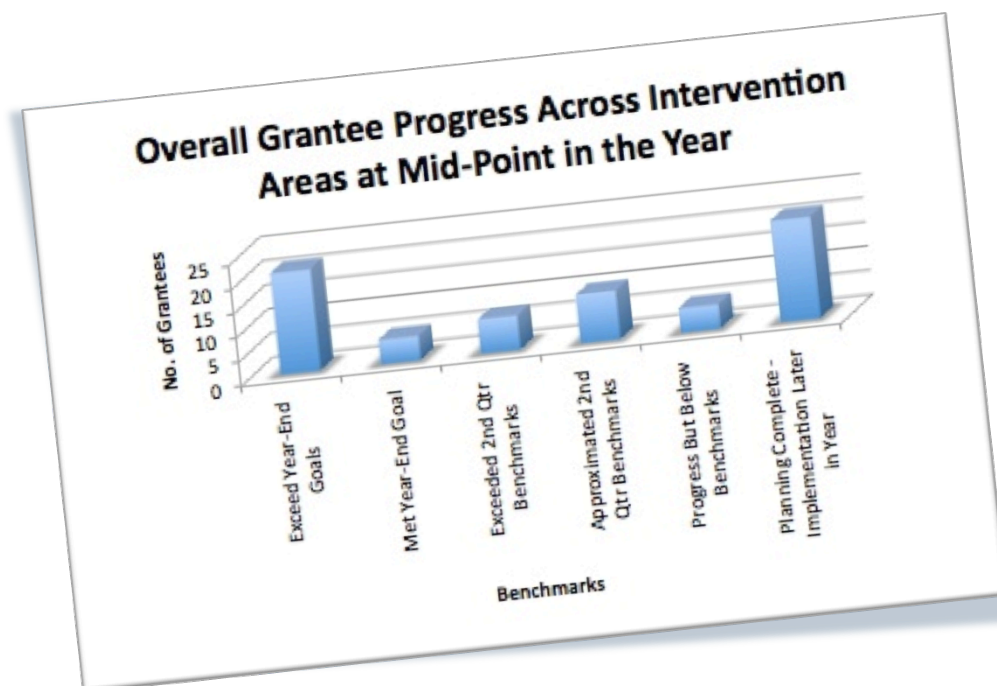

MISRGO Evaluation

2nd Quarter Progress Report 2012

Prepared for: MISRGO, Grantees & Legislative Offices
Prepared by: Dr. Fetterman, Ms. Delaney, and Dr. Tremain
Date: January 22, 2012



Introduction

MISRGO grantees have a solid track record of accomplishments. They have contributed to the creation and enactment of smoke free legislation, including Act 811ⁱ. They educate the public about tobacco prevention legislation, including Acts 8ⁱⁱ & 13ⁱⁱⁱ. In addition, they are working across the state to establish smoke free parks and extend perimeter laws. They have made extensive use of social media to positively influence youth concerning tobacco consumption. They have broad-based support across the State for their tobacco prevention work. (See MISRGO Empowerment Evaluation^{iv}: June 2011 Annual Report, Fetterman, Tremain, and Delaney, 2011. See also Appendix A for a glossary of grantee names and abbreviations.)

Purpose

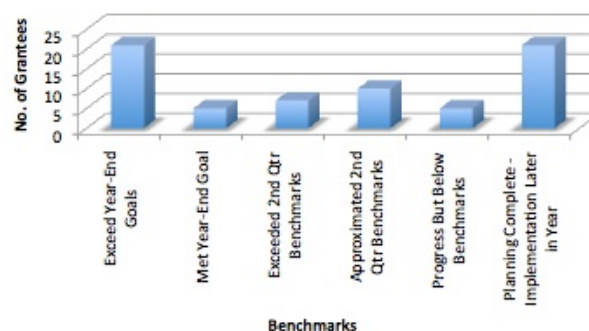
The purpose of this report is to highlight grantee progress at mid-point in the year. MISRGO grantees use the Center for Disease Control and Prevention's approved and recommended intervention areas as follows:

- 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***

MISRGO grantees are making steady progress toward annual goals and in many cases are significantly exceeding anticipated mid-year goals (or 2nd quarter benchmarks). In brief:

- 21 Exceeded Year-End Goals
- 5 Met Year-End Goals
- 7 Exceeded 2nd Quarter Benchmarks
- 10 Approximated 2nd Quarter Benchmarks
- 5 Progress But Below Benchmarks
- 21 Planning Complete – Implementation Later in the Year

Overall Grantee Progress Across Intervention Areas at Mid-Point in the Year



Highlights. Grantee achievements made to date (Quarter 2 of 4) are highlighted below. They are organized by intervention area.

