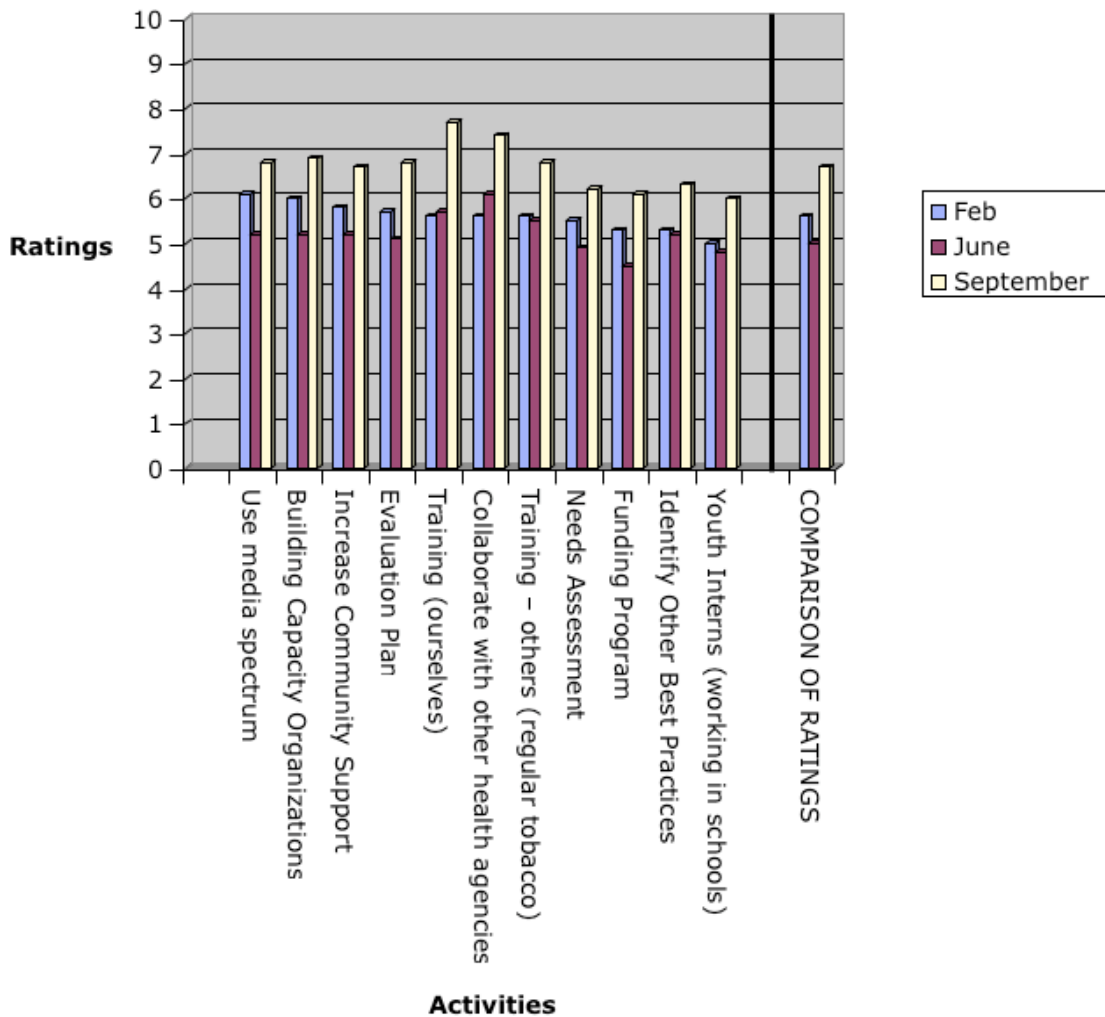


MISRGO Grantee Progress Report: September 2005

3rd Data Point



Fetterman & Associates
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 September 9, 2005
 University of Arkansas at Pine Bluff
 Little Rock, AR

Introduction

The MISRGO Grantee collaborative is involved in a number of evaluative activities and initiatives. Dr. Fetterman has facilitated the evaluative workshops and provided training in the area of qualitative and quantitative methods, and the use of various technological tools. This report highlights two of the grantee's initiatives: 1) creating a baseline and matrix to collect data and 2) the grantees' three data points in the grantee's empowerment or self-assessment as they take stock of their progress at three intervals to date.

