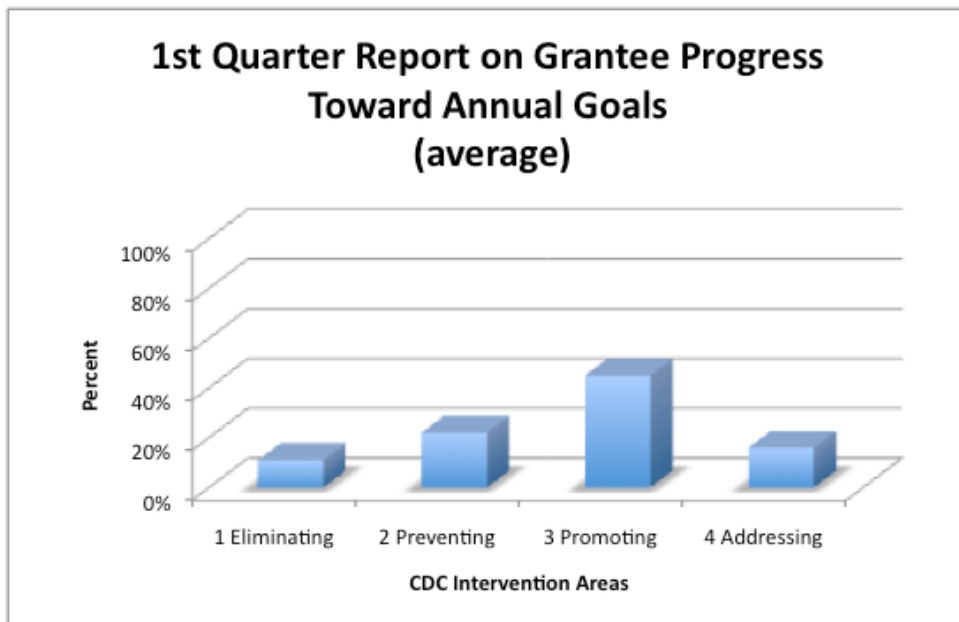

MISRGO Evaluation

1st Quarter Progress Report 2012

Prepared for: MISRGO, Grantees & Legislative Offices
Prepared by: Dr. Fetterman, Ms. Delaney, and Dr. Tremain
Date: November 30, 2012



Introduction

“Tobacco use is the single most preventable cause of disease, disability, and death in the United States” (Center for Disease Control and Prevention, 2011). The annual health care costs in Arkansas directly caused by smoking is \$812 million, according to the Arkansas Department of Health (2009) and the Campaign for Tobacco Free Kids (2012). Arkansas’ Master Tobacco Settlement revenue is being used in part to address this serious health issue.

The University of Arkansas at Pine Bluff’s Minority Initiative Sub-Recipient Grant Office (MISRGO) has received Settlement funds, through the Arkansas Department of Health, to focus on tobacco use in minority communities. MISRGO’s mission is specifically to prevent and reduce tobacco use in minority communities.

MISRGO has awarded more than 50 Arkansas organizations with funding for tobacco prevention and cessation programs. MISRGO currently sponsors and provides technical assistance for 18 grantees across the State of Arkansas.

MISRGO grantees have broad-based support across the State for their tobacco prevention and cessation work. (See MISRGO Empowerment Evaluation: June 2011 Annual Report, Fetterman, Tremain, and Delaney, 2011.)

MISRGO grantees also have a strong track record of success based on past performance. For example, last year, the majority of MISRGO grantees met or exceeded their annual performance goals (See MISRGO Evaluation Annual Report 2011-12 Fetterman, Tremain, and Delaney, July 12, 2012).

This evaluation report highlights MISRGO tobacco prevention grantee progress during the first quarter of the year (July 1 – September 30, 2012). This period represents the starting point for the year. The fiscal and programmatic end of the year is June 30, 2013.

This first quarter report suggests MISRGO grantees are well positioned to have another successful year. (See Appendix A for a glossary of grantee names and abbreviations and a map of their locations throughout the State.)

MISRGO Grantee Intervention Areas

MISRGO grantees use the Centers for Disease Control and Prevention’s (CDC) approved and recommended intervention areas. They include:

Area 1: Eliminate Exposure to Secondhand Smoke

Area 2: Preventing Initiation Among Youth and Young Adults

Area 3: Promoting Quitting Among Youth and Adults

Area 4: Addressing Disparities

Grantee progress and activities are reported on a quarterly and annual basis, according to these CDC intervention areas.

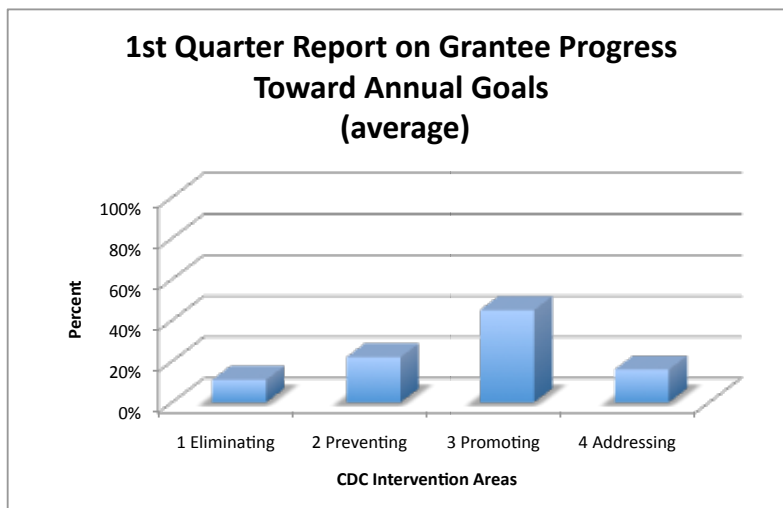
1st Quarter Progress

During the first quarter grantees established their goals, benchmarks, and baselines. Goals are the planned outcomes or results at the end of the year, e.g. number of smoke-free parks. Benchmarks are intermediate objectives or approximations of outcomes. Baselines represent, for example, the number of smoke-free environments that existed before the grantee activity or intervention.