Area 1: Eliminate Exposure to Secondhand Smoke

3196 Educated. 3196 parents and law enforcement officials educated about the benefits of smoke free environments, particularly in cars, e.g. Act 811

608 Pledged. 608 young adults pledged to make their homes smoke free environments.

317 Informed. 317 youth and young adults were informed about the laws governing smoking in cars, Act 811.

239 Reported. 239 youth reported that smoking was no longer allowed inside their homes.

In addition, grantees are working to implement smoke free policies in parks and churches, convince businesses and landlords to support bans on smoking, recruit bars and schools to adopt smoke free policies, and recruit Youth Extinguishing Smoking (YES) team members.

Area 2: Preventing Initiation Among Youth and Young Adults

296 Pledged. 296 minority youth pledged to remain tobacco free

235 Educated. 235 youth educated about the dangers of tobacco

99 Trained. 99 youth trained to educate youth about dangers of tobacco

72 Quitline. 72 youth and young adults helped to access Quitline

In addition, grantees worked to increase awareness about smoking and pregnancy, conduct storefront surveys, sponsor smoke-free events, and organize YES teams.

Area 3: Promoting Quitting Among Youth and Young Adults

114 Educated. 114 African American and Latino youth and young adults educated about the dangers of smoking

70 Quitline. 70 enrolled in SOS Quitline fax referral program

In addition, grantees worked to enroll youth in the *40 Days to Freedom* curriculum, organize YES rallies, train merchants to deny minors from purchasing tobacco, increase compliance rate concerning sales to minors, enroll students in school-based cessation programs, and educate retailers about point of purchase.

Area 4: Addressing Disparities

4005 Educated. 4005 underserved youth educated about the dangers of tobacco

235 Informed. 235 youth participated in workshops to increase tobacco awareness

In addition, grantees are working to increase the number of minority organizations promoting tobacco control, educating about the hazards of second hand smoke, implementing no smoking programs in churches, convincing youth to pledge not to smoke in their homes, removing tobacco advertising from stores, and implementing the *40 Days to Freedom* and *Keeping It Real* curriculum.

Conclusion

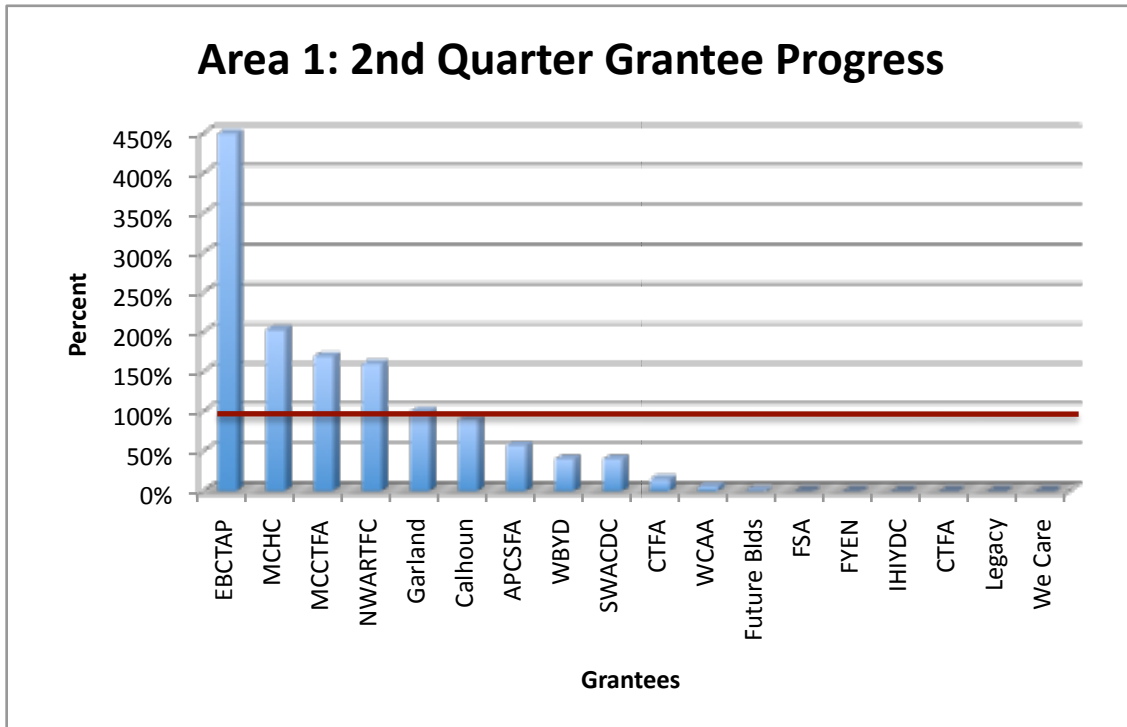
MISRGO grantees mid-year performance is substantial. Many have exceeded their annual goals in the 2nd quarter. Many others are on target, meeting their benchmarks. There are grantee activities scheduled later in the year. These activities should enable them to more closely approximate their annual goals later in the year. A few have completed their planning work and have initiated implementation but may need to reassess how realistic their goals are given their funding capacity.

