

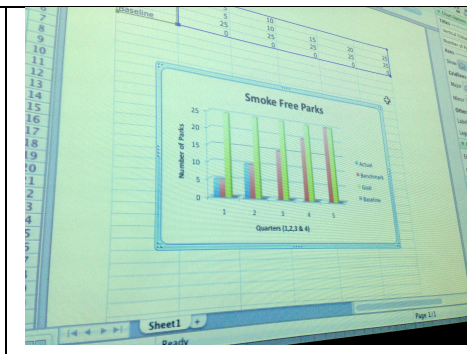
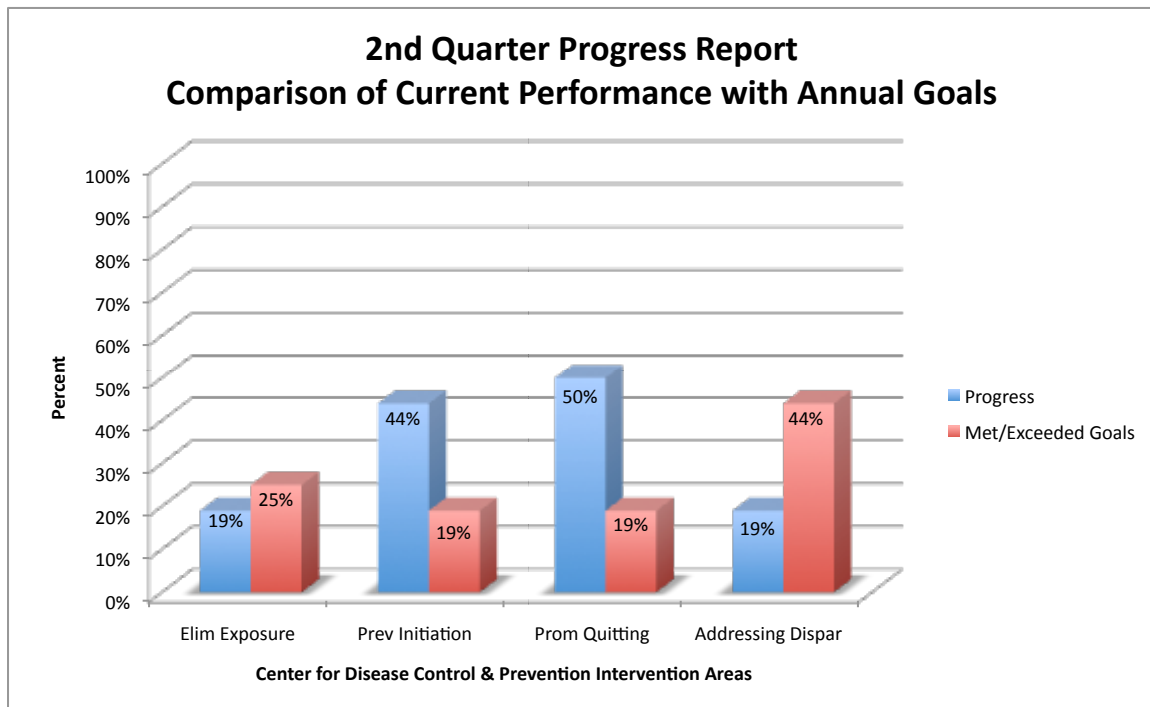
MISRGO Evaluation

2nd Quarter Progress Report 2013

Prepared for: MISRGO, Grantees & Legislative Offices

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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 16 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 second quarter of the year (October 1 – December 31, 2012). This period represents the mid-way point of the year. The fiscal and programmatic end of the year is June 30, 2013.

This second 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.

