

Fetterman & Associates

**Status Report:
Tobacco Prevention Evaluation &
Arkansas Evaluation Center**

MISRGO



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

2007 Clearing the Air in Communities of Color Conference

May 23, 2007

ROI

Return on Investment

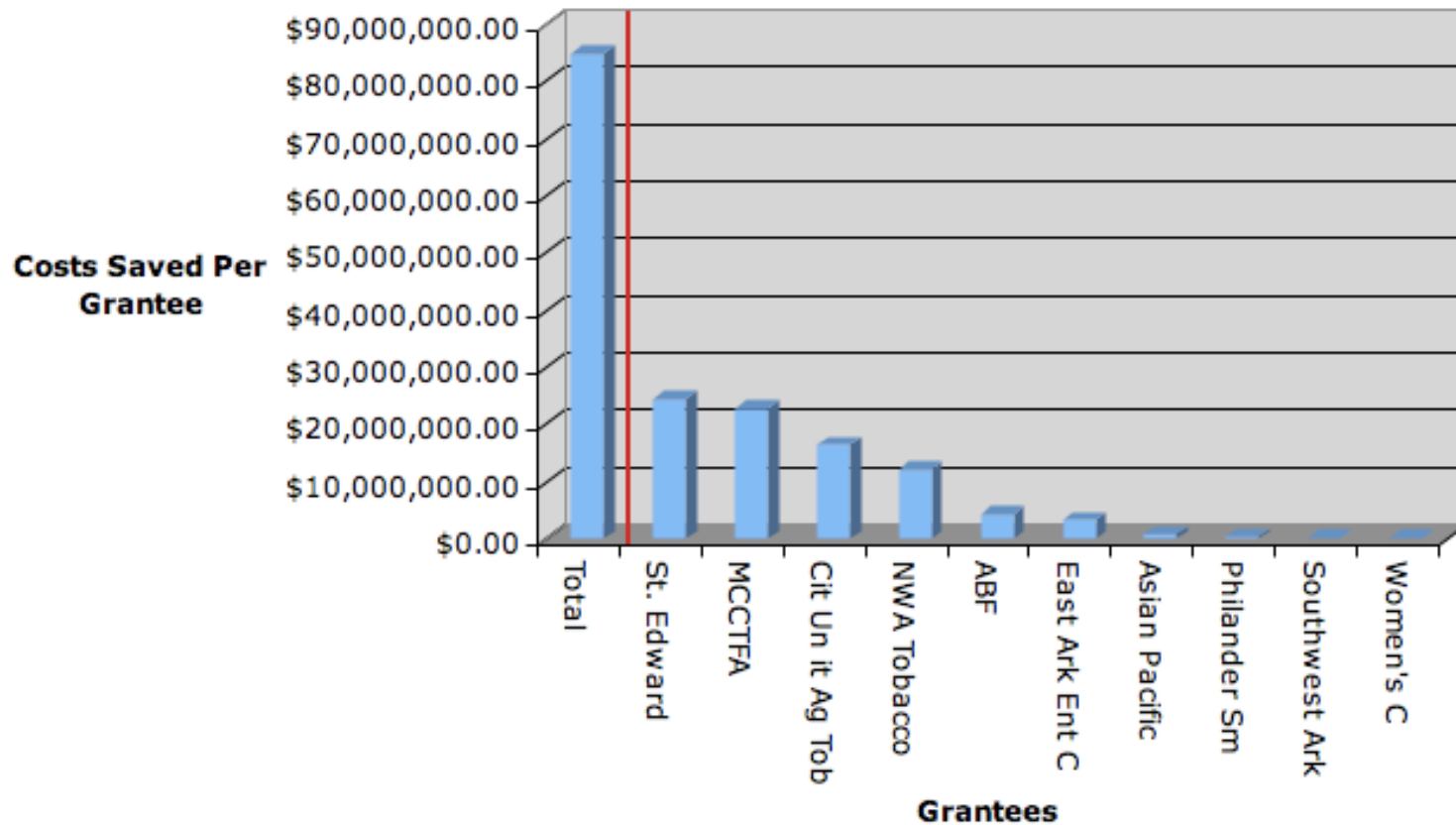
- Simple Formula:
 - Number Quit
 - Times Cost Per Person in Excess Medical Expenses
- Transparency

