**Local evaluation project: Building capacity in program evaluation**

**SITUATION:** Local tobacco coalitions lack knowledge and skills in planning and evaluation that compromise achievement of outcomes and accountability.

**INPUTS**
- UWEX Staff
- Grant dollars
- Research
- Evaluation Advisory group
- Partners

**ACTIVITIES**
- Assess needs and assets
- Develop local, tobacco specific planning and evaluation materials focused on community change
- Provide training and technical assistance in 1-on-1 or group setting: - meetings - regional and statewide workshops - teleconference - print and web materials
- Facilitate cross site sharing
- Work with partners to create environment that understands and values evaluation

**OUTCOMES**

**REACH**
- COALITIONS - facilitators - members
- Local DH officer
- Partners: DPH WTCB MEP CTRI Smokefree

**SHORT**
- Increased valuing of evaluation
- Increased involvement in planning and evaluation
- Increased resources committed to planning and evaluation
- Increased knowledge and ability to collect and use data
- Increased confidence and motivation to engage in evaluation

**MEDIUM**
- Integration of evaluation into coalition operations
- More effective programs

**LONG-TERM**
- Increased local evaluation capacity
- Improved outcomes – WTCB goals

**EXTERNAL FACTORS:** outcome budgeting mandates, competing public health priorities; competing local mandates.