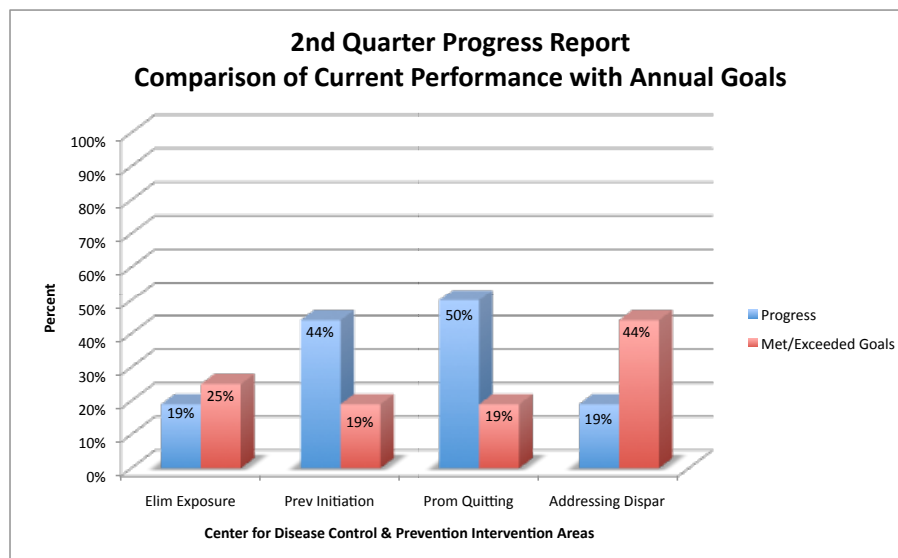
2nd Quarter Progress

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.

During the second quarter, grantees report on their mid-year progress toward annual goals. This provides grantees with an opportunity to reflect on their performance. Based on these data, grantees continue as planned, make mid-course changes, and request assistance as needed.

MISRGO grantees are making progress toward annual goals. On average, grantees have made progress in each CDC approved intervention area:

Intervention Area	Percent Met/Exceeded Annual Goals
1. Eliminating	25%
2. Preventing	19%
3. Promoting	19%
4. Addressing	44%



Highest Level of Progress Toward Annual Goals: *Addressing Disparities (Area 4)*

Concerning CDC Intervention Areas, grantees have made the most progress at mid-point in the year toward their annual goals in *Intervention Area 4: Addressing Disparities* (44% of annual goals).

Grantee activities focused on implementing Project Alert Curriculums into school classes; educating a total of 39,487 underserved residents on the dangers of tobacco products through radio and television spots; launching media surveys with residents; and assessing community leaders/organizations/retail store owners' awareness of how tobacco industry targets minorities; and implementing a Smoke Free Basketball Campaign.

Second Highest Level of Progress Toward Annual Goals: *Eliminate Exposure to Secondhand Smoke (Area 1)*

Grantees have also made notable progress concerning *Intervention Area 1: Eliminating Exposure to Secondhand Smoke* (25% of annual goals).

Grantee activities focused on surveying law enforcement officers to determine the most effective means of enforcing Act 811; conducting radio campaigns to emphasize the dangers of second hand smoke; and providing education to housing authority directors, childcare centers staff, Head start staff, Boys & Girls Club of Mississippi County staff, and teachers and school staff. In addition, grantees pre/post-tested parents on Act 811.

Third Highest Level of Progress Toward Annual Goals: *Preventing Initiation Among Youth and Young Adults (Area 2)*

Grantees are making progress in Area 2: Preventing Initiation Among Youth and Young Adults (19% 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.

Tied for Third Highest Level of Progress Toward Annual Goals: *Promoting Quitting Among Youth and Adults (Area 3)*

Grantees are also making progress in *Area 3: Promoting Quitting* (19% of annual goals).

Grantee activities focused on distributing information about Quitline, referring community members to Quitline, and enrolling community members in cessation

programs. In addition, they offered the “40 Days to Freedom” curriculum, and organized tobacco free rallies.

An evaluation dashboard for each grantee’s 2nd 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 C).

