



MISRGO Evaluation 2010 Annual Report



Dr. David Fetterman
Fetterman & Associates

August 24, 2010

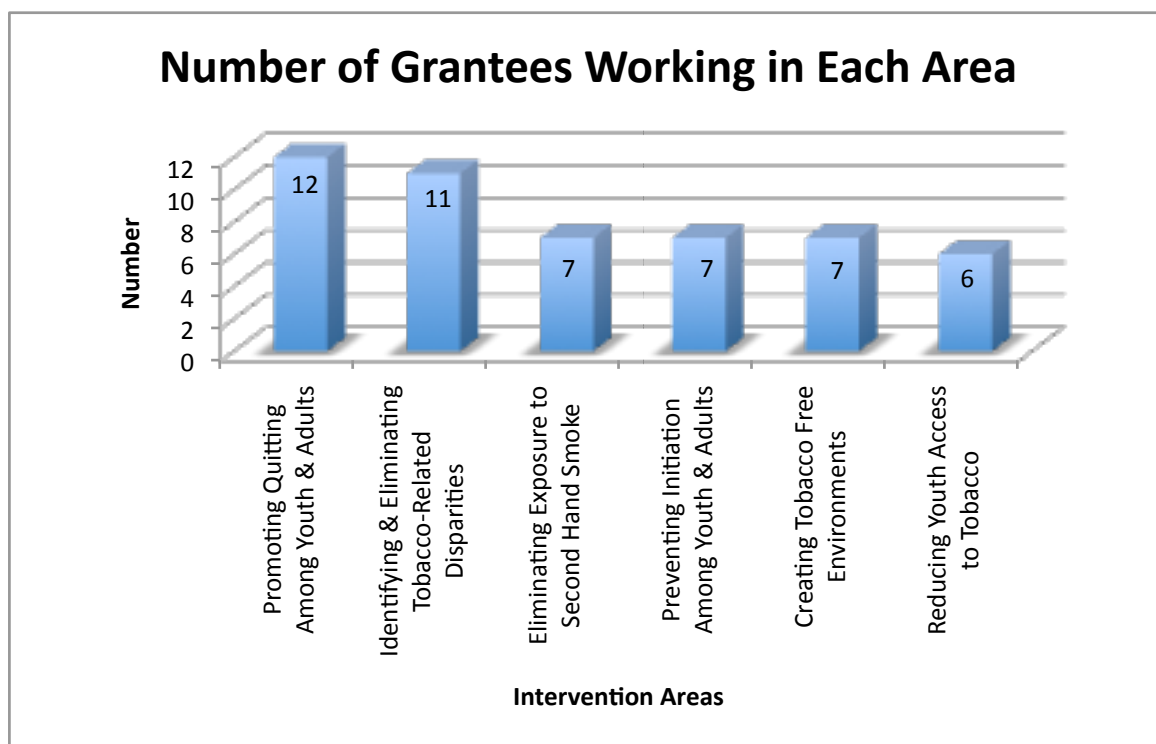
Purpose

- Highlight MISRGO Grantee Performance
- Present New Evaluation Format

Grantee Performance

- Individual grantees are making significant progress concerning the implementation of their programs.
- The grantees are working in the following intervention areas:
 - Promoting Quitting Among Youth and Adults
 - Identifying and Eliminating Tobacco-Related Disparities
 - Eliminating Exposure to Second Hand Smoke
 - Preventing Initiation Among Youth and Adults
 - Creating Tobacco Free Environments
 - Reducing Youth Access to Tobacco

Distribution of Grantees by Intervention Area



Finding Types of Activities in Common

- The “dose” effect of MISRGO would be enhanced if grantees focused on a few activities that they have in common.
- Themes or key activities that cross-cut grantees and intervention areas have been identified. These represent common threads.

Themes or Categories Across Intervention Areas

- Education
- Pledges
- Media
- Quitline
- Tobacco-free policy

Highlighted Accomplishments

(by theme)

Education

- 50,000 educated about ills of tobacco use
- 16,766 readers of tobacco information
- 1,020 were taught about Acts 8 & 13
- 157 educated about Acts 8 & 13
- 2,400 educated about smoke-free ordinance
- 318 pregnant, low-income & homeless people received tobacco prevention information
- 300 Hispanics received tobacco prevention information

Pledges

- 1,448 youth pledged to be smoke free
- 200 parents pledged not to use tobacco in their homes or in their cars

Media

- 35,000 exposed to radio advertisements about tobacco consumption
- 3 television spots aired concerning the ills of tobacco use

Quitline

- 948 used Quitline



STAMP OUT SMOKING
Arkansas Department of Health
Call it quits
1-800-QUIT-NOW

Tobacco-free Policy

- 3 parks were designated as smoke-free parks
- 1 tobacco-free policy at University of Arkansas at Hope
- 1 tobacco-free policy at University of Arkansas at Little Rock
- 4 churches adopted smoke-free policies
- 1 Sweet Home Community Park adopted a smoke-free policy

Program Recommendations

- **Modeling.** Share data across grantees. Enable grantees to see how other grantees are categorizing, measuring, and recording data
- **Cluster.** Convene a technical assistance workshop to facilitate problem solving and brainstorming. Group by intervention areas or themes held in common.
- **Narrow Scope.** Select a few activities held in common across grantees, e.g. themes.

