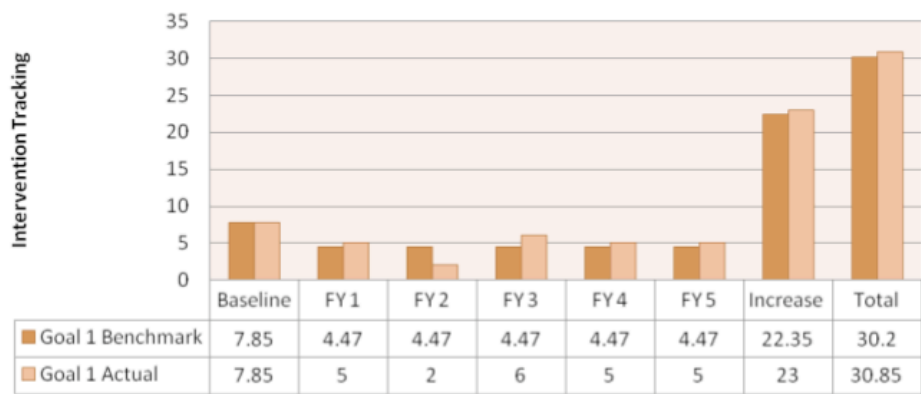


MISRGO Evaluation

February 2, 2010 Progress Report

Dr. David Fetterman

Creating Tobacco-Free Environments



Goal 1 Actual	7.85	5	2	6	5	5	23	30.85
Goal 1 Benchmark	7.85	4.47	4.47	4.47	4.47	4.47	22.35	30.2
	Baseline	FY1	FY2	FY3	FY4	FY5	Increase	Total

Introduction

MISRGO in collaboration with the Arkansas Department of Health have launched a new evaluation monitoring and reporting system. Each grantee is now required to establish a baseline, specify program goals, and develop realistic benchmarks (to help guide and monitor program performance). It represents a systematic approach to monitoring and evaluating grantee performance, building on the existing framework. This purpose of this report is to highlight MISRGO grantee progress-to-date on this initiative.

Methodology

This report is based primarily on the data in MISRGO grantee/evaluator 2nd quarterly reports (October 1-December 31, 2009). In addition, individual interviews were conducted with selected grantees and evaluators, as well as MISRGO staff members. A content analysis was conducted, data was tested for accuracy in terms of calculations, and a sort was conducted to test for comparability. The entire effort is housed within an empowerment evaluation approach (Fetterman and Wandersman, 2005).

Summary

MISRGO grantee/evaluator efforts to implement the new evaluation monitoring system represent a work-in-progress, based on an analysis of their reports and relevant interviews. These reports are literally the first efforts to apply this new framework, after only one formal training session. The new evaluation and reporting framework is welcomed by most grantees and evaluators and represents a significant improvement in the MISRGO monitoring and reporting system. However, it is clear that grantees and evaluators are still learning how to present the data in a consistent and meaningful format. Additional training is warranted and already scheduled for March 2010.

Findings

The remainder of this report presents additional information and case examples to highlight the initial observations, findings, and recommendations reported in the summary.

Appropriate Domains & Frameworks

All of the grantees are operating within the 4 major MISGO domains, as specified in the MISRGO RFP and their individual contracts:

- I. **Intervention Area: Creating Tobacco-Free Environments**
- II. **Intervention Area: Reducing Youth Access to Tobacco**

- III. **Intervention Area: Promoting Quitting Among Youth & Adults**
- IV. **Intervention Area: Identifying and Eliminating Tobacco-Related Disparities Among Population Groups**

In addition, the majority of grantees/evaluators have established baselines, specific goals, and annual, as well as quarterly, benchmarks, concerning their tobacco prevention activities. Typically the benchmark numbers are the result of dividing the long-term goal by 5 (the number of years associated with the project). (See Figure 1.)

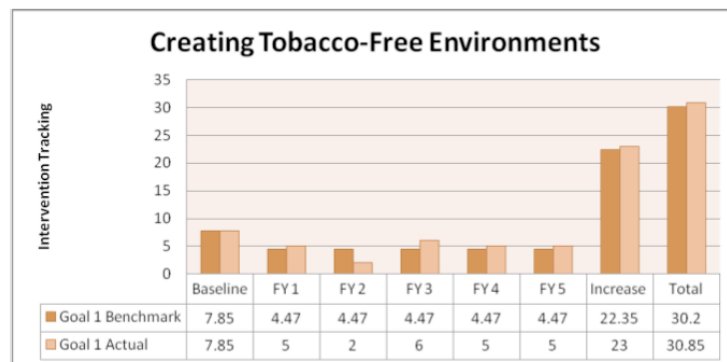


Figure 1. Baseline, Annual Benchmarks, and Goal

In addition, many grantees are using the Evaluation Monitoring System, which is used to collectively track the number of people who stop using tobacco based on grantee efforts. Many grantees are also using the Visual Alert System which is designed to help plan their activities and compare their plans with their actual performance (see Figure 2).