Technical Assistance

MISRGO grantees 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, recording 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 D 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 during their first quarter. During their 2nd quarter, they have compared actual performance with benchmarks and goals. MISRGO and grantees are monitoring their performance. This data dashboard was used to alert MISRGO and grantees concerning the need for mid-course corrections. 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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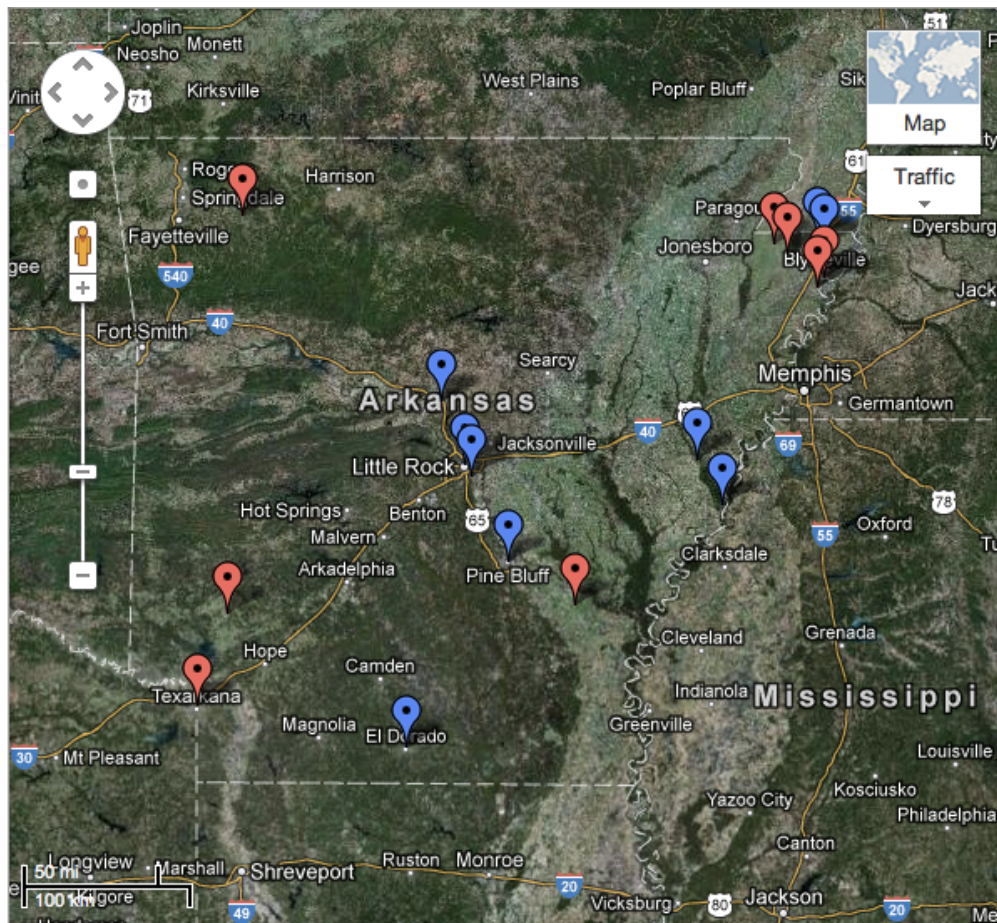
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Appendix A - Grantee Glossary of Names and Abbreviations

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 2nd 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. 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
Current Status	0	0		
Benchmark	0	0	2	4
Goal	4	4	4	4
Baseline	10	10	10	10
Coalition Name	Agency 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
Current Status	2	4		
Benchmarks	1	2	4	7
Goal	7	7	7	7
Baseline	0	0	0	0

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

Coalition Name	Agency 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
Current Status	0	0		
Benchmark	0	0	0	1
Goal	1	1	1	1
Baseline	0	0	0	0

Coalition Name	Agency 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
Current Status	0	0		
Benchmark	1	2	3	4
Goal	29	29	29	29
Baseline	25	25	25	25

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
Current Status	0	250,000		
Benchmark	10,000	25,000	50,000	75,000
Goal	75,000	75,000	75,000	75,000
Baseline	100,392	100,392	100,392	100,392

Coalition Name	FYEN			
Objective	Intervention Area 1: Eliminating Exposure			
	<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
	Current Status	30	41	
	Benchmark	25	50	75
Goal	100	100	100	100
Baseline	0	0	0	0



Coalition Name	In His Image Youth Development Center				
Objective	Intervention Area 1: Eliminating Exposure to Secondhand Smoke				
	<i>June 30, 2013, will have worked with 1 extracurricular activity in efforts to increase knowledge and participation so teens will learn about smoking and how it affects nonsmoking their schools and in their communities, educating peersmoking, making flyers, and/or but not limited to working individuals. They will be responsible for hosting events at with other youth organizations throughout their communities.</i>				
	Quarter 1	Quarter 2	Quarter 3	Quarter 4	
	Current Status	1	2		
	Benchmark	1	1	1	1
Goal	1	1	1	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
Current Status	0	0		
Benchmarks	0	0	1	1
Goal	1	1	1	1
Baseline	1	1	1	1
	Other Public Places			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Current Status	0	0		
Benchmarks	0	0	1	2
Goal	2	2	2	2
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>By June 30, 2013, 540 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
Current Status	350	603		
Benchmarks	90	180	270	360
Goal	360	360	360	360
Baseline	0	0	0	0