This is also the first quarter actual performance is reported, e.g. the number of smoke-free parks established.

The majority of grantees report low to zero benchmarks and actual performance figures because their outcomes are geared toward the end of the year. In essence, the majority of grantees by design had not planned to have results by the end of the first quarter. This time was set aside for planning and implementing initial steps and activities required to produce end-of-the-year outcomes. However, MISRGO grantees are making progress toward annual goals. On average, grantees have made progress in each CDC approved intervention area:

Intervention Area	Percent of Goals (average)
1. Eliminating	11%
2. Preventing	22%
3. Promoting	45%
4. Addressing	16%



Grantees have made the most progress concerning *Intervention Area 3: Promoting Quitting Among Youth and Adults* (on average 45% of annual goals). Grantee activities focused on distributing information about the Quitline, referring community members to the Quitline, and enrolling community members in cessation programs. In addition, they offered the “40 Days to Freedom” curriculum, and organized tobacco free rallies.

Grantees have also made progress concerning *Intervention Area 2: Preventing Initiation Among Youth and Young Adults* (on average 22% of annual goals). Grantee activities focused on store front surveys, tobacco free campaigns and youth rallies, training youth in prevention strategies, securing tobacco free pledges, and conducting compliance checks on sales to minors.

An evaluation dashboard for each grantee’s 1st quarter performance is provided to facilitate communication and collaboration across grantees. It is organized by CDC intervention area (see Appendix B). The cumulative MISRGO Grantee Activity Log provides an additional insight into the list of grantee activities across sites and intervention areas (see Appendix D).

Technical Assistance

MISRGO grantee’s receive programmatic and evaluation technical assistance throughout the year, including assistance monitoring and evaluating their progress. Grantee’s participated in an evaluation workshop on October 4, 2012, highlighting the use of the evaluation dashboard, including baseline, goals, benchmarks, and actual performance.



The evaluation dashboard is used to help grantees monitor their own progress throughout the year. MISRGO and evaluation team members also use it to enhance accountability, signaling precisely when quarterly and mid-year assistance is required to increase the probability of grantees accomplishing their end-of-year goals. This self-evaluation approach complemented with external review is in accordance with an empowerment evaluation approach. This approach is designed

to build capacity and produce outcomes. (Fetterman, 2013; Fetterman and Wandersman, 2005.)

Grantees are provided with additional tobacco prevention tools and updates to facilitate their programmatic and evaluative efforts (See Appendix C for an example of a periodic technical assistance communication.)

Details concerning evaluation technical assistance are provided on the MISRGO tobacco prevention blog at:

<http://tobaccoprevention.blogspot.com/2012/10/misrgo-tobacco-prevention-evaluation.html>.

Conclusion

MISRGO grantees have established baselines, goals, and benchmarks. In addition, they are comparing actual performance with benchmarks and goals. MISRGO and grantees are monitoring their performance. This tool is used to alert MISRGO and grantees concerning the need for mid-course corrections as needed throughout the year. This is in accordance with empowerment evaluation principles and guidelines, (Fetterman, 2013; Fetterman and Wandersman, 2005). Actual performance data indicates grantees are making progress toward annual goals.

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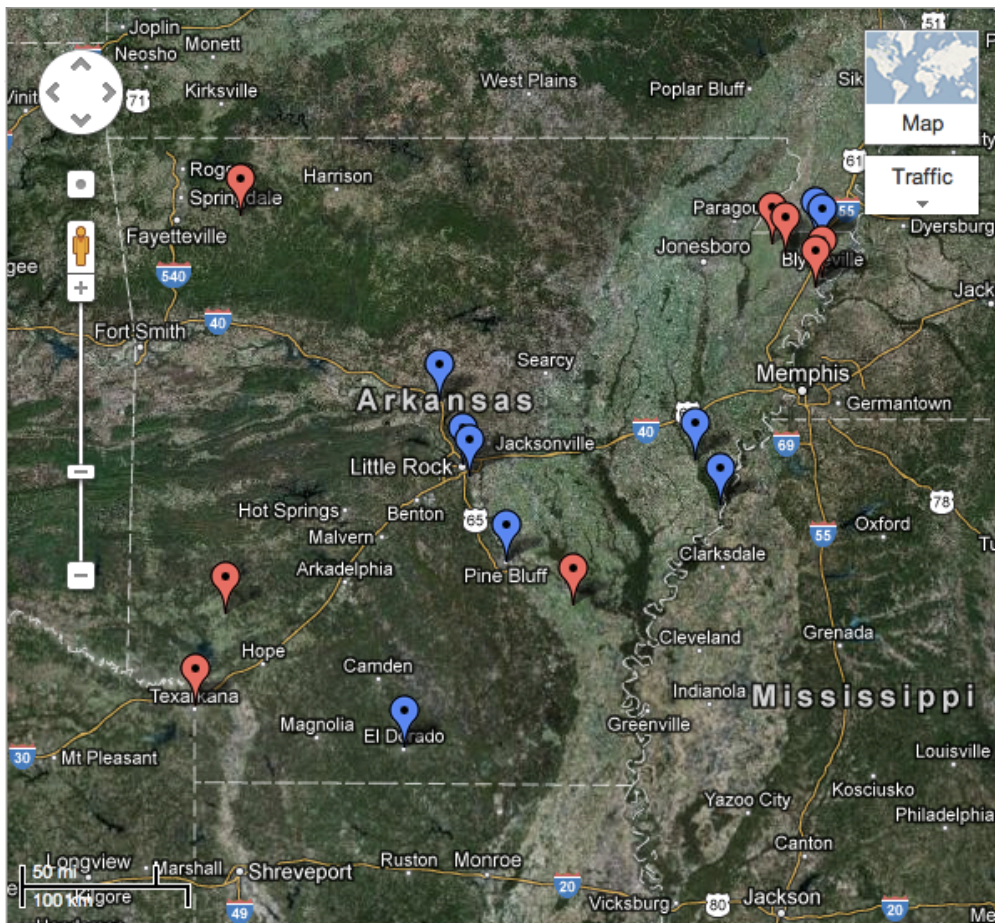
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Appendix A - Grantee Glossary of Names and Abbreviations

