



*Fetterman & Associates*

# **Tobacco Prevention Evaluation & Arkansas Evaluation Center**

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**MISRGO**

**Dr. David M. Fetterman  
Ms. Linda Delaney**

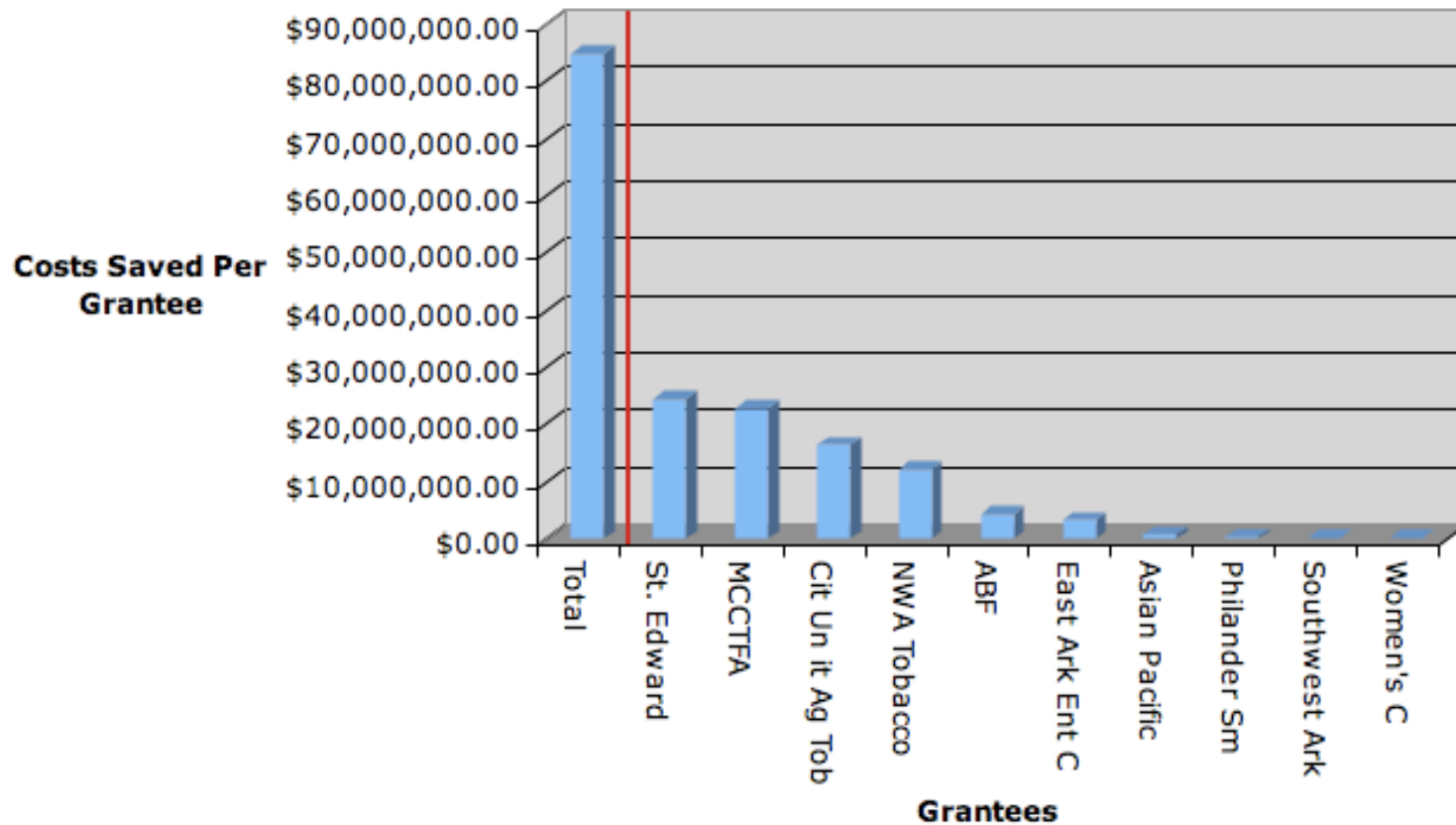
**April 26, 2007**

# Arkansas: Tobacco Prevention

- The development of an Evaluation Monitoring System in conjunction with local evaluator training has had an impact on tobacco prevention efforts - **saving the State over \$84 million in excess medical costs.**