Matrix

Dr. Fetterman surveyed and interviewed the grantees concerning their data collection and analysis capacities and efforts. He presented grantee data during the September 2005 workshop, focused on development of a common matrix to collect and compare data..

The grantees agreed on the use of the following matrix to collect and analyze the data and measure their progress over time (see Figure 1). The critical components included:

1. Documenting the size of the population
2. Documenting the size of the target population
3. Documenting the number of smokers in the target population
4. Documenting the number of people reached by each grantee (with anti-tobacco information) – sign in sheets, attendance sheets, etc.
5. Documenting the number of people who pledged to quit smoking or had quit – pledge sheets

Grantee	Education Service (example)	Population	Smoking Population	No. Reached	No. Quit or Pledged	Recommendation
DeQueen	Elementar School Speakers	58,000 6-8K in schools	10-15,000	3-4000K		attendance sign in survey
Arkansas Broadcast Foundation	radio 200,000 1 hr Thursday	300,000	need stats	need to document	pledge card but did not collect	online survey at end of broadcast

Figure 1: Computer Screen Snapshot of evaluation data matrix used to track decrease in tobacco consumption in grantee communities.

Dr. Fetterman made various recommendations to improve data collection during his interviews, including using sign in sheets (to document that the material was distributed) and pledge sheets (to document the number of people who pledged to quit smoking or using tobacco after receiving grantee educational material or presentations). In addition, Dr. Fetterman and Ms. Linda Delaney will work together to help collect the remaining data in this matrix. They will also use this data to help grantees' calculate the number of lives saved and associated costs as well.

Empowerment Evaluation (1st, 2nd, and 3rd data points)

The grantee's have been using an empowerment evaluation approach to record and monitor their own effectiveness as a collaborative, across programs and throughout the State. One of the tools used to document change over time is the empowerment evaluation taking stock exercise, in which grantees rate how well they are doing on a 1 (low) to 10 (high) scale. Grantees provide evidence for their ratings and discuss their thinking or the rationale for their assessment. These ratings are used to help establish grantee plans for the future as a group or collective.

The first grantee collaborative rating is presented below (see Figure 2.)