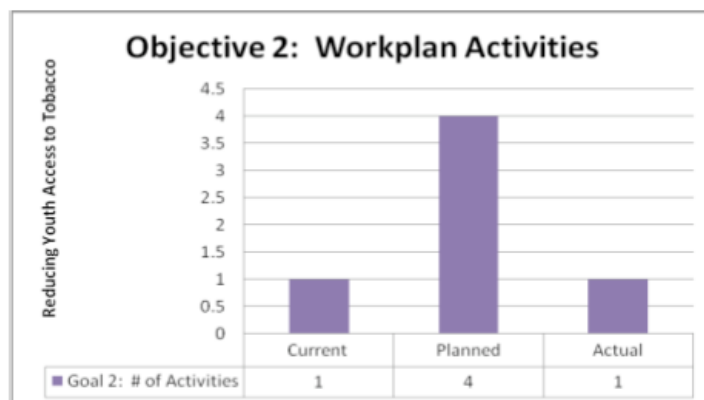


Figure 2. Visual Alert System - used to monitor program activities

Comparability

Most (approximately 84% of submitted reports) of the grantees/evaluators provided baseline, benchmark, and goal data (see Figure 3).

Intervention Area: Reducing Youth Access to Tobacco							
Grantee	Baseline	FY1	FY2	FY3	FY4	FY5	LT Object
MCCTFA	24	15	15	15	15	15	75
UofA	no data						
CTFA	2000	320	320	320	320	320	1600 constructed
EBCTAP	40	32	32	32	32	32	160
FB	12	14	14	14	14	14.3	71.3
Legacy	0	1	1	1	1	1	5
WBYD	100	105	105	105	105	105	525
WCAA	1537.8	1415	1415	1415	1415		7073.7
We Can	3	3	3	3	3	3	25

**Figure 3. Comparison of Grantee Data
(baseline, FY 1-5, Long-term Objective or Goal)**

The new matrix format is designed to help grantees accomplish their objectives by providing them with a tracking or monitoring tool. In addition, it enables MISRGO to monitor progress across grantee programs. It provides the first iteration of a MISRGO evaluation dashboard, an easy to read summarization and comparison of grantee performance by intervention area.

For example, under the intervention area of Creating Tobacco-Free Environments, the Mississippi County Coalition for a Tobacco-Free Arkansas (MCCTFA) has a goal of increasing the number of public buildings with smoke-free policies by 15% (22 of 157) by 2015. They divided their long-term goal of 22 by 5 years. This resulted in equal benchmarks of 4.5 each year. (Approximately 5% of public buildings in their area have already been identified as having smoke-free policies, representing their community baseline.) (See Figure 4.)

Creating Tobacco-Free Environments							
Grantee	Baseline	FY1	FY2	FY3	FY4	FY5	LT Object
MCCTFA	7.85	4.5	4.5	4.5	4.5	4.5	22
UofA	no data						
CTFA	2000	320	320	320	320	320	1600 constructed
EBCTAP	1	3.6	3.6	3.6	3.6	3.6	18
FB	107	62	62	62	62	62	312
Legacy	2	1		1		1	3
WBYD	5	0.3	0.3	0.3	0.3	0.3	1.25
WCAA	10.6	8.6	8.6	8.6	8.6	8.6	40.28
We Can	0	1	2	2	2	2	8

Figure 4. MCCTFA Example: Baseline, Goals, and Annual Benchmarks

The same type of data is reported in the new matrix system by intervention area and by grantee. (See Figure 5.) This enables grantees and MISRGO to provide timely feedback concerning performance, make mid-course corrections, as needed, and increase the probability of grantees accomplishing their programmatic objectives. It also provides a social or evaluative norm for the group – providing them with cross site comparisons and thus a context in which to interpret their own performance.

Intervention Area: Promoting Quitting Among Youth and Adults									
Grantee	Baseline	FY1	FY2	FY3	FY4	FY5	LT Object		EMS
MCCTFA	40	126	126	126	126	126	630		x
APCSFA	45	50	50	50	50	50	250	estimate	
UofA	no data								
CTFA	2000	200	200	200	200	200	1000	constructed	
EBCTAP	50	10	10	10	10	10	50		x
FB	20	27	27	27.2	27.2	27.2	136.2		x
FYEN	20	5	4.8	4.96	4.99	4	23.75		x
Legacy	1900	1200	1200	1200	1200	1200	6000	unclear 40%?	
NWARTF	0	400	400	400	400	400	2000		x
SWACDC								50% increas	
WBYD	25	1.3	1.3	1.25	1.25	1.25	6.25		
WCAA	47.2	40	40	39.7	39.7	39.7	198.24		x
We Can								missing chart	