Coalition Name	Agency 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
Current Status	12	252		
Benchmark	0	0	59	118
Goal	118	118	118	118
Baseline	277	277	277	277

Coalition Name	Agency 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 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
Current Status	32	254		
Benchmark	500	1,000	1,500	2,000
Goal	2,000	2,000	2,000	2,000
Baseline	4060	4060	4060	

Coalition Name	Agency 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
Current Status	0	0		
Benchmark	0	0	2	5
Goal	5	5	5	5
Baseline	14	14	14	14

Coalition Name	Wells Bayou Youth Development, Inc.			
	Intervention Area 1: Eliminating Exposure to Secondhand Smoke			
Objective	<i>By June 30, 2013, increase from 15 to 20 businesses or community organizations that support smoking bans/policies in participating counties (Lincoln, Desha, Jefferson, Drew).</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Current Status	0	1		
Benchmarks	1	2	3	5
Goal	5	5	5	5
Baseline	20	20	20	20

Coalition Name	Agency 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
Current Status	0	0		
Benchmark	6	13	19	25
Goal	25	25	25	25
Baseline	16	16	16	16
Coalition Name	Agency 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 faithbased organizations in Southeast Pulaski County that establish perimeter laws to support voluntary smoke-free policies.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Current Status	0	0		
Benchmark	1	3	4	6
Goal	6	6	6	6
Baseline	0	0	0	0

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	<p><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></p>			
Current Status	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Benchmark	22	0	15	15
Goal	0	0	30	30
Baseline	30	30	66	66
	66	66	66	66

Coalition Name	Agency 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>			
Current Status	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Benchmarks	0	0	0	0
Goal	1	2	3	5
Baseline	5	5	5	5
	0	0	0	0

Coalition Name	Agency 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>			
Current Status	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Benchmark	0	3	0	0
Goal	0	1	2	3
Baseline	3	3	3	3

Coalition Name	Agency Name: Coalition for a Tobacco Free Arkansas			
Objective	Intervention Area 2: Preventing Initiation Among Youth & Young Adults			
	<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
	0	12		
	Current Status			
	Benchmark	0	10	25
Goal	40	40	40	40
Baseline	51	51	51	51

Coalition Name	Agency Name: Evergreen Baptist Church Tobacco Awareness Program			
Objective	Intervention Area 2: Preventing Initiation Among Youth & Young Adults			
	<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
	0	15		
	Current Status			
	Benchmark	5	10	15
Goal	20	20	20	20
Baseline	20	20	20	20

Coalition Name	Agency 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>			
Current Status	Quarter 1 25	Quarter 2 61	Quarter 3	Quarter 4
Benchmark	250	500	2500	5000
Goal	5000	5000	5000	5000
Baseline	3991	3991	3991	3991

Coalition Name	FYEN			
	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.			
Current Status	Quarter 1 50	Quarter 2 50	Quarter 3	Quarter 4
Benchmark	13	26	39	52
Goal	52	52	52	52
Baseline	0	0	0	0

Coalition Name	In His Image Youth Development Center			
	Intervention Area 2: Preventing Initiation Among Youth & Young Adults			
Objective	<i>By June 30, 2013, will have educated 50 African American and Latino youth on the effects of smoking at an early age through the ?Keepin It Real? Program and educational tools provided by In His Image Youth Development Center</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Current Status	10	20		
Benchmark	10	20	35	50
Goal	50	50	50	50
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
Current Status	41	41		
Benchmark	15	25	35	50
Goal	50	50	50	50
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>By June 30, 2013, two (2) cities/communities in Mississippi, Craighead and Poinsett County area will develop a point of purchase policy to reduce advertising to youth.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Current Status	0	0		
Benchmark	0	0	0	0
Goal	1	1	1	1
Baseline	0	0	0	0