AHDC - Arkansas Human Development Corporation	APCSFA - Asian Pacific Resource & Cultural Center	Calhoun - Calhoun Heights Community Outreach, Inc.
CTFA - Coalition for a Tobacco Free Arkansas	EBCTAP - Evergreen Baptist Church	FSA - Family Service Agency
FYEN - Family & Youth Enrichment Network, Inc.	Future Builders - Future Builders, Inc.	Garland - Garland County CARES
IHIYDC - In His Image Youth Development Center	Legacy - Legacy Initiatives	MCHC - Madison County Health Coalition
MCCTFA - Mississippi County Coalition for a Tobacco Free Arkansas	SWACDC - Southwest Arkansas Community Development Corporation	NWARTFC - St. Francis House NWA, Inc. (Northwest AR Tobacco Free Coalition)
We Care - We Care of Pulaski County	WBYP - Wells Bayou Youth Development, Inc.	WCAA - Women's Council on African American Affairs

Map of Grantee Locations Throughout Arkansas



(Google Sites map courtesy of Dr. Marian Evans-Lee)

Appendix B - Individual Grantee 1st Quarter Progress Evaluation Dashboards

Area 1: Eliminate Exposure to Secondhand Smoke

Coalition Name	Arkansas Human Development Corporation			
	Intervention Area 1: Eliminating Exposure to Secondhand Smoke			
Objective	<p><i>Current Year Objective: By June, 2013, 4 organizations serving the Hispanic population in Faulkner, Pulaski and Saline counties would have adopted voluntary smoke free perimeter policies.</i></p> <p><i>By June 2014 add 4 more for a subtotal of 12. By June 2015 add 4 more for a subtotal of 16. By June 2016 add more for a total of 20 to reach the benchmark goal of 20.</i></p>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	4	4	4	4
Benchmark	0	0	2	4
Current Status	0			
Baseline	10	10	10	10

Coalition Name	Asian Pacific Resource and Cultural Center			
	Intervention Area 1: Eliminating Exposure to Secondhand Smoke			
Objective	<p><i>Current Year Objective: By June 30, 2013, work with seven (7) minority organizations in Pulaski, Faulkner and Saline counties to implement smoke-free policies.</i></p>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	7	7	7	7
Benchmark	1	2	4	7
Current Status	2			
Baseline	0	0	0	0

Coalition Name	Calhoun Heights Community Outreach			
	Intervention Area 1: Eliminating Exposure to Secondhand Smoke			
Objective	<p><i>Current Year Objective: By June 30, 2013, recruit 5 YES Team members in the counties of Miller, Hempstead, and Ouachita County</i></p>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	10	10	10	10
Benchmark	5	7	9	10
Current Status	0			
Baseline	15	15	15	15

Coalition Name	Coalition for a Tobacco Free Arkansas			
	Intervention Area 1: Eliminating Exposure to Secondhand Smoke			
Objective	<i>Current Year Objective: By June 30, 2013, one city in Chicot County would have adopted a 100% smoke-free parks policy for all city owned parks.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	1	1	1	1
Benchmark	0	0	0	1
Current Status	0			
Baseline	0	0	0	0

Coalition Name	Evergreen Baptist Church Tobacco Awareness Program			
	Intervention Area 1: Eliminating Exposure to Secondhand Smoke			
Objective	<i>Current Year Objective: By June 30, 2013, increase from 25 to 29, the number of voluntary tobacco-free policies and/or ordinances in Union and Ouachita county parks and/or churches.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	29	29	29	29
Benchmark	1	2	3	4
Current Status	0			
Baseline	25	25	25	25

Coalition Name	Northwest AR Tobacco Free Coalition			
	Intervention Area 1: Eliminating Exposure to Secondhand Smoke			
Objective	<i>Current Year Objective: By June 30, 2013, 2,000 parents and law enforcement officers from Washington and Benton Counties of will be educated about the benefits of smoke free environments in the car (Act 811) and in the home.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	2,000	2,000	2,000	2,000
Benchmark	500	1,000	1,500	2,000
Current Status	32			
Baseline	4060	4060	4060	

Coalition Name	Women's Council on African American Affairs			
	Intervention Area 1: Eliminating Exposure to Secondhand Smoke			
Objective	<i>Current Year Objective: By June 30, 2013, 25 public buildings, businesses, faith-based institutions and multi-housing units in Lonoke, Clark, and Faulkner counties will establish a written tobacco free or buffer zone policy via officially implementing a written policy provided to them by our coalition.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	25	25	25	25
Benchmark	6	13	19	25
Current Status	0			
Baseline	16	16	16	16

Coalition Name	We Care of Pulaski County			
	Intervention Area 1: Eliminating Exposure to Secondhand Smoke			
Objective	<i>Current Year Objective: By June 30, 2013 increase by 6 the number of faith based organizations in Southeast Pulaski County that establish perimeter laws to support voluntary smoke-free policies.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	6	6	6	6
Benchmark	1	3	4	6
Current Status	0	0	0	0
Baseline	0	0	0	0

