



re:TH!NK Meeting: WorkShop-Evaluation

Date: 5-8-13

Location: Menasha Public Library

Minutes taken by: Emily D

Attendees:			
Emily Dieringer-re:TH!NK	Brenna Root-re:TH!NK		Bonnie Thomas-volunteer
Ellie Krueger-re:TH!NK	John Holland-OFD		Dawn Gohlke-Best Friends
Anna Carpenter-Tobacco MJC	Denise Krueger-WCHD		Cheryl Laabs-WCHD
Sarah Wright-Best Life	Dawn Netzel-volunteer		Kristen Biese-WWWP
Mary Krueger-WCHS	Kevin Willis-B&G Brigade		Jason Weber-ToMPD
Doug Gieryn-WCHD	Kathi Hegrans-Theda		Barry Busby-Coroner
			Joe Yana-volunteer
			Heidi Keating-re:TH!NK
			Kim Biedermann-UWO
			Catherine Neiswender-UWEX
			Becky Welhouse-LSS

Topic	Facilitated by:	Discussion	Actions
Welcome, Introduction	Emily	Went around the room. Welcome to Danw, Kevin, Becky, Mary and Kathi	n/a
Fire Up Award	Emily	Dan Hinton won this quarter's fire up award for his work on multiple re:TH!NK projects (0-1-2 and Drive Your Bike) He "crossed over" from one committee into another. Thanks Dan!	Emily will give Dan his prize. If anyone wants to nominate someone, let us know.
Evaluation Training	Catherine	<ul style="list-style-type: none"> Participants drew what came to mind when they hear "evaluation." Shared with small group, then larger group discussion. Think of a time when evaluation was successful. A few shared about the grant writing process, pinpointing specific interventions, changing up meeting styles. Evaluation should be: <ul style="list-style-type: none"> Planned and Purposeful (what do you want to know?) 	If a workgroup or committee needs more evaluation assistance, please feel free to contact Catherine at UWEX 920-232-1978



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Through effective community collaboration, re:TH!NK creates an environment that enables healthy lifestyle choices and deters substance abuse in order to improve the quality of life for all Winnebago County residents. This partnership would not exist without support from the Winnebago County Health Department and other local agencies, organization and community members.

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		<ul style="list-style-type: none"> ○ Collects/Obtains Data (qualitative and quantitative) ○ Enhances Knowledge and Decision Making (of those involved in implementation) ● Handout of “type of evaluations” followed by discussion and questions ● Handout on “logic model” discussion followed as well as a brainstorming activity using prescription drug abuse as a problem. Participants wrote down short, medium and long-term outcomes/impacts which were posted on the wall and then compiled into categories which could then be used to determine what types of evaluation (questions) were needed. ● Handout on “methods for collecting information” 	
Updates	Emily, all	<p>Active Communities: Drive Your Bike Campaign kicked off May 4th with an event at the Leach. Be on the lookout for yard signs around the area.</p> <p>Substance Abuse Prevention: Social Host law being worked up the ladder at the state level (changes definition of “premises”). New movie “TenFourtyEight” coming out soon. Looking for corporate sponsors to help cover the cost. Trailer available on www.gooddrugsgonebad.com</p> <p>Healthy Lifestyles/Mental Health ShareShop: Teamed up with NEW Mental Health Connection (regional) working on reducing stigma and navigating the mental health care system. Attended a recent press conference. There are some grants in process to help support their work. May is National Mental Health Awareness month.</p> <p>Nutrition, Obesity, Diabetes: Farm 2 School is building 3 school gardens in Oshkosh in partnership with Growing Oshkosh. Looking for volunteers to “adopt a week” to tend gardens over the summer. Planning to expand F2S into other areas outside of Oshkosh next school year.</p>	Watch for new eUpdate coming out soon with even more updates!



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		<p>Tobacco: Joint Finance Committee hearings wrapped up last month. Testimony in favor of tobacco prevention and control was given by MJC supporters. There will be a butts pick up sometime soon. Coalition is getting ready for Country/Rock USA. Be on the lookout for volunteer opportunities.</p> <p>Youth: Focusing on underage drinking. Want to change/update school policy for carry-ins (dances, sporting events) because school currently don't check contents of bottles/bags.</p> <p>Advocacy: State legislature is looking at increasing penalties for multiple OWI offenses. Statewide effort for alcohol includes increasing alcohol tax, 21 means 21 and checkpoints. Burden of Alcohol report out recently. \$6.8 billion for binge drinking in the state. Looking at forming a Heroin prevention Workgroup.</p> <p>Other announcements: Parents Who Host campaign started again. Watch for signs. The health dept/coalition applied for a DFC continuation grant for years 6-10 focusing on prescription drugs and underage drinking. Proposal includes funding for a Youth Coordinator position. Also applied for a Farm 2 School grant focusing on creating a food "hub" to procure local foods for institutions. We'll hear in August on both grants.</p>	
Announce-ments	Emily	<p>re:TH!NK held a legislative breakfast in March. About 25 attendees. 5 speakers. More info in the eUpdate.</p> <p>Volunteer opportunities will be coming up this summer. Please check your email and our Facebook page.</p> <p>The website was having issues recently. Sorry for the inconvenience. Everything should be fixed now.</p>	n/a
Next meeting	Emily	Quarterly re:TH!NK WorkShop: September 18 th , Coughlin Center, 2-4pm	Save the Date!



