 01	Fall 2001 Workshops: Building an evaluation plan <i>Day-long, hands-on workshops</i> Learning outcomes: Describe the action plan and expected outcomes. Define the purpose for evaluation. Identify who will use the results. Prioritize evaluation questions and use them to sketch out an analysis plan. Determine sources and methods to collect information. Revise the plan according to available resources.	N: 20 SE: 15 S: 15 NE: 20 W: 28
November 01	Addressing Practical Evaluation Challenges I: Follow up to regional workshops <i>Teleconference</i>	17
December 01	Addressing Practical Evaluation Challenges II: Follow-up to regional workshops <i>Teleconference</i>	17
March 02	Results from surveys of municipal buildings and worksite smoking policies: What do they mean? <i>Teleconference</i>	18
April 02	Reporting Evaluation Results: <i>Workshop at Annual Conference</i>	20
April 02	Implementing local surveys: Lessons from the field, <i>Workshop at Annual Conference</i>	17
April 02	Understanding the Burden of Tobacco on Wisconsin Counties <i>Teleconference with Ann Christiansen</i>	23
June 02	Understanding the Coalition Characteristics Report I <i>Teleconference for coalitions</i>	20
June 02	Understanding the Coalition Characteristics Report II, <i>Teleconference for state partners</i>	4
September-October 02	Fall 2002 Workshops: Making sense of evaluation data: Analysis and reporting for local tobacco control coalitions. Day-long, hands-on workshops Learning outcomes: Use simple statistics to describe quantitative data. More effectively judge the quality of evaluation data. Begin to analyze qualitative information (such as interview data). Communicate evaluation results more clearly.	NE: 9 SE: 15 N: 13 W: 16 S: 13

December 02 – January 03	Multi-year Action Planning for Community Change: Regional face-to-face, all-day workshops	N: 15 W: 34 NE: 27 S: 23 SE: 19
February 03	Wisconsin Restaurant and Bar Smoking Policy Survey, <i>Teleconference with Ann Christiansen and Matthew Renfro-Sargeant</i>	12
February 03	Multi-year Action Planning Update for Coalitions I, <i>Teleconference</i>	24
February 03	Multi-year Action Planning Update for Coalitions II, <i>Teleconference</i>	32
May 03	Evaluation on a Shoestring, <i>Statewide Tobacco Conference</i>	N/A
May 03	Key Informant Interviews I, <i>Statewide Tobacco Conference</i>	N/A
May 03	Key Informant Interviews II, <i>Statewide Tobacco Conference</i>	N/A
May 03	Quit Line Data reports I, <i>Teleconference with UW- CTRI</i>	24
May 03	Quit Line Data reports II, <i>Teleconference with UW- CTRI</i>	17
May 03	Using the Logic Model in MYAP I, <i>Web-based teleconference</i>	20
May 03	Using the Logic Model in MYAP II, <i>Web-based teleconference</i>	13
July 03	MEP youth reports I, <i>teleconference</i>	15
August 03	MEP youth reports II, <i>teleconference</i>	20
October 03- November 03	“Are you making a difference? Documenting Outcomes in tobacco control”: regional face-to-face workshops	W: 15 SE: 12 N: 12 NE: 13 S: 24