



Evaluation matters

Spring 2007

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MISSOURI EVALUATION CONNECTION UPDATED MISSOURI STRATEGIC PLAN

As you have read in past *Evaluation Matters* issues, a big part of our technical assistance activities here at CTPR has been to create a network that will connect regional and community grantees, CTPR staff, MFH staff, and other evaluators throughout Missouri. The staff at CTPR has decided to call this network the Missouri Evaluation Connection. In the coming months we will be launching the Missouri Evaluation Connection website, which will include several networking and idea sharing components, including:

- A message board to post evaluation-related questions that can be answered by other Missouri Evaluation Connection members
- A portal for sharing files and other program information
- A calendar of evaluation deadlines for the Tobacco Prevention & Cessation Initiative
- Current evaluation results and other related reports
- The latest evaluation tools and resources
- Access to TIES and the Summer Training Institute website

Also, be sure to look on page 3 for more information about the Missouri Evaluation Connection Reception to be held during this year's Summer Training Institute.

Tobacco use takes a huge toll on Missourians, both physically and economically. To help reduce tobacco's negative effects on our state, the Missouri Comprehensive Tobacco Prevention and Cessation Program Strategic Plan was developed in 2003 based on evidence from states that effectively reduced tobacco use. The Plan was recently updated and expanded. The Strategic Plan includes five main goals along with strategies for meeting each goal. These goals include:

1. Prevent tobacco use initiation among young people
2. Promote quitting among youth and adults
3. Decrease exposure to secondhand (environmental) tobacco smoke
4. Identify and eliminate tobacco-related disparities
5. Build and sustain an effective tobacco control program

To read the entire updated Strategic Plan, please go to the MDHSS Smoking and Tobacco webpage: <http://www.dhss.mo.gov/SmokingAndTobacco>

SMOKEFREE COMMUNITIES SPROUTING UP ALL OVER MISSOURI

Starting July 1st Kirksville will join the growing list of smokefree communities in Missouri. On April 3rd 62% of voters expressed support for a proposed smoking ban. The ban, officially signed as an ordinance on April 4th, prohibits smoking in all restaurants, bars and entertainment venues. Chillicothe voters also voted in favor of a smoking ban for their city. The City Council, however, failed to enact the ban because of disagreement among Council members as to whether or not private clubs should be included in the ban. Kirksville joins the ranks of Maryville, Ballwin, Arnold, Nixa, Independence, Lee's Summit, and Columbia as a smokefree city. Be sure to talk to your colleagues in these smokefree areas to learn more about what lead to their success. Let's hope this trend continues throughout the state!



COUNTY LEVEL SURVEY

In 2003, the Missouri County-level Study conducted by the Missouri Department of Health and Senior Services (MDHSS) was the first survey to provide county specific data for community members regarding tobacco use. Since the first administration, a county-level study has not been conducted until now. With funding from MFH, MDHSS began administering a new county-level study in February 2007. Approximately 49,000 Missouri adults will be surveyed over the next 12 months. Many questions from the 2003 study will be repeated with the addition of a few new questions. This will be an invaluable resource to anyone working in tobacco control in Missouri.

Keep your eye out for county-level data in Summer 2008. In the meantime, you can access data from the first administration at: http://www.dhss.mo.gov/SmokingAndTobacco/regional_county_studies.htm.

TIES UPDATE

In February, CTPR held trainings on the Tobacco Initiative Evaluation System (TIES) in locations throughout Missouri. TIES is the web-based system

created for regional grantees to submit and access their minimum data sets for the overall Initiative evaluation. The purpose of TIES is to enhance the timeliness, accuracy, and efficiency of data collection for both the regional grantees and CTPR. We are very excited about the launch of this comprehensive system and look forward to working with all stakeholders to ensure the system continues to be user-friendly and accurately captures the scope of the Initiative.

If you need technical assistance or would like more information on TIES, please contact Tanya Montgomery, CTPR's Data Manager, at montgotp@slu.edu or 314.977.4051.

EXCITING FREE OFFER

The publisher SAGE is offering *free* access to their online research methods journals until May 31, 2007. This includes full access to thirteen journals with topics such as general evaluation, mixed methods research, qualitative research, and cross cultural evaluation.

Be sure to take advantage of this great opportunity! You can register for free at: <https://online.sagepub.com/cgi/register?registration=FTN1072086>.