Coalition Name	Agency 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
Current Status	1	1		
Benchmark	2	4	6	8
Goal	8	8	8	8
Baseline	181	181	181	181



Coalition Name	Agency 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
Current Status	72	282		
Benchmark	65	130	195	260
Goal	260	260	260	260
Baseline	431	431	431	431



Coalition Name	Agency 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
Current Status	0			
Benchmark	0	2	4	6
Goal	6	6	6	6
Baseline	6	6	6	6

Coalition Name	Wells Bayou Youth Development, Inc.			
	Intervention Area 2: Preventing Initiation Among Youth & Young Adults			
Objective	<i>By June 30, 2013, educate 200 youth and young adults about the dangers of tobacco through workshops, surveys, pledges, and SOS referrals in participating counties (Lincoln, Desha, Jefferson, Drew).</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Current Status	364	537		
Benchmarks	50	100	150	200
Goal	200	200	200	200
Baseline	934	934	934	934

Coalition Name	Agency Name: <u>Women's Council on African American Affairs</u>			
	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
Current Status	26	0		
Benchmark	98	195	293	389
Goal	389	389	389	389
Baseline	390	390	390	390

Coalition Name	Agency 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
Current Status	7	15		
Benchmark	5	10	15	20
Goal	20	20	20	20
Baseline	0	0	0	0

Area 3: Promoting Quitting Among Youth and Young Adults

Coalition Name	Agency 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
Actual Performance	6	22		
Benchmark	10	10	10	10
Goal	50	50	50	50
Baseline	51	51	51	51

Coalition Name	Agency 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
Actual Performance	270	1238		
Benchmark	250	500	750	1000
Goal	1000	1000	1000	1000
Baseline	3080	3080	3080	3080

Coalition Name	Agency Name: Asian Pacific Resource and Cultural Center			
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
Current Status	29	39		
Benchmarks	20	30	40	50
Goal	50	50	50	50

Coalition Name	Agency 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
Actual Performance	0	3		
Benchmark	0	1	2	3
Goal	3	3	3	3
Baseline	3	3	3	3

Coalition Name	Agency 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 Quit-line.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Actual Performance	2	6		
Benchmark	2	6	10	14
Goal	14	14	14	14
Baseline	19	19	19	19

Coalition Name	Agency Name: Evergreen Baptist Church Tobacco Awareness Program				
Objective	Intervention Area 3: Promoting Quitting Among Youth & Adults				
	<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	
	Current Status	0	0		
	Benchmark	0	0	1	2
	Goal	2	2	2	2
Baseline	0	0	0	0	

Coalition Name	Agency Name: Future Builders			
Intervention Area 3: Promoting Quitting Among Youth & Adults				
Objective	<p><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></p>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Current Status	0	0		
Benchmark	2	4	6	10
Goal	10	10	10	10
Baseline	15	15	15	15

Coalition Name	FYEN			
	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
Current Status	1	5		
Benchmark	0	0	5	10
Goal	10	10	10	10
Baseline	0	0	0	0



Coalition Name	In His Image Youth Development Center			
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	Intervention Area 3: Promoting Quitting Among Youth & Adults			
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Objective	<i>By June 30, 2013, will have worked with 3 schools and/or churches in efforts to start a tobacco youth program where students will learn about smoking and how it affects them. They will be responsible for hosting events at the schools and in their communities, educating peers about smoking, making flyer, and/or but not limited to working with other youth organizations throughout their community.</i>			
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	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Current Status	2	2		
Benchmark	1	2	3	3
Goal	3	3	3	3
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
Current Status	1	2		
Benchmark	0	0	5	10
Goal	10	10	10	10
Baseline	6	6	6	6

Coalition Name	MISSISSIPPI COUNTY COALITION FOR A TOBACCO FREE ARKANSAS			
	Intervention Area 3: Promoting Quitting Among Youth & Adults			
Objective	<i>By June 30 2016, Increase participation in cessation programs in target counties of Mississippi, Craighead and Poinsett from 20 to 60 persons.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Current Status	0	0		
Benchmark	5	5	5	5
Goal	20	20	20	20
Baseline	45	45	45	45