The evaluation findings only scratch the surface of MISRGO grantees' commitment and dedication to tobacco prevention. The details of their efforts are explored further in the remainder of this report. (See Appendix B for cumulative grantee activity logs as well.)

Detailed Findings

The purpose of this report is to describe MISRGO grantees' progress toward stated programmatic goals halfway through their grant (2011-2012). Grantee progress by intervention area is presented below:

Area 1: Elimination of Exposure to Secondhand Smoke



Summary: Area 1 Progress (Eliminating Exposure to Second Hand Smoke)

53% of the grantees have approximated or exceeded 2nd quarter benchmarks
41% have exceeded 2nd quarter benchmarks
29% have exceeded end-of-the-year or annual goals
18% have made progress but are below benchmarks
35% have completed their planning phase and activities are scheduled to launch later in the year

EBCTAP, MCHC, MCCTFA, NWARDTC, and Garland significantly exceeded their *annual* goals by the 2nd quarter. Their goals focused on increasing the number of voluntary smoke free policies in parks and churches, increasing the number of youth who pledge to make their homes smoke free, educating parents and law enforcement about the benefits of smoke-free environments, e.g. Act 811, and recruiting bars and schools to adopt smoke free policies.

Calhoun and APCSFA exceeded their 2nd quarter benchmarks. Their goals focused on recruiting YES team members and working with other organizations to implement smoke-free policies.

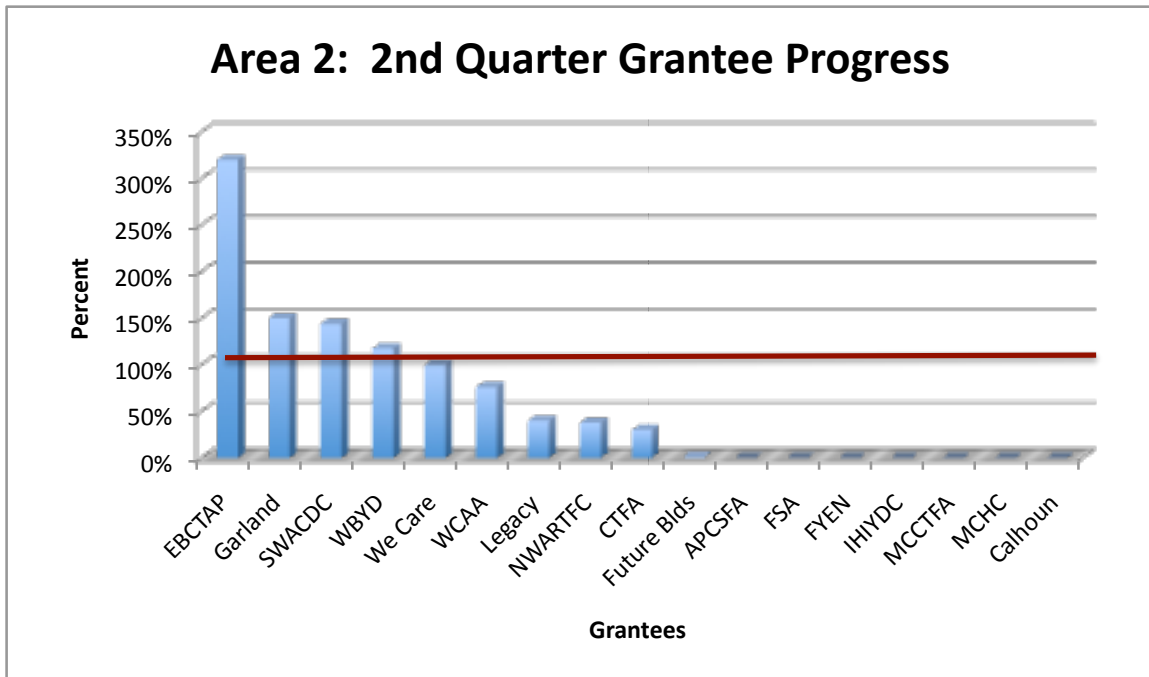
WBVD and SWACDC approximated their 2nd quarter benchmarks. They focused on convincing businesses and landlords to support smoking bans and smoke free policies.