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	MCCTFA
410		225	107	153000	16371000	Cit Un it Ag Tob
110000		0	79	152683	12061957	NWA Tobacco
2500		11	28	152653	4274284	ABF
12601		322	22	152062	3345364	East Ark Ent C
1700		9	3	152653	457959	Philander Sm
80000		2	1	153000	153000	Southwest Ark
16000		18	5	152653	763265	Asian Pacific
13000		16	1	152653	152653	Women's C
2700		15	0	154759	0	ACE
2000		0	0	152653	0	Lit council
6000		0	0	149600	0	Southeast Ark
19556		238	159	153143	24349737	St. Edward
4827		538	0	152653	0	UAMAS Ark
1371294		1675	554	152669	\$84,756,168.00	
				Average		





Community Survey

- State-wide survey
 - 946 responses
- Broad support across the State
- English and Spanish


Good Use of Public Money - Trust - Diversity



11. Tobacco prevention & education programs are a good use of public money?		Number of Responses	Response Ratio
Yes		864	99%
No		12	1%
Total		876	100%

12. Would you recommend the tobacco prevention & education agency to your friends or family members if they smoked or were thinking about smoking?		Number of Responses	Response Ratio
Yes		864	98%
No		15	2%
Total		879	100%

13. Select all the groups the tobacco prevention & education agency works with in your community (select all that apply):		Number of Responses	Response Ratio
African American		834	94%
Hispanic or Latino		605	68%
White		670	75%
Asian		325	37%
VIEW Other, Please Specify		37	4%

Community Belief in Programs: Agencies Prevent & Stop People from Using Tobacco

14. The tobacco prevention & education agency in your community has been effective in PREVENTING people from using tobacco.		Number of Responses	Response Ratio
Yes		839	96%
No		36	4%
Total		875	100%

15. The tobacco prevention & education agency in your community has been effective in getting people to STOP using tobacco.		Number of Responses	Response Ratio
Yes		830	94%
No		49	6%
Total		879	100%

Arkansas Evaluation Center

- Emerged from tobacco prevention evaluation activity
- Need to build evaluation capacity (across the State)
- A Bill and Now an Act
- Speakers, Workshops, Certificate Program

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

House, Senate, Governor - Act 1405

Arkansas Evaluation Center

Dr. Fetterman and Ms. Delaney announced and described the new Arkansas Evaluation Center (and highlighted the new blog page about the Center). The bill (now an act) passed the House and Senate and was approved by the Governor.

Arkansas 86th General Assembly







Bill Status: SB951	
Sponsor: Wilkins	
AN ACT TO CREATE THE ARKANSAS EVALUATION CENTER.	
● Senate - Apr 9 2007	2:33:51 - Notification that SB951 is now Act 1582
● Senate - Apr 4 2007	3:11:10 - DELIVERED TO GOVERNOR.
● Senate - Apr 4 2007	3:11:01 - Reported correctly enrolled and ordered delivered to the Governor.
● Senate - Apr 3 2007	3:23:36 - ORDERED ENROLLED
● Senate - Apr 3 2007	3:23:26 - Returned from the House as passed.
● House - Apr 2 2007	2:16:32 - Returned To the Senate as passed.
● House - Apr 2 2007	2:15:29 - Read the third time and passed and ordered transmitted to the Senate. - House Vote
● House - Apr 2 2007	10:30:23 - Returned by the Committee Do Pass
● House - Mar 30 2007	3:47:05 - Read the first time, rules suspended, read the second time and referred to the Committee on EDUCATION COMMITTEE- HOUSE
● House - Mar 30 2007	1:36:32 - RECEIVED FROM THE SENATE
● Senate - Mar 29 2007	4:00:30 - Ordered immediately transmitted to the House.
● Senate - Mar 29 2007	4:00:20 - Read the third time and passed. - Senate Vote
● Senate - Mar 29 2007	4:00 - Rules suspended.
● Senate - Mar 29 2007	3:50:41 - REPORTED CORRECTLY ENGROSSED
● Senate - Mar 29 2007	1:45:35 - Amendment # 1 read the first time, rules suspended, read the second time and adopted, ordered engrossed.
● Senate - Mar 29 2007	1:45:28 - Placed on second reading for purpose of amendment.
● Senate - Mar 28 2007	9:56:23 - Returned by the Committee with the recommendation that it Do Pass as amended, Amendment # 1
● Senate - Mar 5 2007	5:05:21 - Read first time, rules suspended, read second time, referred to Senate Committee on Education
● Senate - Mar 5 2007	3:45:59 - Filed