# Prevention: ROI

**\$84,756,168 Excess Medical Costs Saved**



# \$84 Million Saved

## Evaluation Monitoring System July 2006

No. Materials	Dist No.	Pledge Quit	Number Quit	Cost Saved PP	Cost Saved	Agency Names
1100000		281	149	153201	22826949	<b>MCCTFA</b>
410		225	107	153000	16371000	<b>Cit Un it Ag Tob</b>
110000		0	79	152683	12061957	<b>NWA Tobacco</b>
2500		11	28	152653	4274284	<b>ABF</b>
12601		322	22	152062	3345364	<b>East Ark Ent C</b>
1700		9	3	152653	457959	<b>Philander Sm</b>
80000		2	1	153000	153000	<b>Southwest Ark</b>
16000		18	5	152653	763265	<b>Asian Pacific</b>
13000		16	1	152653	152653	<b>Women's C</b>
2700		15	0	154759	0	<b>ACE</b>
2000		0	0	152653	0	<b>Lit council</b>
6000		0	0	149600	0	<b>Southeast Ark</b>
19556		238	159	153143	24349737	<b>St. Edward</b>
4827		538	0	152653	0	<b>UAMAS Ark</b>
<b>1371294</b>		<b>1675</b>	<b>554</b>	<b>152669</b>	<b>\$84,756,168.00</b>	
				Average		

# Next Steps

- Need to continue to collect tobacco consumption data (monthly, quarterly, annually)
- Need to work with grantees to help record the number who quit smoking
- Need to review the type of documentation used to substantiate the claims about tobacco consumption
- SOS data - coding referral documents

# Information

- Spanish - Community Survey
- Upcoming MISRGO evaluation survey
  - categories and questions

# ARKANSAS EVALUATION CENTER



State of Arkansas  
86th General Assembly  
Regular Session, 2007

**A Bill**

SENATE BILL 951

By: Senator Wilkins

By: Representatives E. Brown, Flowers

## **For An Act To Be Entitled**

AN ACT TO CREATE THE ARKANSAS EVALUATION CENTER;  
AND FOR OTHER PURPOSES.