EVALUATION CALENDAR

Spring/Summer 2007

April 30	TIES 1 st Quarter data (January, February, March) due
April/May.....	Collection of minimum data set prior to January 2007
May 15.....	TIES April data due
June 15.....	TIES May data due
June 20-22.....	Summer Training Institute
June.....	Dissemination of Strategy 1 evaluation results
July 15.....	TIES June data due
July 30.....	TIES 2 nd Quarter (April, May, June) data due
August 15.....	TIES July data due

WHAT A BARGAIN!

THE AMERICAN EVALUATION ASSOCIATION

The American Evaluation Association (AEA) is full of great tools and resources and better yet, membership is only \$80! Benefits of membership include:

- Hardcopy and electronic subscriptions to AEA's two journals, *The American Journal of Evaluation* and *New Directions for Evaluation*
- Electronic access to *Evaluation Review* and *Evaluation and the Health Professions*, two great publications
- A discount of twenty-percent (20%) on many publications when ordered directly from AEA publishing partners - SAGE Publications, Corwin Press, Guildford Publications, Jossey Bass, and Wiley
- The ability to participate in up to five of AEA's 40 Topical Interest Groups, each one a professional community of colleagues with similar interests and professional foci
- Access to the AEA Online Membership Directory
- Significant discounts on workshops, conference and institute registration, including the AEA's annual meeting and the AEA/CDC Evaluation Institute

To learn more about the AEA, including information about their upcoming Evaluation Training Institute in June and their Annual Meeting in November, please visit www.eval.org

BACK BY POPULAR DEMAND... THE SUMMER TRAINING INSTITUTE

On June 20-22 CTPR will host the 2nd annual *Summer Training Institute: Transforming Tobacco Control and Evaluation in Missouri*. Last year's Summer Training Institute (STI) was a great success, and we are sure this year's will be even better! The STI provides attendees with skills needed to increase evaluation capacity, information on current tobacco control science, and networking opportunities. This year the STI will be held at the St. Louis Marriott West hotel to better accommodate our growing number of attendees.

Eleven skill-building courses are available to grantees with various skill levels and interests. See the agenda overview to the right for more information. In addition to courses, a roundtable session will provide grantees a chance to discuss particular topics more in-depth.

The Institute will also consist of two plenary sessions:

- *Evidenced-based tobacco control*
Ross Brownson, PhD (Saint Louis University)
- *Disparities in tobacco control*
Panelists TBA

MISSOURI EVALUATION CONNECTION RECEPTION

WEDNESDAY, JUNE 20TH

Spend the evening with MFH grantees, other tobacco control practitioners and advocates, and representatives from Missouri health organizations.



Keynote address by:
Stanton A. Glantz, PhD

Professor of Medicine (Cardiology)
Director, Center for Tobacco Control
Research & Education
University of California, San Francisco

Dr. Stan Glantz has been a leading researcher and activist in the nonsmokers' rights movement since 1978. He conducts research on a wide range of issues ranging from the effects of secondhand smoke on the heart to how the tobacco industry fights tobacco control programs. He has also traveled widely and lectured on scientific and policy issues related to clean indoor air, how smoking is portrayed in the movies, and effective tobacco control strategies.

AGENDA AT A GLANCE

WEDNESDAY, JUNE 20TH

- 8:30AM • Registration/Breakfast
- 10:00AM • Course: *Fundamentals of evaluation: A first course*
- Course: *Effective focus groups: Design and implementation*
- Course: *What to say: Communicating health messages*
- 3:15PM • Introduction and Plenary: *Evidenced-based tobacco control*
- 6:00PM • Missouri Evaluation Connection Open House

THURSDAY, JUNE 21ST

- 7:30AM • Networking breakfast
- 8:00AM • Course: *Developing effective questionnaire items*
- Course: *More than numbers: Analyzing qualitative data*
- Course: *Is your program worth it's cost? Cost-benefit & cost-effectiveness analysis*
- Course: *Advocacy evaluation: How can you tell you are making a difference?*
- 1:30PM • Roundtable Discussions
- 3:15PM • Plenary: *TPCI Evaluation Update*

FRIDAY, JUNE 22ND

- 8:00AM • Networking breakfast
- 8:30AM • Course: *Moving beyond Excel: Working with databases*
- Course: *What are the odds? Basic guide to Epidemiology*
- Course: *Assessing program sustainability*
- Course: *Getting the word out: Strategies for communicating your evaluation results*
- 12:15PM • Plenary Panel: *Disparities in Tobacco Control*
- 2:00PM • Institute Conclusion
- 2:30PM • MFH Meeting for Regional Grantees

NOTE: Breakfast, lunch and light snacks will be provided during the Summer Training Institute



THE MFH CORNER

2007 marks the third year of the MFH Tobacco Prevention and Cessation (TPCI) grant program. More than 25 grantees and countless partners from across the state and nation have been working together to enhance the health of our communities. The successes of our efforts will become even more evident as we begin to analyze Initiative data and look at the gains we have made across the state.