New Evaluation Format

Evaluation Dashboard

- Purpose: increase ease of monitoring & measuring progress
 - Help **Grantee** Monitor Their Progress (compared with colleagues)
 - Help **MISRGO** Monitor Progress (to provide pro-active technical assistance)
 - Help **Dr. Fetterman** Monitor & Report Progress to MISRGO, Advisory Board & Legislature (and to provide assistance and help keep things on track)

Grantee Evaluation Dashboard

- **Goals** (where grantee wants to go at the end of 5 years)
- **Benchmarks** (points along the way each year)
- **Actual or Current Status** (where grantee is now - today)
- **Baseline** (where grantee started)

Weight Lifting Training Example



- **Goal:** Set a goal of lifting 100 pounds in 6 months
- **Baseline:** The baseline is 10 pounds (the amount you were able to lift when we started in July - 10 pounds)
- **Benchmarks:** 25, 50, 75 & 100 (the weight you plan to lift each month - 25 in August, 50 in September, 75 in October, and 100 in November)
- **Actual or Current Status:** August - you can lift 25 pounds now

Tobacco-Free Environment Program Dashboard

March 25,
2010

June 30,
2011

June 30,
2012

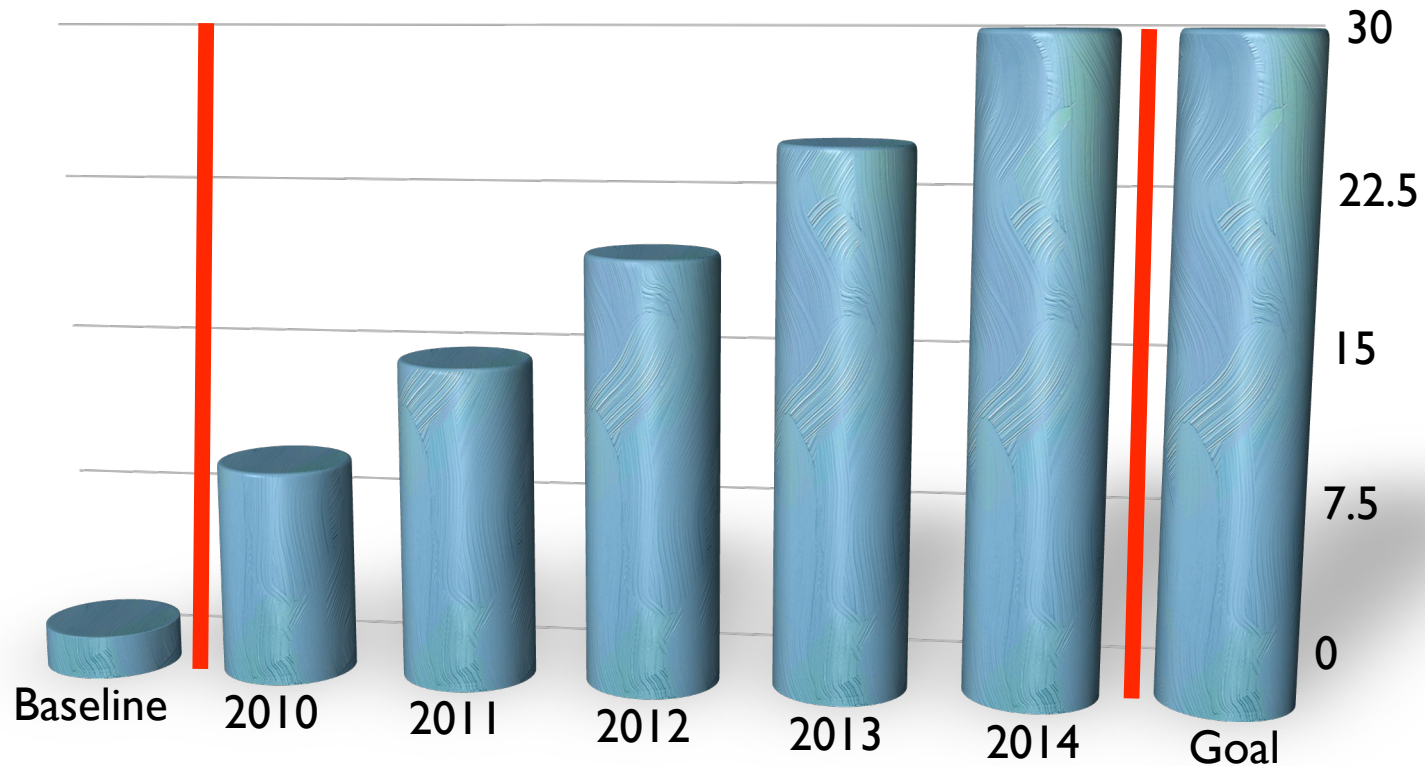
June 30,
2013

June 30,
2014

Goal	30	30	30	30	30
Benchmarks	10	15	20	25	30
Actual or Current Status	1	9	20		
Baseline	2	2	2	2	2

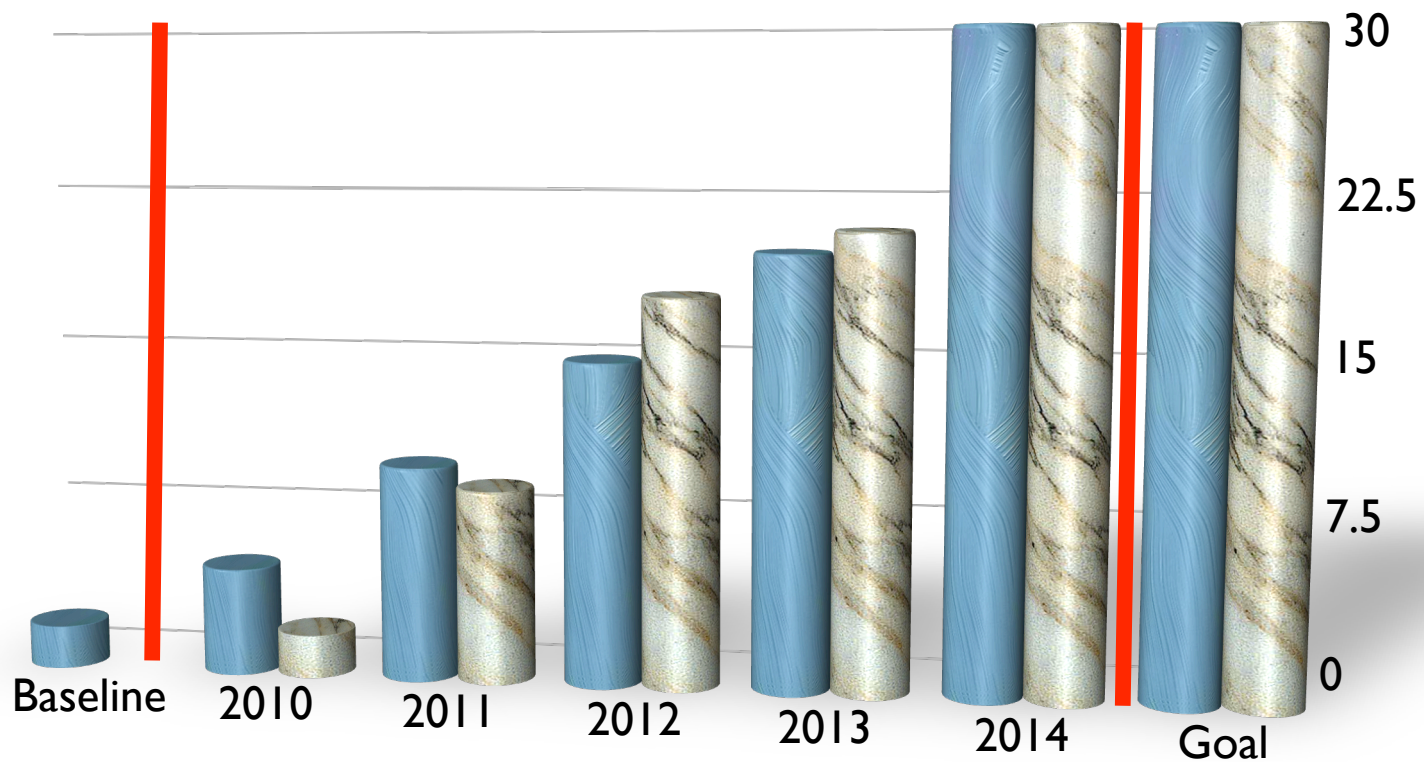
Tobacco-Free Environment: Baseline, Benchmarks & Goal