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		Topic: "The Art of Persuasion"	



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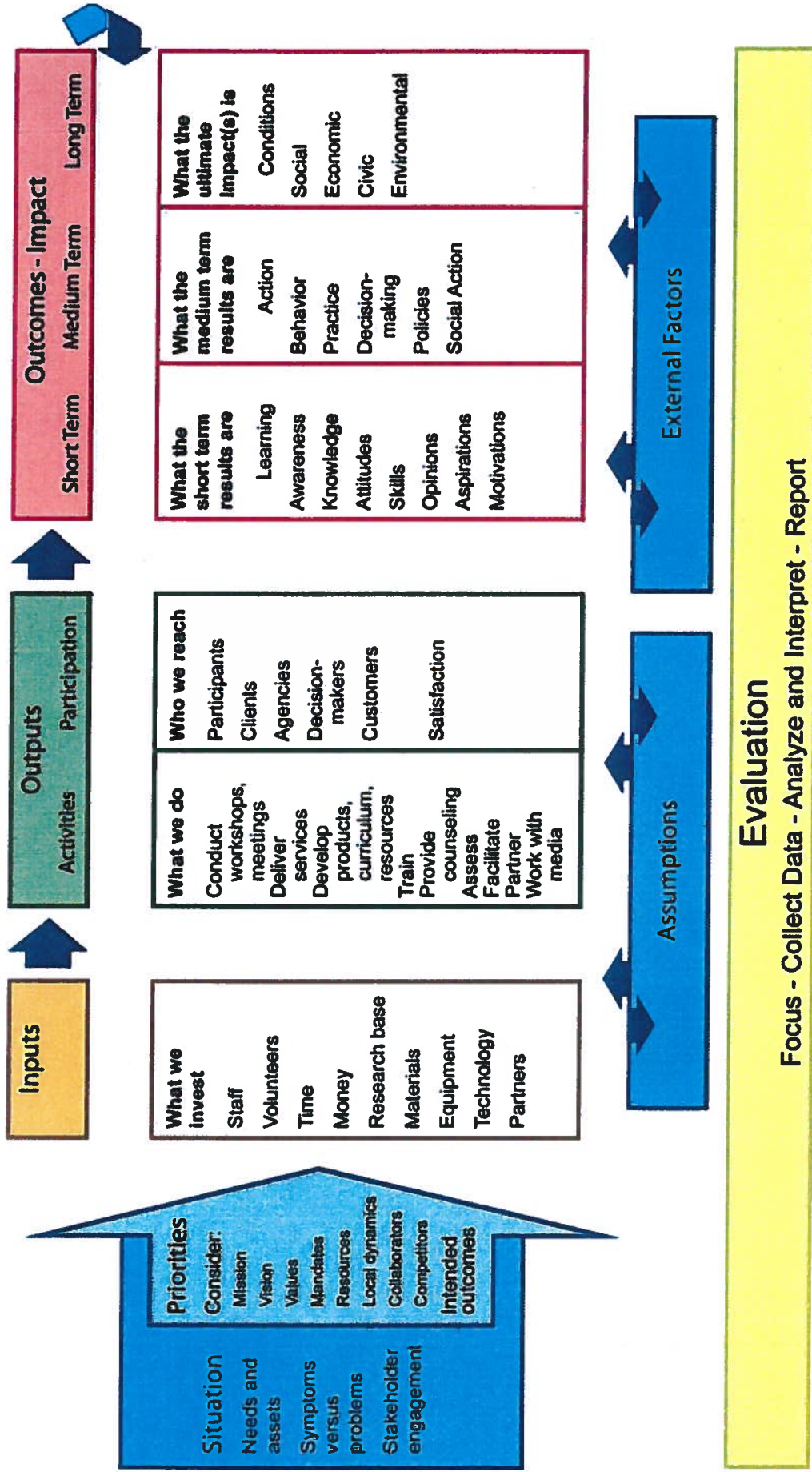
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PROGRAM DEVELOPMENT