Over the next year MFH will continue to support programming at the local level by offering two new funding opportunities. The first program will focus on curbing exposure to secondhand smoke, and the second is to address tobacco related disparities in Missouri. Our state ranks close to last in efforts to decrease secondhand smoke exposure and this has become a priority area for several national partners. We will be working with national partners to influence change in our communities. We will also be seeking and investing in innovative programs to ensure that services and programs are available to assist populations disproportionately affected

ONLINE EVALUATION RESOURCES

The internet abounds with evaluation tools and resources, which can be extremely helpful in your program evaluation activities. Wading through all this information, however, can be quite a daunting task. The following list includes some useful sites for evaluation-related guidance.

THE CALIFORNIA DEPARTMENT OF HEALTH SERVICES TOBACCO CONTROL SECTION

<http://www.dhs.ca.gov/tobacco/html/publications.htm#0evaluationresources>

This website provides information on local program evaluation, guidelines for preparing evaluation reports, and tips for writing outcome objectives.

THE UNIVERSITY OF CALIFORNIA-DAVIS TOBACCO CONTROL EVALUATION CENTER

<http://www.tobaccoeval.ucdavis.edu>

This website provides tips, tools, and lessons from the field, including how to have a good relationship with your Evaluator.

MICHIGAN PUBLIC HEALTH TRAINING CENTER

<https://www.sph.umich.edu/iscr/mphtc>

This Center offers many different web-based and distance learning courses, several of which are free.

PENN STATE COOPERATIVE OUTREACH AND EXTENSION PROGRAM

<http://www.extension.psu.edu/evaluation/examples.html>

This website offers several great evaluation tipsheets and links to evaluation resources all sorted by topic.

YOUR EVALUATION QUESTIONS, ANSWERED

How do I develop a written survey? Wondering what the best method is for analyzing focus group data? Send your evaluation related questions to us and we will answer them for you. Some of your questions will even be featured in future *Evaluation Matters* newsletters! Check out these questions we recently received.

Can you ever use both qualitative and quantitative methods in the same evaluation?

Definitely! Using both qualitative and quantitative research methods can yield richer, more valid, and more reliable findings than an evaluation based solely on qualitative or quantitative methods alone. Since quantitative data will only generate generalizable data about an intervention, it can often be useful to add a qualitative component to get more contextual information. This may include a focus group or key informant interviews. When designing a mixed method evaluation, you should consider what the most suitable data collection method for the type of data you will be collecting and how the data collected can be most effectively combined or integrated.

Here are some resources to learn more about mixed-method evaluation:

- <http://www.nsf.gov/pubs/1997/nsf97153/start.htm>
- http://www.ehr.nsf.gov/EHR/REC/pubs/NSF97-153/pdf/mm_eval.pdf

What is process evaluation? Why would I ever want to perform this type of evaluation?

Process evaluation can be used to determine the extent to which a program or intervention was of the quality and included the content it was intended to have. Process evaluation looks at not only the outcome itself, but how the outcome was achieved. The quantity and quality of activity that takes place are examined, regardless of their effectiveness. Most importantly, process evaluation requires the evaluator to talk to stakeholders involved in implementing and/or receiving the program of interest. Process evaluation is a great way to gain information about how your program was actually implemented and can help determine what components of a program worked and what did not. Process evaluation can answer the following questions about a program:

- Is the program being implemented as planned?
- Is the program reaching it's intended population?
- What aspects of the program are strong? Are any weak?
- What can be done to continue to strengthen the program?
- Can the program be implemented more efficiently?
- Are there any unexpected effects of the program?

Here is a good resources about process evaluation:

- <http://www.cdc.gov/std/program/progeval/3-PGprogeval.htm#process>

**Email us at ctpr@slu.edu
Check out our website: ctpr.slu.edu**