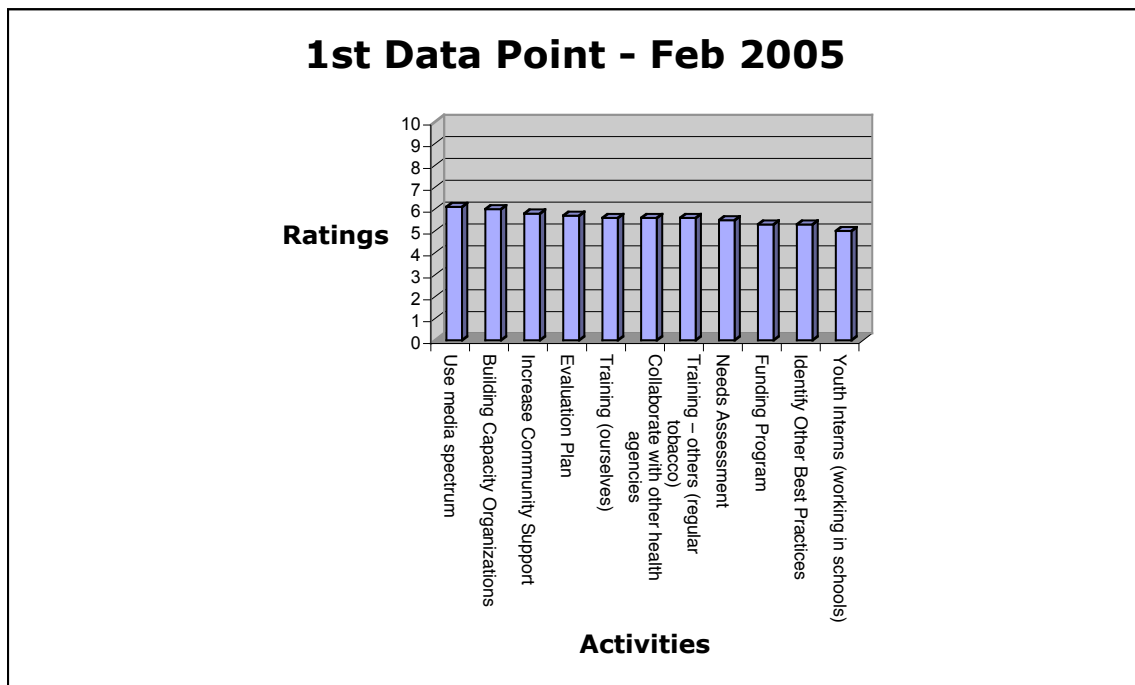


Figure 2. Grantee's first self-assessment of the activities they have in common across programs.

This first data point became the group's baseline concerning self-assessment. The grantees' second self- assessment or taking stock exercise is presented below, documenting change over time (see Figure 3).

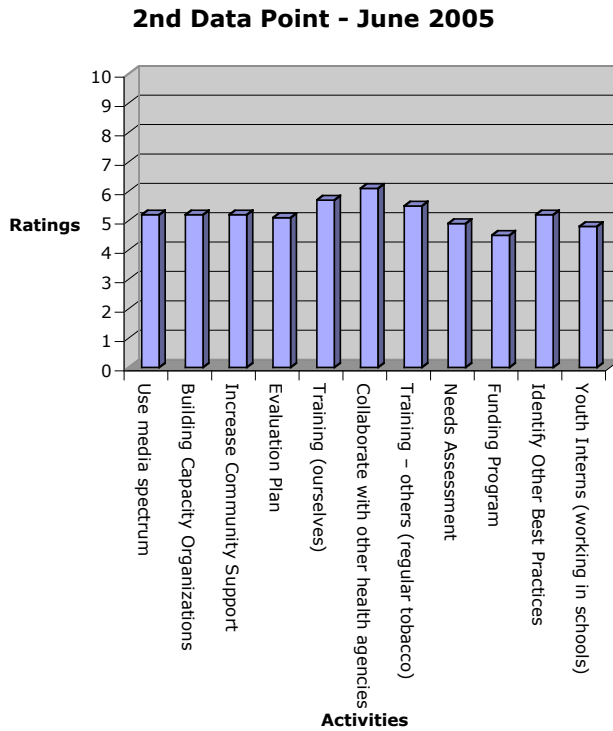


Figure 3. Grantee’s second self-assessment of the activities they have in common across programs.

The grantees’ demonstrated their commitment to honesty and accuracy in February, documenting decreases, as well as increases, in their performance. Instead of inflating scores or only reporting positive results, the grantees documented areas in need of improvement. A graph comparing the first and second data points or taking stock