Intervention Area: Identifying and Eliminating Tobacco-Related Disparities Among Population Groups									
Grantee	Baseline	FY1	FY2	FY3	FY4	FY5	LT Object		
MCCTFA	25	15	15	15	15	15	75		
APCSFA	1000	100	100	100	100	100	500	estim	
UofA	no data								
CTFA	2000	240	240	240	240	240	1200	constructed	
EBCTAP	10	5	2.5	2.5	2.5	2.5	15		
FB	25	15.5	15.5	15.5	15.5	15.5	77.7		
FYEN	3.2	3.2	3.2	3.2	3.2	3.2	16		
Legacy	0	3	3	3	3	3	15	extract from	
NWARTFC	0	1000	1000	1000	1000	1000	5000		
SWACDC								50% increas	
WBYD	200	210	210	210	210	210	1050		
WCAA	4633.2	463	463	463	463	463	2316.6		
We Can	5	3	3	3	3	3	15		

Intervention Area: Preventing Initiation among Youth and Young Adults									
Grantee	Baseline	FY1	FY2	FY3	FY4	FY5	LT Object		
APCSFA	9	34	34	34	34	34	171	estim	
FYEN	8	3.4	3.36	3.4	3.4	3.4	16.8		
NWARTFC	0	80	80	80	80	80	400		
SWACDC								46.7% decrea	

Intervention Area: Eliminating Exposure to Secondhand Smoke									
Grantee	Baseline	FY1	FY2	FY3	FY4	FY5	LT Object		
APCSFA	1280	256	256	256	256	256	1280	estim	
FFYEN	5	1.6	1.6	1.6	1.6	1.6	8		
NWARTFC	917	8	8	8	8	8	40		
SWACDC								30% increas	

Figure 5. Data Reported by Intervention Area and by Grantee

The same system can be applied to quarterly benchmarks within each year. Many grantees use the Visual Alert System to map their quarterly and annual goals. The Visual Alert System helps grantees compare their planned activities with their actual behavior or performance to determine if there are progressing toward their larger, long-term goals. (See Figure 6.)

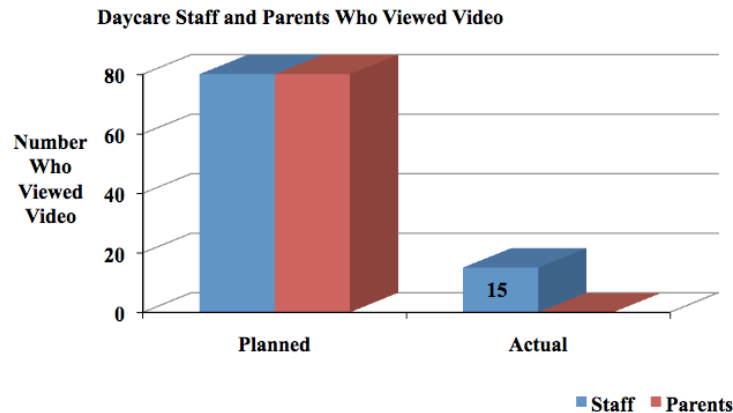


Figure 6. Visual Alert System: CTFA Example of Planned Activities Compared with Actual

Variability

Although, most grantees and evaluators have made a conscientious effort to create accurate baselines, realistic benchmarks, and meaningful goals, there is considerable variation concerning the use of the new evaluation monitoring and reporting tools.

In some cases the data needed to be extracted from the text and then calculated, instead of completing the computations and presenting them in bar charts. One grantee discussed percentage increases and decreases without anchoring the increases in a baseline figure. Another grantee provided some description of activities but no baseline, goal, or benchmark data.

In addition to mechanical implementation and compliance issues, the analysis raises another issue: variability of effort across programs. The grantees are currently implementing a wide-variety of activities. At one point consideration might be given to consolidating and focusing on fewer activities held in common by the group. This would result in a “bigger dose effect” – with more grantees doing the same thing across the State.

Critique & Training

Fetterman & Associates’ next step will be to provide diplomatic, but clear and direct feedback concerning how to improve reporting practices to ensure greater uniformity and comparability. Fetterman & Associates are aware of the plan to

automate this component of the evaluation. However, the system will not be operational until July 2010 and grantees will need additional training in any case concerning establishing a baseline, realistic goals, and meaningful benchmarks.

The upcoming evaluation training workshop, scheduled for March 25, 2010, will focus on these reported variability issues. In addition, a comparison of grantee performance across organizations will be discussed at the next formal workshop. This training will ensure that the data is more meaningful, accurate, and relevant. Once the data quality is enhanced more meaningful analyses can be conducted concerning grantee progress and performance. The exchange will facilitate learning and improve evaluation practice.

Conclusion

This report highlights the first steps in the construction of a systematic and reliable MISRGO monitoring and evaluation system. Grantees and evaluators have conscientiously attempted to adhere to the training document guidelines and instructions (Fetterman and Delaney, 2009). In addition, their initial reporting efforts highlight successful programmatic practices, as well as those meriting attention. This information will be used to make the next workshop relevant, timely, and useful.

References

Fetterman, D.M. and Delaney, L. (2009). *Evaluation Training Manual*. Menlo Park, CA: Fetterman & Associates.

Fetterman, D.M. and Wandersman, A. (2005). *Empowerment evaluation principles in practice*. New York: Guilford Publications.