Coalition Name	Family Service Agency			
	Intervention Area 1: Eliminating Exposure to Secondhand Smoke			
Objective	<i>Current Year Objective: By June 30, 2013, increase the number of MISRGO-YES Tobacco Free Rallies/Tours from 4-6</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	6	6	6	6
Benchmark	0	5	6	6
Current Status	0			
Baseline	4	4	4	4

Coalition Name	Agency Name: Future Builders			
	Intervention Area 1: Eliminating Exposure to Secondhand Smoke			
Objective	<i>Current Year Objective: By 2013, 75,000 residents will receive information related to laws governing smoking in cars in Pulaski and Jefferson counties. Similarly, in 2014, increase by 25,00 and establish a benchmark of 100,000; in 2015, a benchmark of 125,000, and finally, in 2016, a benchmark and goal of 150,000.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	75,000	75,000	75,000	75,000
Benchmark	10,000	25,000	50,000	75,000
Current Status	0			
Baseline	100,392	100,392	100,392	100,392

Coalition Name	Intervention Area 1: Eliminating Exposure			
Objective	<i>By June 30, 2013, a minimum of 100 African American church goers and/or licensed drivers will document support for smoke free policies, including smoke-free church campuses.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	100	100	100	100
Benchmark	25	50	75	100
Actual Performance	30			
Baseline	0	0	0	0

Coalition Name	In His Image Youth Development Corporation			
	Intervention Area 1: Eliminating Exposure to Secondhand Smoke			
Objective	<i>Current Year Objective: By June 30, 2013 increase by 1 the number of extracurricular activity partnerships for a total of 2.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	1	1	1	1
Benchmark	1	1	1	1
Current Status	1			
Baseline	0	0	0	0

Coalition Name	Legacy Initiatives			
	Intervention Area 1: Eliminating Exposure to Secondhand Smoke			
Current Year Objective:	<i>By June 30, 2013, one City park and two other public places in the five county service area will implement tobacco free policies.</i>			
	Tobacco-Free Parks			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	1	1	1	1
Benchmarks	0	0	1	1
Current Status	0			
Baseline	1	1	1	1
	Other Public Places			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	1	1	1	1
Benchmarks	0	0	1	1
Current Status	0			
Baseline	27	27	27	27

Coalition Name	Mississippi County Coalition for a Tobacco-Free Arkansas			
	Intervention Area 1: Eliminating Exposure to Secondhand Smoke			
Objective	<i>Current Year Objective: By June 30, 2013, 360 homes, cars, and public facilities in Mississippi, Craighead, Crittenden and Poinsett counties will become smoke-free through the smoke-free home and car campaign.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	360	360	360	360
Benchmark	90	180	270	360
Current Status	350			
Baseline	1257	1257	1257	1257

Coalition Name	Madison County Health Coalition			
	Intervention Area 1: Eliminating Exposure to Secondhand Smoke			
Objective	<i>Current Year Objective: June 30 2013, increase by 118 youth that report smoking is NOT allowed anywhere inside their homes.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	118	118	118	118
Benchmark	0	0	59	118
Current Status	12			
Baseline	277	277	277	277

Coalition Name	Southwest Area CDC			
	Intervention Area 1: Eliminating Exposure to Secondhand Smoke			
Objective	<i>Current Year Objective: By June 30, 2013, landlords will agree to implement 5 smoke-free policies in rent houses in the counties of Columbia, Nevada, and Lafayette for a subtotal of 19.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	5	5	5	5
Benchmark	0	0	2	5
Current Status	0			
Baseline	14	14	14	14

Area 2: Preventing Initiation Among Youth and Young Adults

Coalition Name	Arkansas Human Development Corporation			
	Intervention Area 2: Preventing Initiation Among Youth & Young Adults			
Objective	<i>Current Year Objective: By June 30, 2013 we will have conducted operation store front surveys to a minimum of 30 stores selling tobacco products to Hispanic in Pulaski, Faulkner and Saline Counties. By June 2014 will add 30 for a subtotal of 90. By June 2015 will add 30 for a subtotal of 120. By June 2016 will add 30 for a subtotal of 150 achieve the benchmark goal of 150.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	30	30	30	30
Benchmark	0	0	15	15
Current Status	22			
Baseline	66	66	66	66

Coalition Name	Asian Pacific Resource and Cultural Center			
	Intervention Area 2: Preventing Initiation Among Youth & Young Adults			
Objective	<i>Current Year Objective: By June 30, 2013, Operation Storefront will be implemented to garner information about tobacco advertising at a minimum of 5 convenience store windows visible to the youth sites in Pulaski, Saline and Faulkner counties.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	5	5	5	5
Benchmark	1	2	3	5
Current Status	0			
Baseline	0	0	0	0

Coalition Name	Calhoun Heights Community Outreach, Inc.			
	Intervention Area 2: Preventing Initiation Among Youth & Young Adults			
Objective	<i>Current Year Objective: By June 30, 2013, 3 multimedia messages promoting the Quitline will be displayed on school campuses in the counties of Miller, Hempstead, and Ouachita from 3 in 2012 to 6 in 2013.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	3	3	3	3
Benchmark	0	1	2	3
Current Status	0			
Baseline	3	3	3	3

Coalition Name	Coalition for a Tobacco Free Arkansas			
	Intervention Area 2: Preventing Initiation Among Youth & Young Adults			
Objective	<i>Current Year Objective: By June 30, 2013, the CTFA will have conducted a combined, Operation Store Front surveys on forty retailers that sell tobacco products in Pulaski, Jefferson, Chicot and Desha Counties.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	40	40	40	40
Benchmark	0	10	25	40
Current Status	0			
Baseline	51	51	51	51