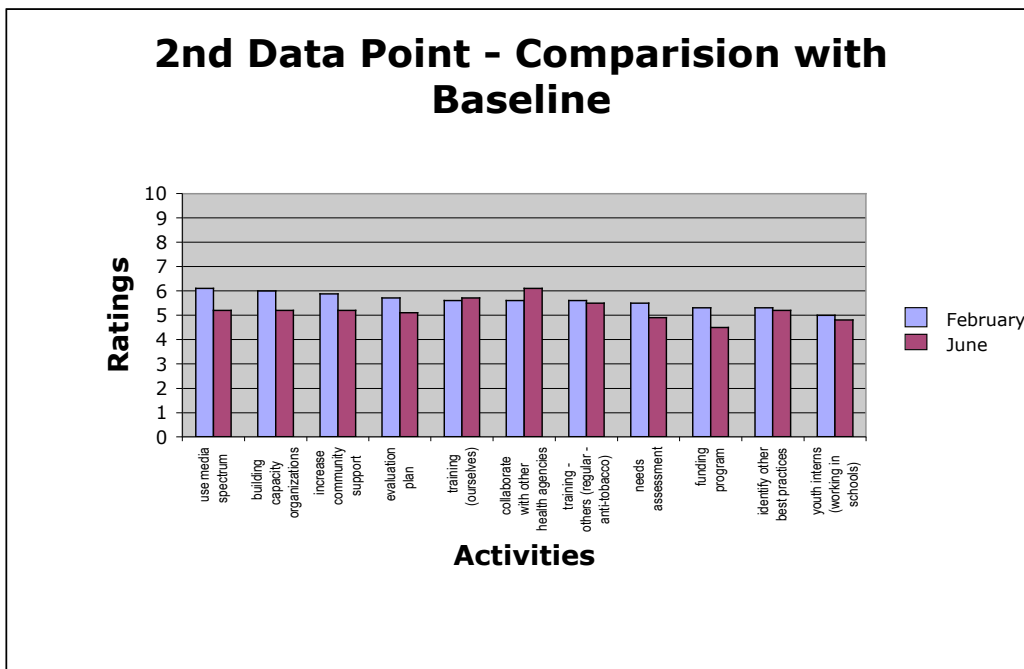


Figure 4. A comparison of the grantees’ self-assessment ratings in February and June 2005.

exercises is presented (in Figure 4) to highlight the honesty of the self-assessment process.

A third data point was collected during the September workshop in Little Rock. The grantees' rated the same activities to determine if they were making progress as a group or collaborative concerning the activities they held in common. The ratings were positive documenting a slight increase in many areas. Overall, the trend suggests a stable and positive trajectory (see Figure 5).

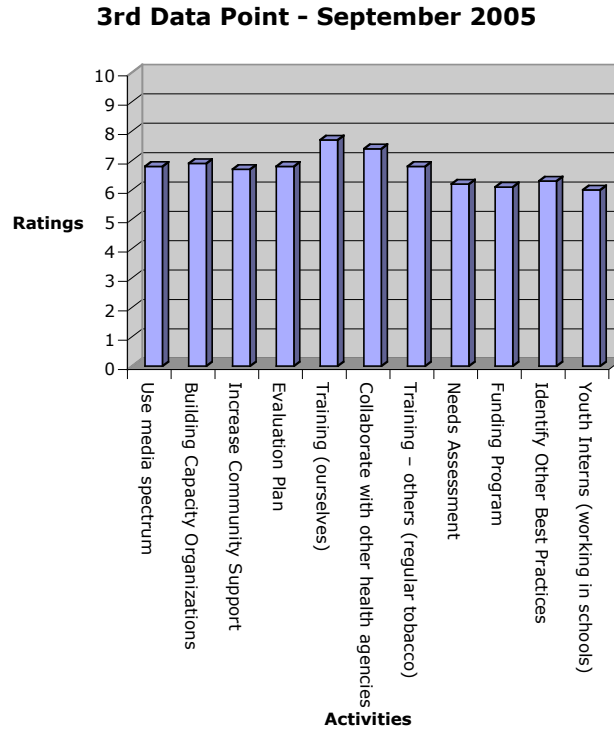


Figure 5. Grantees' 3rd data point or taking stock exercise evidencing gains in performance.

However, this is only the 3rd data point in a year. The real test is whether there are sustained increases over time. This report concludes with a comparison of the three data points to highlight the power of collecting data and comparing it (concerning the same activities held in common by the group) over time (see Figure 6).

