

# HIGHLIGHTS

## MISRGO Annual Empowerment Evaluation Report 2023-2024

PREPARED FOR USE BY MISRGO,  
ADVISORY BOARD, ARKANSAS  
DEPARTMENT OF HEALTH, AND  
LEGISLATIVE OFFICES



# HIGHLIGHTS

Dr. David Fetterman & Ms. Linda Delaney

March 21, 2025

# INDEX

This report provides highlights of the  
2023-2024 MISRGO and Grantee Annual  
Evaluation Report.

|   |              |
|---|--------------|
| MISRGO: Mission and Performance<br>Measures | <b>1-2</b>   |
| Theory of Change/Transformation             | <b>3-4</b>   |
| MISRGO Webinars                             | <b>5</b>     |
| Grantee Accomplishments                     | <b>6-11</b>  |
| Conclusion                                  | <b>12-13</b> |

# MISRGO MISSION

*MISRGO's mission is specifically to prevent and reduce tobacco use in minority communities, including vaping.*

The University of Arkansas at Pine Bluff's Minority Initiative Sub-Recipient Grant Office (MISRGO) has received a portion of the Arkansas' Master Tobacco Settlement funds through the Arkansas Department of Health to focus on tobacco use in minority communities. MISRGO's mission is specifically to prevent and reduce tobacco use in minority communities, including vaping.



MISRGO has awarded more than 100 Arkansas organizations with funding for tobacco prevention and cessation programs. MISRGO currently sponsors and provides technical assistance for 9 grantees across the State of Arkansas. (See Appendix A for a glossary of grantee names.)

MISRGO grantees have broad-based support across the State for their tobacco prevention and cessation work. (See MISRGO Empowerment Evaluation: June 2011 Annual Report, Fetterman, Tremain, and Delaney, 2011.)

MISRGO grantees also have a strong track record of success based on past performance. For example, over the last decade the majority of MISRGO grantees met or exceeded their annual performance goals.

- Fetterman and Delaney, 2011-2012, 2014-2015, 2015-2016, 2016-2017, 2017-2018, 2018-2019, 2019-2020, 2020-2021, 2021-2022, and 2022-2023.
- Fetterman, Delaney, and Tremain, 2012-2013, 2013-2014

MISRGO grantees have broad-based support across the State for their tobacco prevention and cessation work.

# MISRGO PERFORMANCE MEASURES

*MISRGO goals and activities are aligned with CDC intervention areas, including:*

## CDC INTERVENTION AREAS



**1**

### AREA

*Eliminate Exposure to Secondhand Smoke*



**3**

### AREA

*Preventing Initiation Among Youth and Young Adults*



**2**

### AREA

*Promoting Quitting Among Youth and Adults*



**4**

### AREA

*Addressing Disparities*

# THEORY OF CHANGE AND TRANSFORMATION

*An empowerment or self-evaluation approach conducted by stakeholders is designed to build evaluation capacity.*

MISRGO has limited resources and strategically decided to invest in a multitude of minority communities instead of allocating small grants to a select few in the State.

This means more minority communities benefit from the funding, training, and evaluation capacity building. However this approach precludes a longitudinal assessment since the grantees, type of project, and CDC intervention category changes in many cases every two years (annually in the past).

Given this funding format, MISRGO required all grantees to adopt CDC recommended tobacco prevention and cessation intervention activities.

The logic is that if grantees successfully implement CDC recommended tobacco prevention and cessation activities they will contribute to CDC goals of reducing tobacco consumption in minority communities.

The activities are organized into 4 domains and include: preventing initiation, eliminating exposure to second hand smoke, promoting quitting, and addressing disparities. These categories overlap in practice, however, they remain a useful heuristic to organize tobacco prevention and cessation activities.

The evaluation plan builds on this logic and practice. It is not possible to track the same intervention over time since grantees vary and intervention activities change periodically. It is possible, however, to monitor grantees performance and their success in implementing CDC recommended tobacco prevention and cessation activities.

The higher the percentage of implementation, the higher the probability of impacting tobacco consumption in minority communities.

# THEORY OF CHANGE AND TRANSFORMATION

## (CONTINUED)

*The evaluation dashboard bar charts help MISRGO and MISRGO grantees monitor the implementation of CDC recommended activities contributing to CDC goals.*

Therefore, monitoring performance on a quarterly basis is critical. It allows for midcourse corrections if grantees are not reaching quarterly milestones or approximations of their annual goals.

