

## State/Local Government Page Case Studies

### Ohio Tobacco Programming Evaluation (Ohio Department of Health)

SRG has assisted in a five-year evaluation of tobacco prevention and cessation programs in the state of Ohio. The evaluation consists of a number of different activities aimed at assessing the development, progress, and effectiveness of community programs.

SRG has developed numerous materials for this program evaluation, including standardized reporting measures to assess grantees' progress and performance in each program area in a standardized manner; a tobacco-free schools policy scoring rubric, and a web-based evaluation training program. SRG researchers also conducted site visits to grantees and developed case studies of individual grantee programs. Furthermore, we provide evaluation technical assistance to grantees, both on an individual basis and as a part of the annual evaluation conferences held with all grantees.

### Minnesota State Surveys (Minnesota Department of Employment and Economic Development)

SRG has conducted a series of customer follow-up telephone surveys of participants who have received services from the state of Minnesota. SRG has also collected further in-depth information on participants' satisfaction, their participation, and their opinion of the programs' effectiveness.

This project has required specialized surveys for certain sub-categories of interest, such as employers who have received visits and assistance from a Business Service Specialist and a specialized survey of customers receiving Adjustment to Blindness Training. Individual program areas have been provided with area-specific reports, and quarterly and bi-annual reports were included as well. Completed interview totals have ranged from 1,000 to 10,000 per year.

### Local Resident Survey (City of Westerville)

SRG has regularly conducted a public opinion survey of the residents of a central Ohio community. City residents are asked their opinions on issues such as municipal services, community services, the city's economic status, and other aspects of community life.

SRG was responsible for programming and hosting the web survey using our internally developed customized web survey software. Additionally, SRG conducted two focus groups with a sample of survey participants for the purpose of clarifying and expanding upon the results gathered from the surveys. SRG has handled all data management, analysis, and reporting, which included comparisons of results across years.