Planning – Implementation – Evaluation

Program Action - Logic Model





Quick Tips

Methods for Collecting Information

- **Survey:** collecting standardized information through structured questionnaires to generate quantitative data. Surveys may be mailed (surface and electronic), completed on site or through interviews, either face-to-face or telephone. Sample surveys use probability or purposive sampling.
- **Case Study:** in-depth examination of a particular case (program, group of participants, single individual, site/location). Case studies use multiple sources of information and methods to provide as complete a picture as possible.
- **Interviews:** information collected by talking with and listening to people, either face-to-face or over the telephone. Interviews range on a continuum from those which are tightly structured (as in a survey) to free flowing, conversational interviews.
- **Observation:** collecting information through "seeing" and "listening." Observations may be structured or unstructured.
- **Group assessment:** use of group processes to collect evaluation information such as nominal group technique, focus group, Delphi, brainstorming and community forums.
- **Expert or peer review:** examination by a review committee, panel of experts or peers.
- **Portfolio reviews:** collection of materials, including samples of work, that encompass the breadth and scope of the program activity being evaluated.
- **Testimonials:** individual statements by people indicating personal responses and reactions.
- **Tests:** use of established standards to assess knowledge, skill, performance such as in pen-and-pencil tests or skills tests.
- **Photographs, slides, videos:** use of photography to capture visual images.
- **Diaries, journals:** recording of events over time revealing the personal perspective of the writer/recorder.
- **Logs:** recording of chronological entries which are usually brief and factual.
- **Document analysis:** use of content analysis and other techniques to analyze and summarize printed material and existing information.
- **Other:**
 - Action cards:** use of index cards on which participants record what they did – the "action" – and when they reach their goal; primarily used in self-assessment.
 - Simulations:** use of models or mock-ups to solicit perceptions and reactions.
 - Problem stories:** narrative accounts of past, present or future situations as a means of identifying perceptions using fictional characters to externalize the problem situation.
 - Creative expression:** use of art forms to represent people's ideas and feeling as through stories, drama, dance, music, art.
 - Unobtrusive measures:** the gathering of information without the knowledge of the people in the setting such as the wear and tear on a "planted" mat in front of a display.

References:

Bickman, L., & Rog, D. (Eds). (1998). *Handbook of Applied Social Research Methods*. Thousand Oaks, CA: Sage Publications.

Pretty, J., Guijt, I., Thompson, J., & Scoones, I. (1995). *Participatory Learning and Action: A Trainer's Guide*. London: International Institute for Environment & Development.

Prepared by Ellen Taylor-Powell, Evaluation Specialist. Citation: Program Development and Evaluation, *Methods for Collecting Information, Quick Tips #8*, University of Wisconsin-Extension, Madison, WI.
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Hypothetical Outcomes & Evaluation Tool Matching Exercise

Consider the below outcomes. What impact indicator might be identified to measure that outcome? What tool (or tools) could you use to track that indicator?

OUTCOMES	COLLECTION METHODS
1. Businesses, government and community organizations are aware of green technologies and practices and how they can be adopted by their organization.	a) Survey
2. Businesses, government and community organizations adopt green technologies and practices.	b) Case Study
3. The community has a smaller carbon footprint.	c) Interviews
4. Entrepreneurs complete a business plan.	d) Observation
5. Entrepreneurs start their businesses.	e) Group assessment (focus groups, nominal groups, Delphi, others)
6. There are more businesses in the community.	f) Expert or peer review
7. There are more jobs in the community.	g) Portfolio review
8. A community-wide comprehensive land use plan is adopted.	h) Testimonials
9. A community-wide comprehensive land use plan is implemented.	i) Tests
10. Land-use priorities and goals have been achieved.	j) Photographs, slides, videos
	k) Diaries, journals
	l) Logs
	m) Document analysis
	n) Other (Action cards, simulations, stories, creative expression, other measures)

Types of Evaluation

Developmental evaluation	Evaluation done during the design of a program or project to improve it before it is implemented.
Formative evaluation	Typically conducted for the purpose of refining or improving a program.
Summative evaluation	Evaluation that helps determine the worth, merit, or value of the project in a way that leads to being able to make a judgment about the project. Often conducted after the program is completed, and is often done for the benefit of external audience or decision makers.
Monitoring and auditing	Often used to determine if the program is being administered in ethical or legal ways; it is a means for checking the program's implementation.
Outcome evaluation	Seeks to understand intended changes in knowledge, attitudes, and practices that result from a program or project's intervention.
Impact evaluation	Focuses on what happens to participants because of the program or intervention.
Performance Management	Typically undertaken within governments and non-profit sector to meet a demand for documentation of results. Focuses on program activities (process), direct products and services (outputs), and the results of those product and services (outcomes).