Coalition Name	Agency 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
Current Status	1	12		
Benchmark	4	8	12	16
Goal	16	16	16	16
Baseline	46	46	46	46



Coalition Name	Agency 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
Actual Performance	0	0		
Benchmark	2.5	5	7.5	10
Goal	10	10	10	10
Baseline	43	43	43	43



Coalition Name	Agency 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
Actual Performance	68	99		
Benchmark	12	25	37	50
Goal	50	50	50	50
Baseline	174	174	174	174



Coalition Name	Wells Bayou Youth Development, Inc.			
	Intervention Area 3: Promoting Quitting Among Youth & Adults			
Objective	<i>By June 30, 2013, increase from 75 to 100, the number of clients who enroll in Arkansas Tobacco Quitline counseling program through a fax referral program in the targeted counties (Lincoln, Desha, Jefferson, Drew) collectively.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Current Status	6	21		
Benchmarks	5	10	15	25
Goal	25	25	25	25
Baseline	26	26	26	26

Coalition Name	Agency 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
Actual Performance	6	23		
Benchmark	13	26	39	51
Goal	51	51	51	51
Baseline	51	51	51	51

Coalition Name	Agency Name: We Care of Pulaski Count			
	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
Actual Performance	0	0		
Benchmark	0	1	1	2
Goal	1	1	1	1
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
Actual Performance	40	243		
Benchmark	100	200	300	400
Goal	400	400	400	400
Baseline	0	0	0	0

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
Actual Performance	401	731		
Benchmark	100	200	300	500
Goal	500	500	500	500
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
Current Status	1500	1500		
Benchmarks	1000	2000	3000	3000
Goal	3000	3000	3000	3000
Baseline	3000	3000	3000	3000

Coalition Name	Agency 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
Actual Performance	0	3		
Benchmark	0	1	0	2
Goal	2	2	2	2
Baseline	6	6	6	6

Coalition Name	Agency 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
Actual Performance	0	2		
Benchmark	4	9	14	20
Goal	20	20	20	20
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
Current Status	4	4		
Benchmark	4	1		
Goal	20	20	20	20
Baseline	15	15	15	15

Coalition Name | **Agency Name: Future Builders**

Intervention Area 4: Addressing Disparities

Objective *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.*

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Current Status	25	71		
Benchmark	100	200	400	500
Goal	500	500	500	500
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
Current Status	0	0		
Benchmark	3	6	9	12
Goal	12	12	12	12
Baseline	0	0	0	0

Coalition Name	In His Image Youth Development Center			
	Intervention Area 4: Addressing Disparities			
Objective	<i>By June 30, 2013, educate 200 African American and Latino residents on the tobacco related health disparities in the Southwest Pulaski County through forums, educational packets, media advertisements</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Current Status	165	233		
Benchmark	50	100	150	200
Goal	200	200	200	200
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
Current Status	0	0		
Benchmark	0	0	0	1
Goal	1	1	1	1
Baseline	1	1	1	1

Coalition Name	MISSISSIPPI COUNTY COALITION FOR A TOBACCO FREE ARKANSAS			
	Intervention Area 4: Addressing Disparities			
Objective	<i>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. 50% or 13 males will recognize ads and Face book facts, postings and status updates from a focus group discussion.</i>			
GOAL 1	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Current Status	0	4		
Benchmark	6	6	6	6
Goal	26	26	26	26
Baseline	0	0	0	0
13 MALES				
GOAL 2	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Current Status	10	12		
Benchmark	3	3	3	3
Goal	13	13	13	13
Baseline	0	0	0	0

Coalition Name	Agency 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
Current Status	21	81		
Benchmark	10	20	30	40
Goal	40	40	40	40
Baseline	50	50	50	50

Coalition Name	Agency Name: Northwest AR Tobacco Free Coalition			
	Intervention Area 4: Addressing Disparities			
Objective	<i>Current Year Objective: By June 30, 2013, 1 community in Washington and Benton Counties will develop a point of purchase policy to reduce advertising to youth and disparity groups.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Actual Performance	0			
Benchmark	0	0	0	1
Goal	1	1	1	1
Baseline	0	0	0	0

Coalition Name	Agency 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>			
Actual Performance	0	0		
Benchmark	0	0	1	2
Goal	2	2	2	2
Baseline	3	3	3	3