■ Number of Tobacco-Free Environments

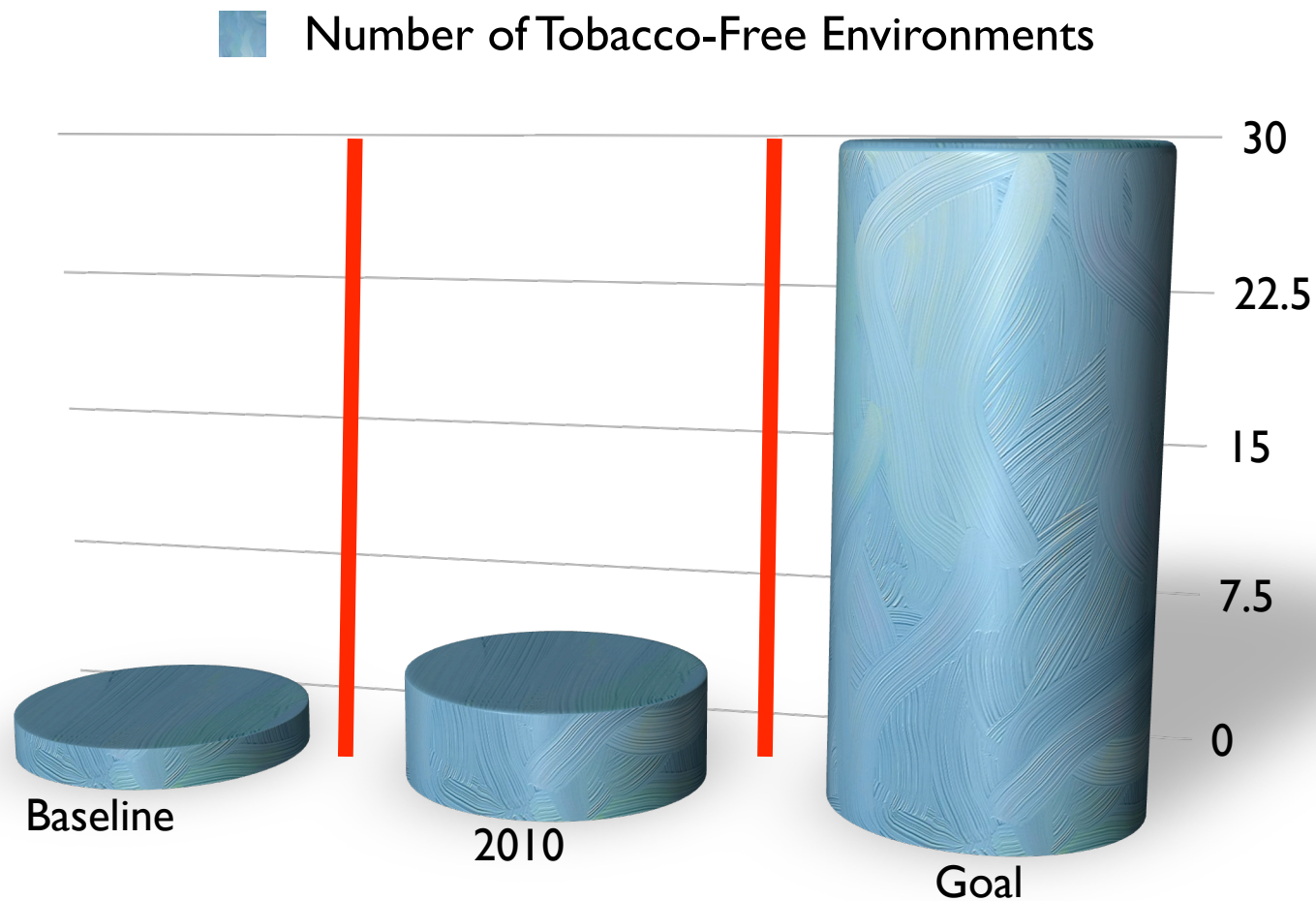


Tobacco-Free Environment: Baseline, Benchmarks, Actual Performance & Goal

■ Benchmark Number of Tobacco-Free Environments
■ Actual Number of Tobacco-Free Environments



Tobacco-Free Environment: **Baseline,** **Current or Actual Performance & Goal**



Reports - Critique

- WHAT WORKED:
 - Most had one or more: **baseline, goal, benchmark & actual performance**
- WHAT NEEDS WORK:
 - Need to make sure they **report the figures**, not only bar chart
 - Some reports missing **baseline, goal, benchmark, actual performance figures**
 - Some reports discuss **increases** without reference to a baseline
 - We had to extract the data from the text in some reports and then do the **calculations** for a few reports
 - There were inconsistencies concerning **numbers in text and graphs**

Evaluation Recommendations

- Make sure they **report the figures first** (and then the bar charts and that they match)
- Make sure they include **baseline, goal, benchmark, and actual performance data**
- Ask them to describe **baseline data** when they discuss **increases and decreases**
- Make sure they make it easy for the reader by taking care of all the **calculations**
- Suggest that they do **fewer things**, but having **more activities in common** with other grantees
- Continue to **integrate new format into GEMS**

Contact Information



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Evaluation Consultations



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