This approach is also beneficial because it is designed to help grantees learn how to monitor their own performance, building their capacity to implement their proposed programs, and continually assess their progress toward desired goals.



# MISRGO ACTIVITIES

## Webinars: Cultural Conversations

MISRGO presented 4 webinars devoted to issues associated with minority communities and tobacco use. The topics were “Cultural Change Platforms in Tobacco Control”, “Using Youth Voices to Impact Attitudes and Choices in Tobacco Use”, “Tobacco and Health Equity Within the Hispanic Population”, and “Let’s Talk About Menthol: One of Cigarette’s Primary Addictive Additives.”

The webinars included experts in the field, a facilitator, and time for questions & answers from the audience.

THE MINORITY INITIATIVE SUB-RECIPIENT GRANT OFFICE PRESENTS  
CULTURAL CONVERSATIONS: MINORITIES AND TOBACCO USE (VIRTUAL)



“CULTURAL CHANGE PLATFORMS IN TOBACCO CONTROL”



**REGISTER** via  
<https://bit.ly/3ZdBRtb>

OCTOBER 12, 2023  
3:00 PM



Katherine Donald  
Facilitator

**Lincoln Mondy**  
Filmmaker

Lincoln Mondy is on a mission to build coalitions through education and address the tobacco industry's predatory decades of targeted and harmful marketing of menthol cigarettes, and how it has led to long-term health disparities among communities of color. Lincoln is now building on this foundation with the upcoming film "Black Lives / Black Lungs: The Journey of a Stolen Leaf," produced in partnership with Truth Initiative

THE MINORITY INITIATIVE SUB-RECIPIENT GRANT OFFICE PRESENTS  
CULTURAL CONVERSATIONS: MINORITIES AND TOBACCO USE (VIRTUAL)



“USING YOUTH VOICES TO IMPACT ATTITUDES AND CHOICES IN TOBACCO USE”



**REGISTER** via  
<https://bit.ly/48DJCwb>

FEBRUARY 15, 2024  
2:00 PM



Candice Bailey  
Project Prevent Supervisor  
Arkansas Children's

Dr. Patrice Bax  
Facilitator

THE MINORITY INITIATIVE SUB-RECIPIENT GRANT OFFICE PRESENTS  
CULTURAL CONVERSATIONS: MINORITIES AND TOBACCO USE (VIRTUAL)



“TOBACCO AND HEALTH EQUITY WITHIN THE HISPANIC POPULATION”



**REGISTER** via  
<https://bit.ly/3HZnyk7>

MARCH 5, 2024  
9:00 AM



Abbie Sudduth  
Facilitator

**Dr. Eduardo Ochoa**  
University of Arkansas for Medical Sciences

THE MINORITY INITIATIVE SUB-RECIPIENT GRANT OFFICE PRESENTS  
CULTURAL CONVERSATIONS: MINORITIES AND TOBACCO USE (VIRTUAL)



“LET’S TALK ABOUT MENTHOL: ONE OF CIGARETTE’S PRIMARY ADDICTIVE ADDITIVES”