CTFA (1), WCAA, and Future Builders are making progress but are below their benchmarks or anticipated levels of progress. CTFA is working in the area of recruiting pastors to sign letters of support for smoke free policies. WCAA are working to expand buffer zones and expand tobacco free policies. Future Builders are informing people about laws governing smoking in cars. CTFA has realistic goals, completed their plans. However, they need to accelerate their implementation efforts. WCAA and Future Builders have extremely high goals (WCAA plans to engage 35 entities, convincing them to expand smoke free policies and Future Builders plan on reaching 50,000 concerning their goal of educating the public). They both should consider realigning their goals with more realistic target figures given current performance and funding capacity.

FSA, FYEN, IHIDC, CTFA (2), Legacy, and We Care have completed their planning phase and plan to implement or launch programs later in the year. Their efforts focus on YES tours, post-test increases, educating youth about the dangers of smoking, establishing smoke free churches, creating tobacco free parks, and establishing perimeter laws.

Grantee	Progress %			
EBCTAP	450%	Exceeded Year-End Goals		
MCHC	203%	Exceeded Year-End Goals		
MCCTFA	169%	Exceeded Year-End Goals		
NWARTFC	159.80%	Exceeded Year-End Goals		
Garland	100%	Met Year-End Goals		
Calhoun	90.00%	Exceeded 2nd Qtr Benchmarks		
APCSFA	57%	Exceeded 2nd Qtr Benchmarks		
WBVD	40%	Approximated 2nd Qtr Benchmarks		
SWACDC	40.00%	Approximated 2nd Qtr Benchmarks		
CTFA	14.29%	Progress But Below Benchmarks		
WCAA	5.71%	Progress But Below Benchmarks		
Future Blds	1%	Progress But Below Benchmarks		
FSA	0%	Planning Complete - Implementation Later in Year		
FYEN	0%	Planning Complete - Implementation Later in Year		
IHIYDC	0%	Planning Complete - Implementation Later in Year		
CTFA	0.00%	Planning Complete - Implementation Later in Year		
Legacy	0.00%	Planning Complete - Implementation Later in Year		
We Care	0.00%	Planning Complete - Implementation Later in Year		

Area 2: Preventing Initiation Among Youth and Adults



Summary: Area 2 Progress (Preventing Initiation Among Youth and Adults)

53% of the grantees have approximated or exceeded 2nd quarter benchmarks
35% have exceeded 2nd quarter benchmarks
29% have exceeded end-of-the-year or annual goals
6% have made progress but are below benchmarks
41% have completed their planning phase and activities are scheduled to launch later in the year

EBCTAP, Garland, SWACDC, WBYD, and We Care, significantly exceeded their *annual* goals by the 2nd quarter. Their goals focused on storefront surveys, sponsoring quit smoking free events, helping people access the Quitline, educating youth about dangers of tobacco, and recruiting YES teams to expose youth to information about the dangers of second hand smoke.

WCAA exceeded their 2nd quarter benchmarks. Their goals focused on convincing minority youth to pledge to remain tobacco free.