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>EFFECTIVE EVALUATION SERVES TO ENHANCE THE QUALITY OF EXISTING AND NEW PROGRAMS:</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>EMPOWERMENT EVALUATION IS USEFUL IN COLLABORATIVE ENDEAVORS REQUIRING COMPLEX SYSTEMS AND DIVERSE GROUPS.</p> <p>EMPOWERMENT EVALUATION IS DESIGNED TO HELP GROUPS ACCOMPLISH THEIR OBJECTIVES.</p> <p>FOCUS:</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>ACADEMIC PROGRAMS (SHORT AND LONG TERM)</p> <p>TWO (2) TYPES OF PROGRAMS</p> <p>CERTIFICATE PROGRAM</p> <ul style="list-style-type: none"> LECTURES SPECIAL GUEST SPEAKERS CLASSES WORKSHOPS HANDS-ON EXERCISES 2 WEEK INTENSIVE PROGRAM MONTH LONG PROGRAM  <p>MASTERS PROGRAM</p> <ul style="list-style-type: none"> COURSES RESEARCH DESIGN STATISTICS QUALITATIVE METHODS EMPOWERMENT EVALUATION ONE (1) YEAR PROGRAM PRACTICUM WORKSHOPS <p>OPTIONS</p> <p>FACE-TO-FACE DISTANCE LEARNING NIGHT AND WEEKEND CLASSES</p>	<p>INTERNATIONAL EVALUATION SCHOLARSHIP</p> <p>ACTIVITIES</p> <ul style="list-style-type: none"> INVITED SPEAKERS  <ul style="list-style-type: none"> COLLOQUIUM CONFERENCES PUBLICATIONS  <ul style="list-style-type: none"> WEB VIDEOS WEB PAGES <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>For additional information contact:</p> <p>Dr. David Fetterman Profddavidf@yahoo.com (650)-269-5689</p> <p>And Dr. Calvin Johnson johnsonc@uapb.edu (870) 575-7011</p> </div>	<p>EVALUATION WORKSHOPS TO BUILD CAPACITY</p> <p>AUDIENCES</p> <ul style="list-style-type: none"> STUDENT TRAINING (IN ACADEMIC PROGRAMS) FACULTY DEVELOPMENT (CURRENT FACULTY) PROFESSIONAL DEVELOPMENT (PRACTITIONERS IN THE FIELD)  <p>TECH TOOLS</p> <ul style="list-style-type: none"> SKYPE (TELEPHONY) ZOOMERANG (SURVEY SOFTWARE)  <ul style="list-style-type: none"> IVISIT (VIDEOCONFERENCING SOFTWARE) 	<p>MULTIPLE FUNDING STREAMS</p> <p>SOURCES OF FUNDING</p> <ul style="list-style-type: none"> TUITION INCREASED ENROLLMENT IN EXISTING COURSES DISTANCE LEARNING RESEARCH GRANTS LEGISLATURE <p>State of Arkansas 86th General Assembly Regular Session, 2007</p>  <p>AN ACT TO CREATE THE ARKANSAS EVALUATION CENTER</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





[Course Content and Related Materials](#) [Communication Tools](#)

Blog

- History of Our MISRGO Evaluation Efforts
- Updates on Current Activities
- Links to Resources
- Videos

TOBACCO PREVENTION EVALUATION (MISRGO)

TUESDAY, MAY 1, 2007

Number Quit Smoking, MISRGO Office Evaluation & the Arkansas Evaluation Center - April 26, 2007



Evaluation Workshop in Little Rock - April 26, 2007

The April MISRGO Evaluation Workshop in Little Rock was very productive. [Dr. Fetterman](#) and [Ms. Linda Delaney](#) facilitated the

FETTERMAN & ASSOCIATES



DR. DAVID FETTERMAN
MENLO PARK, CALIFORNIA,
US

Empowerment Evaluator

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USEFUL LINKS

[Arkansas Evaluation Center](#)

[RAND: Evaluation of the Arkansas
tobacco settlement program:
Progress during 2004 and 2005](#)

[Tobacco Prevention \(MISRGO\) Earlier
Postings](#)

[Workshop Slides - April 26, 2007](#)

[Workshop Video - April 26, 2007](#)



[BLOG ARCHIVE](#)

Evaluation Workshop in Little Rock - April 26, 2007

The April MISRGO Evaluation Workshop in Little Rock was very productive. [Dr. Fetterman](#) and [Ms. Linda Delaney](#) facilitated the workshop. The participants brought the session alive. They were completely engaged. (Click on picture above to display a brief video of our workshop.)