**REGISTER** via  
<https://bit.ly/uapbmisrgocc4>

APRIL 11, 2024  
2:00 PM



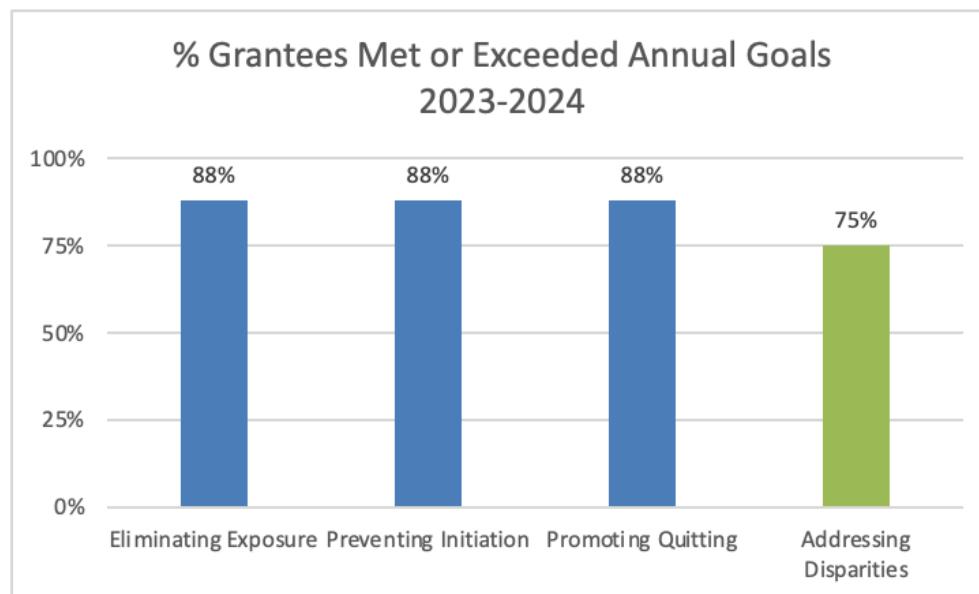
Dr. Valerie Yerger  
University of California San Francisco Center for Tobacco Control Research and Education

Ruthie Johnson  
Facilitator

# MISRGO GRANTEE ANNUAL FINDINGS

## 75% to 88% MISRGO grantees met or exceeded annual goals

88% met or exceeded their annual goals concerning eliminating exposure to second hand smoke. 88% met or exceeded their annual goals concerning preventing initiation among youth and young adults. 88% met or exceeded their annual goals concerning promoting quitting among youth and adults. 75% met or exceeded their annual goals concerning addressing disparities.



88% eliminating exposure to 2nd hand smoke  
88% preventing initiation  
88% promoting quitting  
75% addressing disparities

# MISRGO GRANTEE ANNUAL FINDINGS

## CDC Area 1: Eliminate Exposure to Secondhand Smoke

88% percent met or exceeded their annual goals concerning Area 1: Eliminate Exposure to Secondhand Smoke.

Primary grantee activities focused on:

- Encourage voluntary smoke-free perimeter policies
- Produce mass media messages concerning effects of tobacco use, including Juul (focus on African-American and Hispanic youth and parents)
- Increase number of businesses with voluntary tobacco-free policies
- Help establish smoke-free park policies
- Encourage tobacco-free policies, including vape products

Additional activities include:

- Implement anti-smoking media campaigns (via radio, social media and television)
- Promote smoke-free home and car campaign
- Educate about the impact of marketing strategies
- Educate about the benefits of smoke free environments in the car (ACT 811) and home
- Conduct operation storefront/STARTS surveys
- Organize tobacco free workshops/coalition meetings
- Educating faith-based organizations about the usefulness of adopting a tobacco-free policy
- Conduct community forums/listening sessions to share information and promote norm change.

88% percent met  
or exceed their  
annual goals

# MISRGO GRANTEE ANNUAL FINDINGS

## CDC Area 2: Preventing Initiation Among Youth and Young Adults

88% percent have met or exceeded their annual goals concerning Area 2: Preventing Initiation Among Youth and Young Adults.

Primary grantee activities focused on:

- Educate young individuals about dangers of using emerging tobacco products, including vaping (focus on African-Americans and Hispanics)
- Conduct Operation Store Front/STARS surveys
- Educate minority youth and parents about the effects of tobacco use (African American and Hispanic youth and parents)
- Increase number of voluntary smoke/tobacco free policies (faith-based or other community organizations)
- Increase the number of voluntary smoke-free/tobacco-free home policies
- Educate tobacco retailers on the benefits of being responsible retailers (sales age restrictions)
- Educate and encourage legislators to raise (MLA) age to purchase tobacco (18 to 21)
- Conduct National Tobacco Control Observation Events
- Obtain Alert Pledges to prevent initiation
- Secure smoke free youth and/or home/car pledges to prevent initiation of tobacco use
- Create faith-based coalition
- Decrease chewing tobacco use
- Secure comprehensive tobacco-free pledges
- Train youth to be tobacco control advocates, strategies include use of media outreach and youth rallies (receive evidence-based tobacco prevention training)

Additional activities included:

- Encourage increase tax on tobacco products
- Use media, include radio campaigns, social media (such as Facebook) and promotions, to inform youth about dangers of smoking
- Help to implement point of purchase policy
- Educate youth about benefits of increasing legal age (concerning purchase)
- Encourage youth to pledge to be tobacco free
- Use media to educate about prevention strategies
- Participate in youth related events such as Red Ribbon Week, Kick Butts Day, and school health fairs to educate on the dangers of tobacco and nicotine

88% percent met or exceed  
their annual goals

# MISRGO GRANTEE ANNUAL FINDINGS

## CDC Area 3: Promoting Quitting Among Youth and Adults

88% percent have met or exceeded their annual goals concerning Area 3: Promoting Quitting.