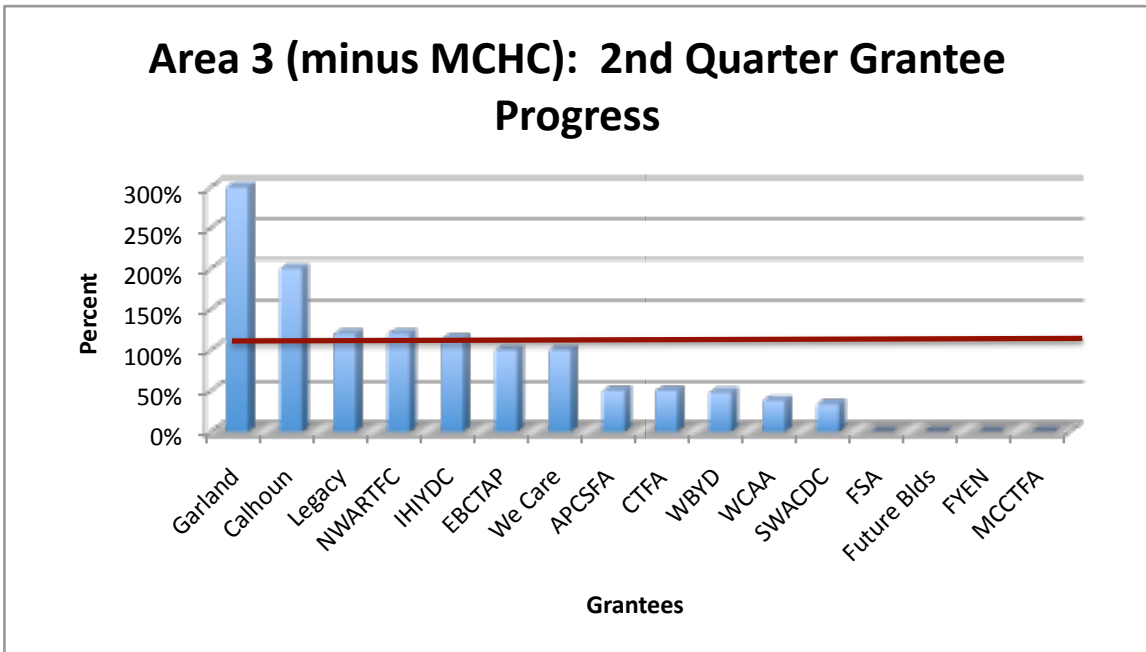
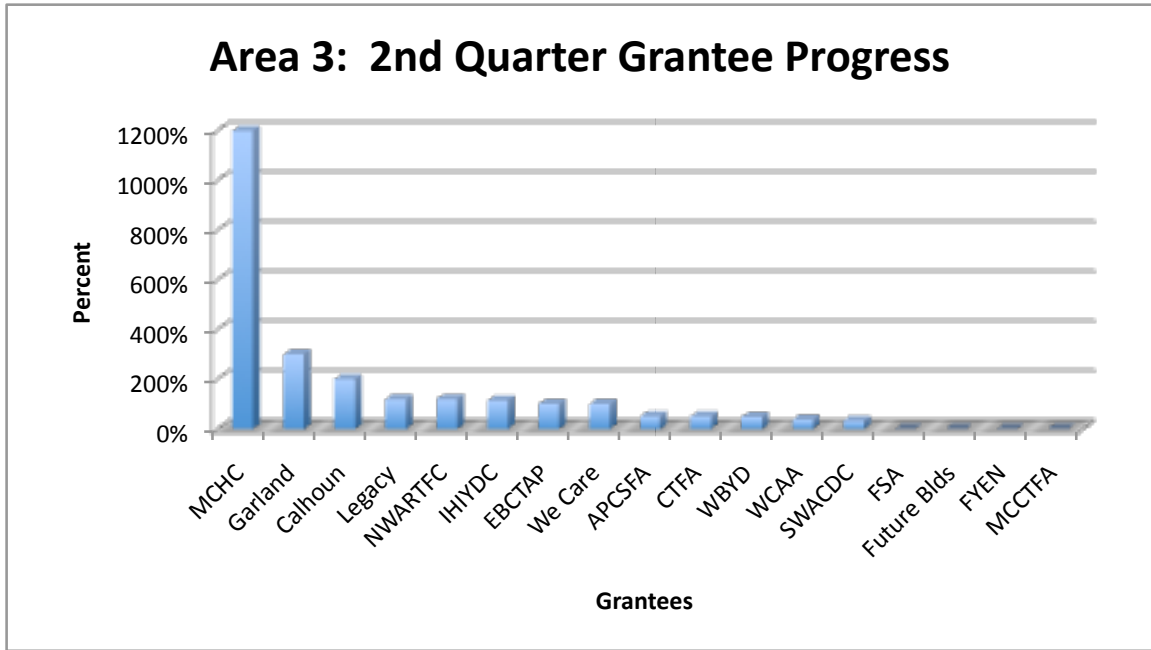
Legacy, NWARDTC, and CTFA approximated 2nd quarter benchmarks. Their efforts included: create community partnerships to distribute Free and Clear Quit line information, train youth in tobacco prevention work, and operate Store Front surveys.