3rd Data Point

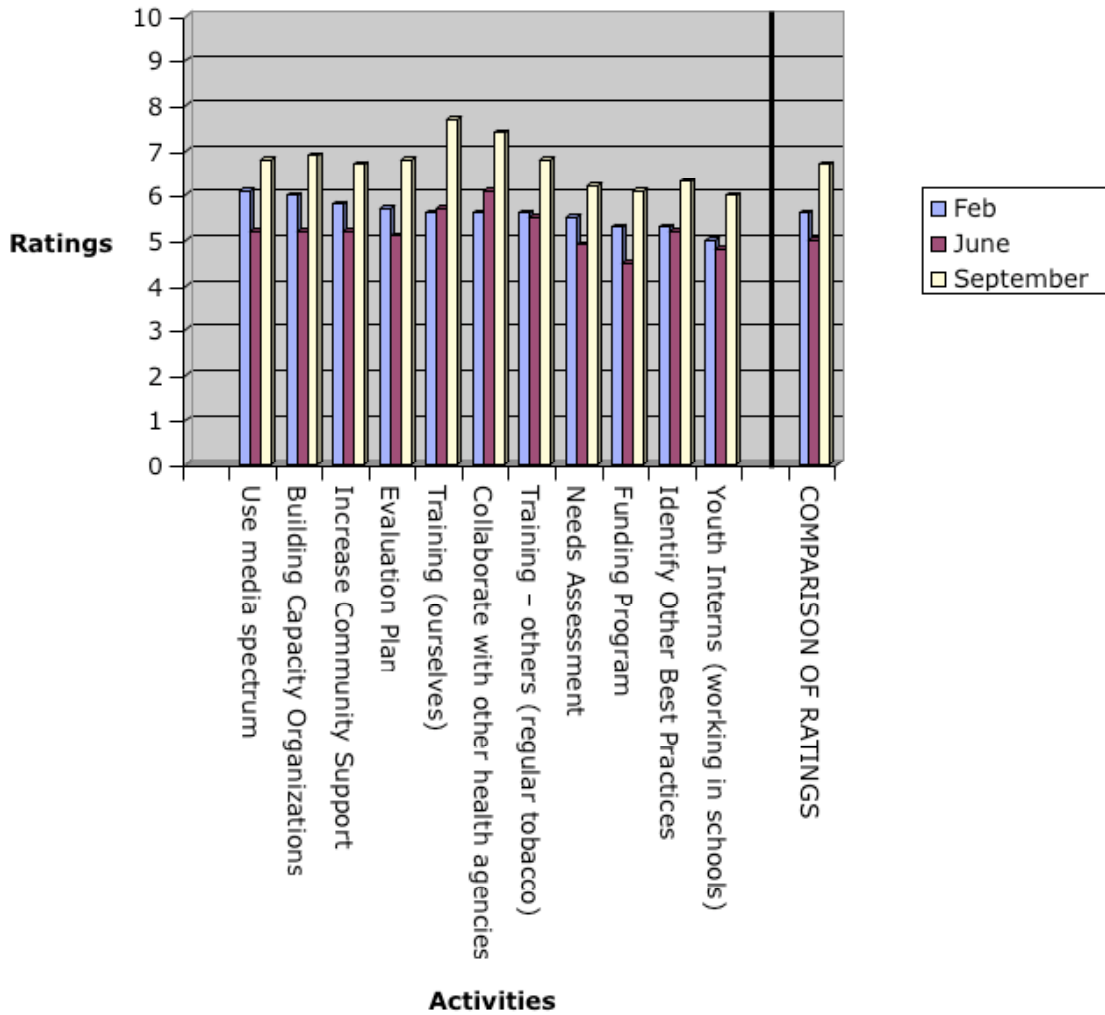


Figure 6. A comparison of the MISRGO grantees' three data points to date. This graph is used to help the collaborative monitor their performance as a group over time.

Conclusion

This report summarizes grantee progress to date concerning two critical evaluation activities: 1) establishing a baseline and matrix to collect data; and 2) documenting change or performance over time as a collaborative.

These tools help the collaborative internalize evaluation and become a learning organization.