Coalition Name	Evergreen Baptist Church Tobacco Awareness Program			
	Intervention Area 2: Preventing Initiation Among Youth & Young Adults			
Objective	<i>Current Year Objective: By June 30, 2013, collaborate with Union County Community Tobacco Grantee to coordinate and complete a total of 20 Operation Storefront surveys in retail stores as follows: Union (5); Ouachita (5); Bradley (5); and Calhoun (5) counties.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	20	20	20	20
Benchmark	5	10	15	20
Current Status	0			
Baseline	20	20	20	20

Coalition Name	Northwest AR Tobacco Free Coalition			
	Intervention Area 2: Preventing Initiation Among Youth & Young Adults			
Objective	<i>Current Year Objective: By June 30, 2013, 260 youth from Benton and Washington Counties will be trained in prevention strategies through media outreach, gorilla marketing campaigns, and youth rallies.</i> <i>Chart</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	260	260	260	260
Benchmark	65	130	195	260
Current Status	72			
Baseline	431	431	431	431

Coalition Name	Women's Council on African American Affairs			
	Intervention Area 2: Preventing Initiation Among Youth & Young Adults			
Objective	<i>Current Year Objective: By June 30, 2013, 389 minority youth in targeted counties will make a healthy decision to be smoke-free and advocate peer to peer not purchasing tobacco products via tobacco-free pledges and smoke-free campaigns.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	389	389	389	389
Benchmark	98	195	293	389
Current Status	26			
Baseline	390	390	390	390

Coalition Name	We Care of Pulaski County			
	Intervention Area 2: Preventing Initiation Among Youth & Young Adults			
Objective	<i>Current Year Objective: By June 30, 2013, recruit 20 Pulaski County youth to participate in tobacco activities that target 20 Southeast Pulaski County retailers and their tobacco merchandising techniques.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	20	20	20	20
Benchmark	5	10	15	20
Current Status	7			
Baseline	0	0	0	0

Coalition Name	Family Service Agency			
	Intervention Area 2: Preventing Initiation Among Youth & Young Adults			
Objective	<i>Current Year Objective: By June 30, 2013, increase the number of MISRGO-YES Tobacco Free Rallies/Tours from 5-7.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	7	7	7	7
Benchmark	0	6	7	7
Current Status	0			
Baseline	5	5	5	5

Coalition Name	Future Builders			
	Intervention Area 2: Preventing Initiation Among Youth & Young Adults			
Objective	<i>Current Year Objective: By June 30, 2013, increase the awareness of the danger of smoking and pregnancy in 10,000 youth and young adults in Pulaski and Jefferson counties. Similarly, in 2014, increase by another 5,000, or, a subtotal of 15,000; in 2015, a benchmark of 20,000, and finally in 2016 a benchmark and goal of 25,000.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	5000	5000	5000	5000
Benchmark	250	500	2500	5000
Current Status	25			
Baseline	3991	3991	3991	3991

Coalition Name				
	Intervention Area 2: Preventing Initiation			
Objective	By June 30, 2013, at risk African American and/or Latino males who pledge not to initiate tobacco use and to practice refusal skills when offered tobacco, will be increased from 308 youth pledges obtained between FY2007 and FY 2008-2012, to 360 youth pledges.			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	52	52	52	52
Benchmark	13	26	39	52
Actual Performance	50			
Baseline	0	0	0	0

Coalition Name	In His Image Youth Development Corporation			
	Intervention Area 2: Preventing Initiation Among Youth & Young Adults			
Objective	<i>Current Year Objective: By June 30, 2013 will have increased by 50 for a subtotal of 80.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	50	50	50	50
Benchmark	10	20	35	50
Current Status	10			
Baseline	34	34	34	34

Coalition Name	Legacy Initiatives			
	Intervention Area 2: Preventing Initiation Among Youth & Young Adults			
Current Year Objective:	<i>By June 30, 2013, fifty (50) compliance checks on sales to minors in Hempstead, Howard, Little River, Miller and Sevier counties will be performed.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	50	50	50	50
Benchmark	15	25	35	50
Actual Performance	41			
Baseline	0	0	0	0

Coalition Name	Mississippi County Coalition for a Tobacco-Free Arkansas			
	Intervention Area 2: Preventing Initiation Among Youth & Young Adults			
Objective	<i>Current Year Objective: By June 30, 2013, 2 city/community in Mississippi, Craighead and Poinsett Counties area will develop a point of purchase policy to reduce advertising to youth.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	5	5	5	5
Benchmark	1	2	3	5
Current Status	0			
Baseline	1	1	1	1

Coalition Name	Madison County Health Coalition			
	Intervention Area 2: Preventing Initiation Among Youth & Young Adults			
Objective	<i>Current Year Objective: June 30 2013, decrease the number by 8 youth who report lifetime use of cigarette/smokeless tobacco.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	8	8	8	8
Benchmark	2	4	6	8
Current Status	1			
Baseline	181	181	181	181

Coalition Name	Southwest Area CDC			
	Intervention Area 2: Preventing Initiation Among Youth & Young Adults			
Objective	<i>Current Year Objective: By June 30, 2013, 6 counter marketing strategies will be used to educate retail clerks/the community by way of newsletters, presentations, and/or brochures.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	6	6	6	6
Benchmark	0	2	4	6
Current Status	0			
Baseline	6	6	6	6