Future Builders has made progress but remain below projected benchmarks. They have completed much of their planning and at this point need to fully implement their efforts or revise their goal (reaching 5000 people with the aim of increasing awareness about smoking).

APCSFA, FSA, FYEN, IHYDC, MCCTFA, MCHC, and Calhoun have completed their planning phase and plan to implement or launch programs later in the year. Their efforts focus on: reducing tobacco advertising at convenience stores, organizing YES tobacco free rallies and tours, getting youth to pledge not to use tobacco if offered, educating youth by getting institutions to use *Keeping It Real* curriculum, decreasing the number of youth and young adults who report lifetime use of cigarettes, and use of multimedia messages in schools and churches.

Grantee	Progress %				
EBCTAP	320%	Exceeded Year-End Goal			
Garland	150%	Exceeded Year-End Goal			
SWACDC	144%	Exceeded Year-End Goal			
WBYD	118%	Exceeded Year-End Goal			
We Care	100%	Met Year-End Goal			
WCAA	76%	Exceeded 2nd Qtr Benchmarks			
Legacy	40%	Approximated 2nd Qtr Benchmarks			
NWARTFC	38%	Approximated 2nd Qtr Benchmarks			
CTFA	30%	Approximated 2nd Qtr Benchmarks			
Future Blds	1%	Progress But Below Benchmarks			
APCSFA	0%	Planning Complete - Implementation Later in Year			
FSA	0%	Planning Complete - Implementation Later in Year			
FYEN	0%	Planning Complete - Implementation Later in Year			
IHIYDC	0%	Planning Complete - Implementation Later in Year			
MCCTFA	0%	Planning Complete - Implementation Later in Year			
MCHC	0%	Planning Complete - Implementation Later in Year			
Calhoun	0%	Planning Complete - Implementation Later in Year			

Area 3: Promoting Quitting Among Youth and Young Adults



Summary: Area 3 Progress (Promoting Quitting Among Youth and Young Adults)

76% of the grantees have approximated or exceeded 2nd quarter benchmarks
59% have exceeded 2nd quarter benchmarks
47% have met or exceeded end-of-the-year or annual goals
24% have completed their planning phase and activities are scheduled to launch later in the year

MCHC, Garland, Calhoun, Legacy, NWARDTC, and IHIYDC, significantly exceeded their *annual* goals by the 2nd quarter. Their goals focused on increasing the number of Quitline callers, training merchants to deny youth from purchasing tobacco, increasing compliance rate concerning tobacco retailer sales to minors, convincing students to participate in school-based cessation programs, and educating minority youth and young adults about the dangers of smoking.

EBCTAP and We Care met their annual goals by the 2nd quarter. Their goals involved: encouraging youth to enroll in cessation plans, persuading young adults to participate in the *40 Days to Freedom* program, and convincing churches to use the *40 Days to Freedom* curriculum.

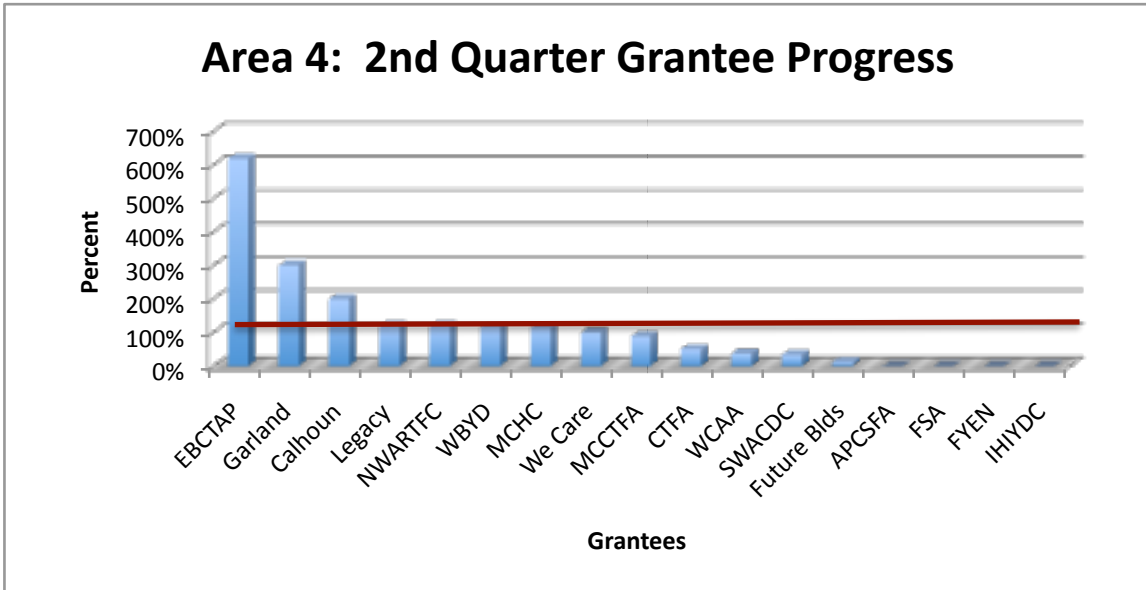
APCSFA and CTFA exceeded their 2nd quarter benchmarks. Their activities included: enrolling youth and young adults in the SOS fax referral program and helping youth decide to quit smoking.

