

# Building Evaluation Capacity: A Multi-Modal Approach

Amy Sorg  
Senior Research Assistant

*American Evaluation Association  
Annual Conference  
November 8, 2008*

# MFH Tobacco Prevention and Cessation Initiative

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- 9-year commitment initiated in 2004
- Several strategies, including:
  - Implement an educational campaign
  - Implement smoke-free workplace programs
  - Promote school-based prevention programs
  - Advocate for policy change
  - Eliminate tobacco-related disparities

# Role of CTPR for the Initiative

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- ❑ To conduct a comprehensive evaluation of the Initiative that encompasses all strategies, sites, and programs
- ❑ To provide evidence-based training and technical assistance to increase evaluation capacity of grantees

# Presentation Overview

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- Our approach
- How do we *assess, increase and sustain* evaluation capacity?
- Successes
- Lessons learned
- Future plans

# A Multi-Modal Approach

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## □ What it is:

- Mix of traditional trainings, individualized technical assistance
- Sustainability

## □ Why important:

- Vast number of grantees
- Variety of programs
- Various levels of evaluation experience

# How do we assess capacity?

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- Needs assessment

- Conducted on bi-annual basis with all grantees
- Guides planning for training and technical assistance

- In-person site visits

# How do we increase capacity?

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- Individualized technical assistance
  - Wide variety of types available
  - Multiple methods for providing TA
- Summer Training Institute
  - Curriculum tailored to grantees' needs
  - Faculty from local and national levels
  - Networking opportunities



# How do we sustain efforts?

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## □ Missouri Evaluation Connection (MEC)

- To increase information sharing and partnerships to promote evidence-based sustainable programs and policies
- Networking opportunities
- Venue for sharing findings
- Ongoing communication
  - MEC website (<http://mec.wustl.edu>)
  - Evaluation Matters Newsletters





# Connecting Public Health and Evaluation in Missouri

**mec**

Missouri Evaluation Connection

## Upcoming Events

- **October 25-29, 2008**  
APHA Annual Meeting
- **November 5-8, 2008**  
AEA Annual Conference

## Home

About MEC  
Evaluation Results  
Message Board  
Tools to Use  
Network Partners  
Spread the Word

## Our Mission

To increase information-sharing and partnerships among public health professionals and program evaluators to promote evidence-based, sustainable public health programs and policies in Missouri.

## News & Resources

- [Smoking Cessation Program in the News](#)

## Links

- [Tobacco Initiative Evaluation System \(TIES\)](#)



# Successes

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- ❑ Summer Training Institute
- ❑ Timely dissemination of results
- ❑ Incorporation of evaluation plans in RFPs
- ❑ Information-sharing among grantees

# Lessons Learned

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- ❑ Evolving initiative has required increased monitoring of changes
- ❑ Need to train multiple staff due to high grantee turnover
- ❑ Grantees have minimum capacity for collecting and managing data
- ❑ Need for marketing/public relations experience

# Future Plans

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- ❑ Continued expansion of capacity-building activities
  - ❑ Missouri Evaluation Connection
  - ❑ Summer Training Institute
  - ❑ Winter Workshop
- ❑ Increased focus on individual TA
- ❑ Increased dissemination of findings
  - ❑ Missouri Evaluation Connection website
  - ❑ Journal articles
  - ❑ Presentations to stakeholders

# Contact Information

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Amy Sorg  
asorg@wustl.edu

314.935.3732

<http://ctpr.wustl.edu>

<http://mec.wustl.edu>