Area 3: Promoting Quitting Among Youth and Young Adults

Coalition Name	Arkansas Human Development corporation			
	Intervention Area 3: Promoting Quitting Among Youth & Adults			
Objective	<i>Current Year Objective: By June 30, 2013 AHDC will have delivered 1,000 minorities in the target counties with information about cessation resources for a total of 2,000 minorities.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	50	50	50	50
Benchmark	10	10	10	10
Actual Performance	6			
Baseline	51	51	51	51

Coalition Name	Arkansas Human Development corporation			
	Intervention Area 3: Promoting Quitting Among Youth & Adults			
Objective	<i>Current Year Objective: By June 30, 2013+B14 AHDC will have delivered 1,000 minorities in the target counties with information about cessation resources for a total of 2,000 minorities.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	1000	1000	1000	1000
Benchmark	250	500	750	1000
Actual Performance	270			
Baseline	3080	3080	3080	3080

Coalition Name	Asian Pacific Resource and Cultural Center			
	Intervention Area 3: Promoting Quitting Among Youth & Adults			
Objective	<i>Current Year Objective: By June 30, 2013, 50 minority smokers in Pulaski, Saline and Faulkner counties will enroll in the SOS fax referral program.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	50	50	50	50
Benchmark	20	30	40	50
Actual Performance	29			
Baseline	0	0	0	0

Coalition Name	Calhoun Heights Community Outreach, Inc.			
	Intervention Area 3: Promoting Quitting Among Youth & Adults			
Objective	<i>Current Year Objective: By June 30, 2013, 3 multimedia messages promoting the Quitline will be displayed on school campuses in the counties of Miller, Hempstead, and Ouachita from 3 in 2012 to 6 in 2013.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	3	3	3	3
Benchmark	0	1	2	3
Actual Performance	0			
Baseline	3	3	3	3
Coalition Name	Coalition for a Tobacco Free Arkansas			
	Intervention Area 3: Promoting Quitting Among Youth & Adults			
Objective	<i>Current Year Objective: By June 30, 2013, five African-American males in Arkansas will have decided to and taken action to quit smoking using the Arkansas Quitline.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	14	14	14	14
Benchmark	2	6	10	14
Actual Performance	2			
Baseline	19	19	19	19
Coalition Name	Evergreen Baptist Church Tobacco Awareness Program			
	Intervention Area 3: Promoting Quitting Among Youth & Adults			
Objective	<i>Current Year Objective: By June 30, 2013, implement the Forty Days to Freedom group cessation program in 2 African American churches in Union County.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	2	2	2	2
Benchmark	0	0	1	2
Actual Performance	0			
Baseline	0	0	0	0

Coalition Name	Northwest AR Tobacco Free Coalition			
	Intervention Area 3: Promoting Quitting Among Youth & Adults			
Objective	<i>Current Year Objective: By June 30, 2013, 10 youth from Washington and Benton Counties will participate in the school-based cessation program, Project EX.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	10	10	10	10
Benchmark	2.5	5	7.5	10
Actual Performance	0			
Baseline	43	43	43	43

Coalition Name	Women's Council on African American Affairs			
	Intervention Area 3: Promoting Quitting Among Youth & Adults			
Objective	<i>Current Year Objective: By June 30, 2013, 51 smokers will enroll in a cessation program via SOS Fax back referrals and 40 Days to Freedom Program in Faulkner, Lonoke, and Clark counties.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	51	51	51	51
Benchmark	13	26	39	51
Actual Performance	6			
Baseline	51	51	51	51

Coalition Name	We Care of Pulaski County			
	Intervention Area 3: Promoting Quitting Among Youth & Adults			
Objective	<i>Current Year Objective: By June 30, 2013, 1 YES Team is established.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	1	1	1	1
Benchmark	0	1	1	2
Actual Performance	0			
Baseline	0	0	0	0
Objective	<i>Current Year Objective: By June 30, 2013, 400 Pulaski County youth are exposed to information about the dangers of secondhand smoke and QUITLINE services.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	400	400	400	400
Benchmark	100	200	300	400
Actual Performance	40			
Baseline	0	0	0	0

Coalition Name	Family Service Agency			
	Intervention Area 3: Promoting Quitting Among Youth & Adults			
Objective	<i>Current Year Objective: By June 30, 2013 increase the number of MISRGO-YES Tobacco Free Rallies/Tours from 3-5.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	5	5	5	5
Benchmark	0	4	5	5
Actual Performance	0			
Baseline	3	3	3	3

Coalition Name	Future Builders			
	Intervention Area 3: Promoting Quitting Among Youth & Adults			
Objective	<i>Current Year Objective: By June 30, 2013, 10 HIV positive individuals who smoke in Pulaski and Jefferson Counties will quit. Similarly, by 2014, increase by another 10 or a subtotal of establish a benchmark of 30; in 2015, a benchmark of 40, and finally, in 2016, a benchmark and goal of, 50.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	10	10	10	10
Benchmark	2	4	6	10
Actual Performance	0			
Baseline	15	15	15	15

Coalition Name	Intervention Area 3: Promoting Quitting Among Youth & Adults			
Objective	By June 30, 2013, a minimum of ten (10) African American adult male tobacco users will pledge to quit as indicated by completed SOS Quit Line Fax Back Referrals.			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	10	10	10	10
Benchmark	0	0	5	10
Actual Performance	1			
Baseline	0	0	0	0

Coalition Name	In His Image Youth Development Corporation			
	Intervention Area 3: Promoting Quitting Among Youth & Adults			
Objective	<i>Current Year Objective: By June 30, 2013 increase by 1 the number of schools and/or churches for a total of 2.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	3	3	3	3
Benchmark	1	2	3	3
Actual Performance	2			
Baseline	3	3	3	3

