**CENTER BRIEFS**

**LiveFree - Tobacco Control Collegiate Initiative**

The FY 2003 LiveFree tobacco control grant is administered through the Center for Rural Health and Social Service Development (CRHSSD). This campus-wide collaboration began in spring 2001, when the Illinois Department of Public Health approached the Public Policy Institute at Southern Illinois University Carbondale (SIUC) to develop a comprehensive strategy for combating tobacco use in higher education, particularly among college-age women. With one of the most diverse student populations in the state, and a host of nationally recognized programs, SIUC proved to be an excellent laboratory.

The SIUC Public Policy Institute (PPI) was the lead agency on the grant in FY 2002 and solicited the assistance of the following campus and community entities:

- Center for Rural Health and Social Service Development
- College of Applied Sciences and Arts
- College of Mass Communications and Media Arts
- Health Education and Recreation
- Psychology
- Student Health Programs
- Jackson County Health Department

The group was charged with the task of developing an evidence-based campaign that could be transplanted to other universities in the state of Illinois and in the nation.

During the first year the collaborative members developed a strategy to assess smoking behaviors, attitudes and beliefs of the student population. Focus groups and campus-wide surveys were conducted that shed light on general attitudes about the effects of smoking, overall factors that influenced quitting and relapse such as changing campus and community policies on tobacco, and the types of prevention and cessation programs and media messages that would be most beneficial to this population. From this research, a media campaign was developed that supported the cessation programs available at SIUC, and prevention messages were highlighted that aimed at encouraging students not to smoke.

A full media campaign was initiated in September 2002. This campaign included print, radio and web components. In spring 2003, an advocacy campaign was added to capitalize on the student support of campus policies that would contribute to a healthy environment in which students learn and live. Training in policy advocacy was conducted to teach students about the democratic process and to encourage them to become informed and be active participants in the processes that affect their lives.

Elaine M. Vitello, former Dean of the College of Applied Sciences and Arts at SIUC, is the Project Director, and Martha Cropper, Field Representative with the CRHSSD, is the grant Program Manager. The initial campus and community entities continue to assist with the project.

For more information about the LiveFree project, visit their website at www.tolivefree.com, or call Martha Cropper, Program Manager, at 453-5780.

**COMMUNITY OUTREACH**

**Evaluation Coaching Grant**

The Center for Rural Health and Social Service Development (CRHSSD), in cooperation with the Evaluation Resource Institute at the Illinois Center for Violence Prevention (ICVP), provides evaluation coaching to violence prevention programs funded by the Illinois Violence Prevention Authority (IVPA). The major purpose of this grant is to assist the local violence prevention programs in developing an evaluation component for their respective programs.

The CRHSSD is in its fourth year of providing evaluation coaching to programs located in south central and southern Illinois. Dan Shannon is the staff person representing the CRHSSD on this project. He assists the violence prevention programs through direct outreach contact, development and presentation of Evaluation Training Programs/Workshops in cooperation with ICVP staff, and through the preparation of Tip Sheets that are published in the ICVP newsletter.

As an evaluation coach, Mr. Shannon provides consultation on activities such as writing clear and measurable objectives; survey, questionnaire, and knowledge test development; and report writing. The following is a list of agencies that have benefited from this service over the past four years. The program sites are located as far north as Newton and Robinson. Several sites are near St. Louis, while others are located in various southern Illinois communities.
This year, for the first time, two school district grantees, the Sesser-Valier School System and Raccoon Consolidated School District near Salem, have been added to Mr. Shannon’s responsibilities as an evaluation coach. He is assisting both schools in developing surveys.

Evaluation Training Programs/Workshops are conducted to allow violence prevention programs and other interested agencies to refine evaluation techniques and share ideas about their evaluation plans. The following is a list of the evaluation workshops that are offered at both Springfield and Chicago at various times of the year.

- “Evaluation Basics: How to Evaluate your Violence Prevention Program”
- “Designing Effective Surveys and Questionnaires”
- “Making Sense of Your Data and Communicating Evaluation Findings”

The Tip Sheets are another effective source that can help violence prevention programs and other agencies to improve their evaluation plans. The Tip Sheets that have been developed are listed below. Other Tip Sheets continue to be developed by the various members of the coaching team and ICVP staff.

- Reporting Evaluation Findings
- Where Do I Start?! Planning for Evaluation by Writing Effective Objective Statements
- Tips for Successful Evaluation Planning: Telling the Story of Your Program with Integrity
- Gathering Information for Evaluation Purposes: Selecting a Data Collection Method
- Tips on How to Locate and Use Existing Sources of Data
- Tips for Designing and Facilitating Focus Groups
- Tips for Administering Surveys
- Using Surveys to Assess Program Effectiveness
- Important Considerations in Evaluating Teen Dating Violence Prevention Programs
- How to Pilot Test Data Collection Instruments
- Youth as Partners in Evaluation
- Stakeholders: Who, What, How, and When are They Important?
- Evaluating Community Coalitions and Collaborative Approaches to Violence Prevention: How do we know if it’s working? How do we know we’re making a difference in the community?
- Cleaning and Organizing Your Evaluation Data
- Evaluation Ethics

For information about evaluation coaching service, ICVP’s newsletter, Tip Sheets, and Evaluation Training Programs/Workshops, you may contact Dan Shannon at 618-453-7118 (dshannon@siu.edu) or Heather Barton-Villagrana, the Evaluation Resource Institute Director, at 312-986-9200 (hbarton@icvp.org).