Majority Whip  
Senator Tracy Steele




# The Arkansas Evaluation Center University of Arkansas Pine Bluff



Director: Dr. David Fetterman  
Dean of Education: Dr. Calvin Johnson

Mission	Academic Program	Research	Workshops	Funding
<p><b>EFFECTIVE EVALUATION SERVES TO ENHANCE THE QUALITY OF EXISTING AND NEW PROGRAMS:</b></p> <p>1) ENSURES ACCOUNTABILITY FOR FUNDS AND SERVICES USED</p> <p>2) "RAISES THE BAR" CONCERNING PROGRAMMATIC STANDARDS AND EXPECTATIONS</p> <p>3) INCREASES THE USE OF DATA TO INFORM DECISION MAKING AND OPERATIONS.</p> <p><b>EMPOWERMENT EVALUATION IS USEFUL IN COLLABORATIVE ENDEAVORS REQUIRING COMPLEX SYSTEMS AND DIVERSE GROUPS.</b></p> <p><b>EMPOWERMENT EVALUATION IS DESIGNED TO HELP GROUPS ACCOMPLISH THEIR OBJECTIVES.</b></p> <p><b>FOCUS:</b></p> <p>Assist nonprofits as they report to their boards Extend the service of evaluation to nonprofits in the Delta regions Assist the General Assembly of Arkansas by evaluating the impact of potential and existing legislation Fulfill a commitment to fiscal and philosophical accountability with the people of Arkansas by empowering the University of Arkansas at Pine Bluff to provide nationally-recognized evaluation training</p>	<p><b>ACADEMIC PROGRAMS (SHORT AND LONG TERM)</b></p> <p><b>TWO (2) TYPES OF PROGRAMS</b></p> <p><b>CERTIFICATE PROGRAM</b></p> <ul style="list-style-type: none"> <li>LECTURES</li> <li>SPECIAL GUEST SPEAKERS</li> <li>CLASSES</li> <li>WORKSHOPS</li> <li>HANDS-ON EXERCISES</li> <li>2 WEEK INTENSIVE PROGRAM</li> <li>MONTH LONG PROGRAM</li> </ul>  <p><b>MASTERS PROGRAM</b></p> <ul style="list-style-type: none"> <li>COURSES</li> <li>RESEARCH DESIGN</li> <li>STATISTICS</li> <li>QUALITATIVE METHODS</li> <li>EMPOWERMENT EVALUATION</li> <li>ONE (1) YEAR PROGRAM</li> <li>PRACTICUM</li> <li>WORKSHOPS</li> </ul> <p><b>OPTIONS</b></p> <p>FACE-TO-FACE DISTANCE LEARNING NIGHT AND WEEKEND CLASSES</p>	<p><b>INTERNATIONAL EVALUATION SCHOLARSHIP</b></p> <p><b>ACTIVITIES</b></p> <ul style="list-style-type: none"> <li>INVITED SPEAKERS</li> </ul>  <ul style="list-style-type: none"> <li>COLLOQUIUM</li> <li>CONFERENCES</li> <li>PUBLICATIONS</li> </ul>  <ul style="list-style-type: none"> <li>WEB VIDEOS</li> <li>WEB PAGES</li> </ul> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>For additional information contact:</p> <p>Dr. David Fetterman <a href="mailto:Profddavidf@yahoo.com">Profddavidf@yahoo.com</a> (650)-269-5689</p> <p>And Dr. Calvin Johnson <a href="mailto:johnsonc@uapb.edu">johnsonc@uapb.edu</a> (870) 575-7011</p> </div>	<p><b>EVALUATION WORKSHOPS TO BUILD CAPACITY</b></p> <p><b>AUDIENCES</b></p> <ul style="list-style-type: none"> <li>STUDENT TRAINING (IN ACADEMIC PROGRAMS)</li> <li>FACULTY DEVELOPMENT (CURRENT FACULTY)</li> <li>PROFESSIONAL DEVELOPMENT (PRACTITIONERS IN THE FIELD)</li> </ul>  <p><b>TECH TOOLS</b></p> <ul style="list-style-type: none"> <li>SKYPE (TELEPHONY)</li> <li>ZOOMERANG (SURVEY SOFTWARE)</li> </ul>  <ul style="list-style-type: none"> <li>IVISIT (VIDEOCONFERENCING SOFTWARE)</li> </ul>	<p><b>MULTIPLE FUNDING STREAMS</b></p> <p><b>SOURCES OF FUNDING</b></p> <ul style="list-style-type: none"> <li>TUITION</li> <li>INCREASED ENROLLMENT IN EXISTING COURSES</li> <li>DISTANCE LEARNING</li> <li>RESEARCH GRANTS</li> <li>LEGISLATURE</li> </ul> <p>State of Arkansas 86<sup>th</sup> General Assembly Regular Session, 2007</p>  <p><b>AN ACT TO CREATE THE ARKANSAS EVALUATION CENTER</b></p>


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## The Arkansas Evaluation Center

Welcome to the Arkansas Evaluation Center Certificate Program. This is a place for us to learn, engage in dialogue about evaluation, and help others in the process. Please follow the online instructions to participate in the program and enjoy. Dr. David Fetterman



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# Next Steps

- Review of Existing Programs
- Survey
  - interest in a certificate program
  - interest in a master's program
- Course Development
- Funding

# Contact Information

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