Coalition Name	Legacy Initiatives			
	Intervention Area 3: Promoting Quitting Among Youth & Adults			
Current Year Objective:	<i>By June 30, 2013, we will have increased the number of community partners distributing and Free and Clear Quit Line information to their service populations by ten (10).</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	10	10	10	10
Benchmark	0	0	5	10
Actual Performance	1			
Baseline	11	11	11	11

Coalition Name	Mississippi County Coalition for a Tobacco-Free Arkansas			
	Intervention Area 3: Promoting Quitting Among Youth & Adults			
Objective	<i>Current Year Objective: By June 30, 2013, Increase participation in cessation programs in target counties of Mississippi, Craighead and Poinsett from 25 to 45 persons.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	40	40	40	40
Benchmark	10	20	30	40
Actual Performance	0			
Baseline	45	45	45	45

Coalition Name	Madison County Health Coalition			
	Intervention Area 3: Promoting Quitting Among Youth & Adults			
Objective	<i>Current Year Objective: June 30 2013, increase the number of callers by 16 to the Arkansas Tobacco Quit-Line.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	16	16	16	16
Benchmark	4	8	12	16
Actual Performance	1			
Baseline	46	46	46	46

Coalition Name	Southwest Area CDC			
	Intervention Area 3: Promoting Quitting Among Youth & Adults			
Objective	<i>Current Year Objective: By June 30, 2013, 50 people will have contacted the Arkansas Tobacco Quitline in Lafayette, Columbia, and Nevada counties.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	50	50	50	50
Benchmark	12	25	37	50
Actual Performance	68			
Baseline	174	174	174	174

Area 4: Addressing Disparities

Coalition Name	Arkansas human Development Corporation			
	Intervention Area 4: Addressing Disparities			
Objective	<i>Current Year Objective: June 30, 2013 would have distributed 500 pieces of bilingual (English/Spanish) printed material with information about current tobacco laws and access to existing cessation resources for Hispanic males living in Faulkner, Pulaski and Saline counties for a subtotal of 1000.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	500	500	500	500
Benchmark	100	200	300	500
Actual Performance	401			
Baseline	935	935	935	935

Coalition Name	Agency Name: Asian Pacific Resource and Cultural Center			
	Intervention Area 4: Addressing Disparities			
Objective	<i>Current Year Objective: By June 30, 2013, a media campaign utilizing ethnic media outlets will reach about 3,000 African American and Hispanic male smokers in Pulaski, Saline and Faulkner counties with information about the negative impact of smoking.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	3000	3000	3000	3000
Benchmark	1000	2000	3000	3000
Actual Performance	1500			
Baseline	3000	3000	3000	3000

Coalition Name	Calhoun Heights Community Outreach, INC			
	Intervention Area 4: Addressing Disparities			
Objective	<i>Current Year Objective: By June 30, 2013, increase the number of tobacco prevention activities on school campuses on the dangers of tobacco use in the counties of Miller, Hempstead, and Ouachita County from 3 in 2012 to 4 in 2013.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	2	2	2	2
Benchmark	0	1	0	2
Actual Performance	0			
Baseline	6	6	6	6

Coalition Name	Coalition for a Tobacco Free Arkansas			
	Intervention Area 4: Addressing Disparities			
Objective	<i>Current Year Objective: By June 30, 2013, decrease by twenty the number of African American smokers in Pulaski County who smoke inside of their home.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	20	20	20	20
Benchmark	4	9	14	20
Actual Performance	0			
Baseline	16	16	16	16

Coalition Name	Agency Name: Evergreen Baptist Church Tobacco Awareness Program			
	Intervention Area 4: Addressing Disparities			
Objective	<i>Current Year Objective: By June 30, 2013, reduce tobacco-related disparities among population groups in the targeted counties by increasing the number of minority organizations that promote tobacco control from 15 to 20.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	20	20	20	20
Benchmark	4	1	0	0
Actual Performance	4			
Baseline	15	15	15	15

Coalition Name	Agency Name: Northwest AR Tobacco Free Coalition			
	Intervention Area 4: Addressing Disparities			
Objective	<i>Current Year Objective: By June 30, 2013, reduce tobacco-related disparities among population groups in the targeted counties by increasing the number of minority organizations that promote tobacco control from 15 to 20.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	1	1	1	1
Benchmark	0	0	0	1
Actual Performance	0	0	0	0
Baseline	0	0	0	0

Coalition Name	Women's Council on African American Affairs			
	Intervention Area 4: Addressing Disparities			
Objective	<i>Current Year Objective: By June 30, 2013, increase the number of underserved residents in Faulkner, Clark, and Lonoke Counties by 12,000 (42%) who are educated on the ills of tobacco products through surveys and media outreach.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	12,000	12,000	12,000	12,000
Benchmark	3,000	6,000	9,000	12,000
Current Status	20			
Baseline	46,601	46,601	46,601	46,601

Coalition Name	We Care of Pulaski County			
	Intervention Area 4: Addressing Disparities			
Objective	<i>Current Year Objective: By June 30, 2013, 30 Pulaski County Detention youth will complete Keepin it Real curriculum (six sessions) that recognizes and corrects personal misconceptions about tobacco use.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	30	30	30	30
Benchmark	7	16	23	30
Actual Performance	0			
Baseline	0	0	0	0

Coalition Name	Family Service Agency			
	Intervention Area 4: Addressing Disparities			
Objective	<i>Current Year Objective: By June 30, 2013, increase the number of MISRGO-YES Tobacco Free Rallies/Tours from 3-5.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	5	5	5	5
Benchmark	0	4	5	5
Actual Performance	0			
Baseline	3	3	3	3