There were three key topics covered: the evaluation monitoring system (focusing on the number who quit smoking or quit using tobacco); the evaluation of the MISRGO office; and the Arkansas Evaluation Center. (Click on [Fetterman & Associates](#) below to access the slide presentation during the workshop.)

[Workshop Slides - April 26, 2007](#)

[Workshop Video - April 26, 2007](#)



BLOG ARCHIVE

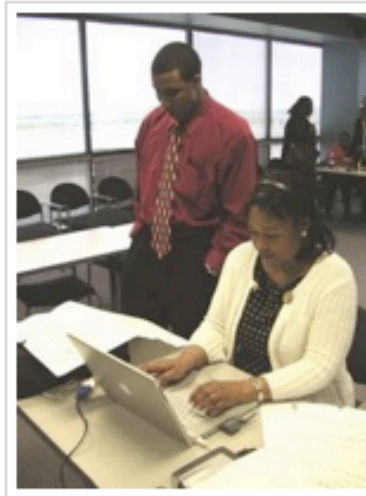
[May \(1\)](#)

[April \(8\)](#)



Evaluation Monitoring System

The evaluation team was reminded of the importance of continuing to collect tobacco consumption (or in this case cessation) data. They agreed an ideal data collection effort would collect monthly figures. However, a realistic goal was to assist the grantees as they collect quarterly and bi-annual cumulative data. Evaluators plan on reminding grantees how important it is to continue to collect the data, even if they only record one person who stopped smoking, since that represents \$150,000 in excess medical costs saved.



Dr. Christine Sheffer

[Marian Evans](#), MISRGO Coordinator, stated she would follow up with Dr. Christine Sheffer, University of Arkansas for Medical Sciences, concerning the SOS data referral plan, to help us track grantee referrals to smoke cessation programs.



MISRGO Office Evaluation: Part I



MISRGO Office Evaluation Survey Results

6. Select the term that best describes your relationship with the MISRGO office:

very positive and constructive		12	71%
helpful		3	18%
neutral		2	12%
not helpful		0	0%
adversarial and argumentative		0	0%
Total		17	100%

9. Please rate your overall level of satisfaction with the MISRGO office concerning their workshops

very dissatisfied		0	0%
dissatisfied		0	0%
neutral		3	18%
satisfied		8	47%
very satisfied		6	35%
Total		17	100%

12. Rate your level of satisfaction with the annual conference

Very Dissatisfied		0	0%
Dissatisfied		0	0%
Neutral		5	31%
Satisfied		7	44%
Very Satisfied		4	25%
Total		16	100%

13. Would you like to have more involvement in organizing the annual conference?

Yes		9	53%
No		8	47%
Total		17	100%

15. Rate how satisfied you are with MISRGO technical assistance:

very dissatisfied		0	0%
dissatisfied		0	0%
neutral		4	24%
satisfied		7	41%
very satisfied		6	35%
Total		17	100%

24. Does the MISRGO share best practices?

Yes		16	94%
No		1	6%
Total		17	100%

26. Rate MISRGO office's overall effectiveness in helping you accomplish your goals (as stated in your grant):

represents an obstacle		0	0%
not effective		0	0%
neutral		3	19%
effective		7	44%
very effective		6	38%
Total		16	100%

Professional Association: Sharing

November 4, 2006 - American Evaluation Association (dissemination)

Dr. Fetterman and Ms. Linda Delaney helped to disseminate the Tobacco Prevention evaluation findings at the American Evaluation Association in November, highlighting the amount of money saved the State as a result of these tobacco prevention programs. They also discussed the politics of tobacco prevention evaluations.



Evaluation: 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
- Complete MISRGO Office Evaluation

Center: Next Steps

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

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