Coalition Name	Wells Bayou Youth Development, Inc.			
	Intervention Area 4: Addressing Disparities			
Objective	<i>By June 30, 2013, increase minorities' awareness of tobacco related disparities in (Lincoln, Desha, Jefferson, Drew) from 600 in 2012 to 800 in 2013 by providing tobacco education through workshops and surveys.</i>			
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Current Status	364	537		
Benchmarks	50	100	150	200
Goal	200	200	200	200
Baseline	600	600	600	600

Coalition Name	Agency 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
Current Status	20	39487		
Benchmark	3,000	6,000	9,000	12,000
Goal	12,000	12,000	12,000	12,000
Baseline	46,601	46,601	46,601	46,601

Coalition Name	Agency 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
Actual Performance	0	30		
Benchmark	7	16	23	30
Goal	30	30	30	30
Baseline	0	0	0	0

Appendix C – 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 1 July 1 - September 30	QTR II Oct 1 - Dec 31	QTR III Jan 1 - March 31	QTR IV April 1 - June 30
Coalition members	2121	2153		
Coalition meetings	32	71		
Adult pledges	608	365		
Youth pledges	637	995		
Smoke-free home/car pledges	523	767		
Promotional items distributed	2564	2753		
Educational materials distributed	4019	9488		
Newsletters distributed	0	13		
Radio spot(s)	1097	402		
Reach of radio spot(s)	1,785,714	19,562,886 (statewide)		
Newspaper ad(s)	21	16		
Reach of newspaper ad(s)	68,486	447,600		
Television ad(s)	150	1		
Reach of television ad(s)	23,840 *HHs	85 mile radius (Central AR)		
Fax Back referrals	49	142		
Individuals telephoned the Quitline	78	237 (some unknown)		
Billboard(s)	4	4		
Reach of billboard(s)	555,928	442,012		
Website Hits	50,841	458		
Facebook Impressions	1033	1111		
Twitter Followers	487	542 (Some not captured)		
TV Spots-Press Conference	23*	20*		
TV Interviews	Katherine 3 & Stan Glantz 3	3 valued @ more than \$33,000.00*		

*Coalition for a Tobacco Free AR

FYEN: 19 initial phone contacts were made to coalition members in October, followed by an additional 19 calls - also in October. Calls were made to remind them of the legislator's luncheon that was conducted for the Southeast Region last October in Pine Bluff.

2. Radio spots: 22 days x 835,098 listeners daily Q2 in Lee/Phillips and surrounding Delta area (Q1 correction=28 days x 835,098 KJIW listeners daily x 22 days = 23,382,744 + 740,000 KCET listeners daily x 30 days = 45,582,744 listeners during Q1).

Appendix D - Sample of Email Technical Assistance

Tobacco Prevention Sites

- 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. Arkansas County data is available at this site.
- 2. Campaign for Tobacco Free Kids:** "The Toll of Tobacco in Arkansas" has information concerning tobacco use and impacts in Arkansas:
http://www.tobaccofreekids.org/facts_issues/toll_us/arkansas
- 3. World Health Organization (WHO):** Anatomy of a Smoke Free Ordinance. A common request of those developing smoke-free legislation is, "Do you have an example or model we can use?" They provide an example of an ordinance.
- 4. County Health Calculator:** The County Health Calculator is a tool for advocates and policy makers. Health is about more than healthcare. It is about education, income and the environment in which we live. Use the calculator to see how education and income affect health outcomes for Arkansas. <http://countyhealthcalculator.org/location/105000/>

Web Tools

- 1. Word Clouds - Wordle:** <http://www.wordle.net/>
Wordle is a web-based tool for generating "word clouds" from text that you provide. The images 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.
- 2. Online Surveys - Survey Monkey:**
<http://www.surveymonkey.com/>. SurveyMonkey is the world's most popular online survey tool. It's easier than ever to send free surveys, polls, questionnaires, customer feedback and market research. Plus get access to survey questions and professional templates. Free accounts limit you to 10 questions and 100 responses and paid accounts have more features.
- 3. Online Surveys – Forms:** Google forms is an alternative online survey tool that is completely free, but not as fancy or user-friendly as Survey Monkey (www.formsite.com).