WBYD, WCAA, and SWACDC approximated their 2nd quarter benchmarks. Their activities included: helping youth and young adults enroll in Quitline counseling programs (after fax referral), enrolling youth in cessation programs, and educating retailers about point of purchase.

FSA, Future Builders, FYEN, and MCCTFA have completed their planning phase and plan to implement or launch programs later in the year. Their efforts focus on: organizing YES tours and rallies, helping HIV positive people quit smoking, and convincing retailers to reduce visible signage (in order to discourage purchasing of tobacco).

Grantee	Progress %				
MCHC	1200%	Exceeded Year-End Goals			
Garland	300%	Exceeded Year-End Goals			
Calhoun	200%	Exceeded Year-End Goals			
Legacy	120%	Exceeded Year-End Goals			
NWARTFC	120%	Exceeded Year-End Goals			
IHIYDC	114%	Exceeded Year-End Goals			
EBCTAP	100%	Met Year-End Goals			
We Care	100%	Met Year-End Goals			
APCSFA	50%	Exceeded 2nd Qtr Benchmarks			
CTFA	50%	Exceeded 2nd Qtr Benchmarks			
WBVD	48%	Approximated 2nd Qtr Benchmarks			
WCAA	38%	Approximated 2nd Qtr Benchmarks			
SWACDC	33%	Approximated 2nd Qtr Benchmarks			
FSA	0%	Planning Complete - Implementation Later in Year			
Future Blds	0%	Planning Complete - Implementation Later in Year			
FYEN	0%	Planning Complete - Implementation Later in Year			
MCCTFA	0%	Planning Complete - Implementation Later in Year			

Area 4: Addressing Disparities



Summary: Area 4 Progress (Addressing Disparities)

71% of the grantees have approximated or exceeded 2nd quarter benchmarks
59% have exceeded 2nd quarter benchmarks
47% have met or exceeded end-of-the-year or annual goals
24% have completed their planning phase and activities are scheduled to launch later in the year

EBCTAP, Garland, Calhoun, Legacy, NWARDTC, WBYD, and MCHC significantly exceeded their *annual* goals by the 2nd quarter. Their activities focused on: using ethnic media outlets to reach smokers, removing tobacco advertisements from stores, implementing no tobacco projects with church youth groups, helping programs implement cessation plans, educating about point of purchase policies, and increasing awareness using tobacco education workshops.

We Care met their *annual* goals by the 2nd quarter. They focused on promoting the *Keeping It Real* curriculum.

MCCTFA and CTFA exceeded 2nd quarter benchmarks. Their activities included: educating youth and young adults about the hazards of second hand smoke and encouraging youth to commit to not smoking inside the home.

CTFA, WCAA, and SWACDC approximated their 2nd quarter benchmarks. Their activities included: getting youth to commit to not smoke inside the home, exposing underserved youth to the dangers of tobacco, and implementing the *40 Days of Freedom* curriculum.

Future Builders has made progress but remain below projected benchmarks. They have completed much of their planning and at this point need to fully implement their efforts or revise their goal (exposing 300 LGBT youth to tobacco counter marketing).

APCSFA, FSA, FYEN, and IHIYDC have completed their planning phase and plan to implement or launch programs later in the year. Their efforts focus on: using ethnic media outlets to reach smokers, organizing YES rallies, increasing post-test scores concerning tobacco awareness, and educating youth about health disparities.