Coalition Name	Future Builders			
	Intervention Area 4: Addressing Disparities			
Objective	<i>Current Year Objective: By June 30, 2013, 500 members of the LGBT community in Pulaski and Jefferson counties will be exposed to tobacco counter marketing information. By, 2014, increase another 200 or a subtotal of 700. Similarly, by 2015, establish a benchmark of 900, and finally, in 2016, a benchmark and goal of 1,200.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	500	500	500	500
Benchmark	100	200	400	500
Actual Performance	25			
Baseline	163	163	163	163

Coalition Name	Family & Youth Enrichment Network Tobacco Control Project			
	Intervention Area 4: Addressing Disparities			
Objective	By June 30, 2013, tobacco users residing within Phillips and Lee Counties who demonstrate 80% post test score increase in awareness of tobacco-related disparities will increase by a minimum of 12 male African American and/or Latino respondents, above the 13 respondents in 2011-2012, for a cumulative total of 43 respondents (2010-11 and June 2012).			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	12	12	12	12
Benchmark	3	6	9	12
Actual Performance	0			
Baseline	0	0	0	0

Coalition Name	In His Image Youth Development Corporation			
	Intervention Area 4: Addressing Disparities			
Objective	<i>Current Year Objective: By June 30, 2013 will have increased by 200 for a total of 400 the total number of residents educated on health disparities.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	200	200	200	200
Benchmark	50	100	150	200
Actual Performance	165			
Baseline	172	172	172	172

Coalition Name	Legacy Initiatives			
	Intervention Area 4: Addressing Disparities			
Current Year Objective:	<i>By June 30, 2013, one disparity will be identified through the use of surveys and educational efforts.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	1	1	1	1
Benchmark	0	0	0	1
Actual Performance	0			
Baseline	1	1	1	1

Coalition Name	Mississippi County Coalition for a Tobacco-Free Arkansas			
	Intervention Area 4: Addressing Disparities			
Objective	<i>Current Year Objective: By June 30, 2013, 26 African American males will have been educated about the hazards of secondhand smoke through a radio, print and social media campaign.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	26	26	26	26
Benchmark	7	13	20	26
Actual Performance	0			
Baseline	86	86	86	86

Coalition Name	Madison County Health Coalition			
	Intervention Area 4: Addressing Disparities			
Objective	<i>Current Year Objective: June 30 2013, increase number by 40 to be educated about the ill health effects of smoking and secondhand smoke.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Goal	40	40	40	40
Benchmark	10	20	30	40
Actual Performance	9			
Baseline	0	0	0	0

Coalition Name	Southwest Area CDC				
	Intervention Area 4: Addressing Disparities				
Objective	<i>By June 30, 2013, 2 churches will commit to implementing the 40 Days to Freedom Tobacco Curriculum in the counties of Lafayette, Columbia, and Nevada.</i>				
Goal	2	2	2	2	2
Benchmark	0	0	1	2	2
Actual Performance	0				
Baseline	3	3	3	3	3

Appendix C - Sample Technical Assistance Update Email

Hello Grantees:

Hope your holidays went well! Please see below for some resources from Linda and me that might be useful in your work. Please take a moment to visit these sites or read the article.

Also, I have reviewed all of your dashboards and quarterly reports and will continue to follow up with any of you for follow-up questions as needed. Otherwise, you will receive copies of the overall grantee report. Please do not hesitate to call me at XXX or through email if you have any questions about your work.

1. County Health Rankings. <http://www.countyhealthrankings.org/#app/>

The *County Health Rankings* rank the health of nearly every county in the nation and show that much of what affects health occurs outside of the doctor's office. The *County Health Rankings* confirm the critical role that factors such as education, jobs, income, and environment play in how healthy people are and how long they live. Check out Arkansas County data now!

2. Beautiful Word Clouds - <http://www.wordle.net/>

Wordle is a toy for generating "word clouds" from text that you provide. The clouds give greater prominence to words that appear more frequently in the source text. Coalitions in the past have used wordle to create t-shirts with prevention messages and anti-smoking language on them. It's a great tool for social marketing and health messages or for your website.

3. Updated (as of November 9, 2012) stats on "The Toll of Tobacco in Arkansas" from the Campaign for Tobacco Free Kids:

[http://www.tobaccofreekids.org/facts issues/toll us/arkansas](http://www.tobaccofreekids.org/facts_issues/toll_us/arkansas)

Appendix D – Cumulative MISRGO Grantee Activity Log

A Quarterly Activity Log is an additional monitoring tool. It is used to supplement the evaluation dashboards. It enables grantees to record activities used to implement their programs and accomplish their objectives. It also enables MISRGO and the empowerment evaluators to determine if grantees are on track and provide assistance as needed.

Minority Initiative Sub-Recipient Grant Office				
2012-2013				
Quarterly	QTR I	QTR II	QTR III	QTR IV
(Please supply total number for each)	July 1 - September 30	Octr 1 - Decr 31	January 1 - March 31	April 1 - June 30
Coalition members	2121			
Coalition meetings	32			
Adult pledges	608			
Youth pledges	637			
Smoke-free home/car pledges	523			
Promotional items distributed	2564			
Educational materials distributed	4019			
Newsletters distributed	0			
Radio spot(s)	1097			
Reach of radio spot(s)	1,785,714			
Newspaper ad(s)	21			
Reach of newspaper ad(s)	68,486			
Television ad(s)	150			
Reach of television ad(s)	23,840 *HHs			
Fax Back referrals	49			
Individuals telephoned the Quitline	78			
Billboard(s)	4			
Reach of billboard(s)	555,928			
Website Hits	50,841			
Facebook Impressions	1033			
Twitter Followers	487			
TV Spots-Press Conference	23*			
TV Interviews	Katherine 3 & Stan Glantz 3			

*HHs = Households. This number maybe modified as they research available data on individual reach/coverage in the Phillips/Lee market. (FYEN, Inc.)				
*Coalition for a Tobacco Free AR				