Grantee	Progress %				
EBCTAP	620%	Exceeded Year-End Goals			
Garland	300%	Exceeded Year-End Goals			
Calhoun	200%	Exceeded Year-End Goals			
Legacy	120%	Exceeded Year-End Goals			
NWARTFC	120%	Exceeded Year-End Goals			
WBVD	118%	Exceeded Year-End Goals			
MCHC	115%	Exceeded Year-End Goals			
We Care	100%	Met Year-End Goals			
MCCTFA	88%	Exceeded 2nd Qtr Benchmarks			
CTFA	50%	Exceeded 2nd Qtr Benchmarks			
WCAA	38%	Approximated 2nd Qtr Benchmarks			
SWACDC	33%	Approximated 2nd Qtr Benchmarks			
Future Blds	12%	Progress But Below Benchmarks			
APCSFA	0%	Planning Complete - Implementation Later in Year			
FSA	0%	Planning Complete - Implementation Later in Year			
FYEN	0%	Planning Complete - Implementation Later in Year			
IHIYDC	0%	Planning Complete - Implementation Later in Year			

References

Fetterman, D.M., Tremain, B., and Delaney, L. (2011). MISRGO Empowerment Evaluation: June 2011 Annual Report. San Jose: Fetterman & Associates.

Fetterman, D.M. and Wandersman, A. (2005). *Empowerment Evaluation Principles in Practice*. New York: Guilford Publication.

Additional Note

CTFA had two separate goals for intervention area 1 (eliminating exposure to secondhand smoke). Thus they were labeled CTFA1 (focusing on recruiting pastors to sign letters supporting smoke free parks) and CTFA2 (convincing churches to become smoke free).

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

The AHDC grantee report was delivered after the deadline and after the report was completed. Therefore, their data are not represented in this status report. However, they are making progress concerning their goals.

Appendix B – Cumulative MISRGO Grantee Activity Log

A Quarterly Activity Log is a monitoring tool. It is used to enable 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.

Quarterly (Please supply total number for each)	QTR I July 1 - September 30	QTR II October 1 - December 31	QTR III January 1 - March 31	QTR IV April 1 - June 30
Coalition members	2487	2624		
Coalition meetings	34	37		
Adult pledges	614	707		
Youth pledges	784	1075		
Smoke-free home/car pledges	454	734		
Promotional items distributed	3488	3733		
Educational material distributed	7751	11,634		
Newsletters distributed	76	469		
Radio spot(s)	1166	1176		
Reach of radio spot(s)	38 counties	115,500/38 counties+		
Newspaper ad(s)	10	13		
Reach of newspaper ad(s)	55,200	63,078		
Television ad(s)	41	0		
Reach of television ad(s)	700,000+	0		
Fax Back referrals	101	61		
Individuals telephoned the Quitline	271	223		
Billboard(s)	3	3		
Reach of billboard(s)	80,000	80,000		
Website Hits	364,944	51586 (some not captured)		
Facebook Impressions	5112	9733		
Twitter Followers	175	263		
# of Press Conferences & Reach		1, 500,000		

ⁱ **Act 811** builds on Act 13 by protecting “children under age 14 from secondhand smoke while in vehicles.” See:

http://arkansased.org/about/legislation/funding_archive.html. See also:

<http://www.nwaonline.com/news/2011/apr/23/smoking-ban-set-protect-kids-under-14-20110423/>

ⁱⁱ **Act 8** is **Arkansas’ Clean Indoor Air Act**. It is designed to “protect workers in Arkansas from secondhand smoke in the workplace and to protect the citizens of Arkansas from secondhand smoke in public places”. For more information see: <http://www.healthy.arkansas.gov/programsServices/environmentalHealth/arcleanair/Pages/default.aspx>

ⁱⁱⁱ **Act 13 Arkansas Protection from Secondhand Smoke for Children Act of 2006** (Act 13) “prohibits smoking in all motor vehicles in which a child, who is less than 6 years of age and who weighs less than 60 pounds, is restrained in a child passenger safety seat as required by Arkansas law.” See:

<http://www.healthy.arkansas.gov/programsServices/tobaccoprevent/Documents/reports/HowSecondhandSmokeAffectsKidsSurvey.pdf>

^{iv} See Fetterman and Wandersman, 2005 concerning more detail about empowerment evaluation.