Primary grantee activities focused on:

- Encourage use of Arkansas Quit-line Fax Referral System
- Increase social support concerning eliminating tobacco use
- Increase pro-health messages and/or videos targeting Juul youth and adults users
- Use social media to promote Be Well Arkansas
- Use media to promote pro-health messages (social media and websites)
- Increase the number of African-American smokers educated about quitting and referred to a statewide or local cessation service
- Educate through evidence-based radio/social media and print about the dangers of tobacco products
- Encourage youth to pledge to quit
- Work with churches, schools and peers to help friends quit smoking

Additional activities included:

- Partner with community organizations to host or take part in events, presentations, and/or activities to help people quit smoking (including health fairs and conferences)
- Help increase the number of participants in cessation programs
- Educate people about cessation services
- Present information (tobacco facts) concerning the effects of tobacco
- Encourage people to participate in the established cessation programs
- Educate about the dangers of tobacco through evidence-based strategies
- Educate about cessation services using surveys, education activities, and media outreach
- Engage local grassroots advocates and health professionals to educate community residents on the health benefits of tobacco-free homes
- Conduct outreach such as, workshops, trainings, lunch & learns, prevention banquets, and barbershop wellness events to inform on the perils of secondhand and third-hand smoke exposure
- Encourage adults to adopt a tobacco-free home policy
- Educate, mobilize, and equip youth to design/develop and implement tobacco control activities

88% percent met or exceed  
their annual goals

# MISRGO GRANTEE ANNUAL FINDINGS

## CDC Area 4: Addressing Disparities

75% percent have met or exceeded their annual goals concerning Area 4: Addressing Disparities.

Primary grantee activities focused on:

- Mass campaign to reach Hispanics with information about existing tobacco laws, emerging products, cessation resources, and the Arkansas Quitline
- Educate about health disparities among African-Americans and Hispanic youth and young adults
- Use media messages to increase education of African-American and Hispanic youth about the effects of tobacco use
- Secure mental and behavioral health facilities addressing promoting tobacco prevention strategies
- Decrease the number of African-American smokers smoking inside their homes
- Increase media communication in geographic target area, e.g. minority population
- Create new coalitions and partnerships to help address related health disparities
- Conduct different radio campaigns to educate African American and Hispanic youth and young adults
- Sign smoke free home/car pledges
- Use advocacy skills to reduce the use of tobacco and ENDS among their peers
- Secure faith and community-based comprehensive tobacco-free holy grounds policy
- Promote approved evidence-based best practices
- Conduct human billboard campaigns at fairs, games and large gatherings
- Encourage businesses to adopt voluntary policies concerning advertising tobacco and nicotine products, particularly Juul and other e-products
- Increase number of adults signing smoke free home/car pledges (minority focus)

75% percent met or exceed  
their annual goals

# MISRGO GRANTEE ANNUAL FINDINGS

## CDC Area 4: Addressing Disparities (continued)

75% percent have met or exceeded their annual goals concerning Area 4: Addressing Disparities.

Additional activities included:

- Provide information about dangers of tobacco use and secondhand smoke and the importance of tobacco laws
- Encourage minority community members to call and enroll with the Arkansas Tobacco Quitline
- Help increase the number of voluntary smoke-free home policies
- Encourage people to make smoke-free home pledges
- Help to increase knowledge about tobacco policies and regulations regarding youth
- Conduct media campaigns to increase awareness of tobacco dangers and tobacco industry advertising tactics using radio, social media, billboards, and flyers (disproportionately targeting minorities)
- Educate about the hazards of secondhand smoke through a radio, print, and social media campaign (focusing on African American males)
- Educate tobacco retailers about the laws associated with selling tobacco to underage minority youth
- Encourage smoke-free policy or point of purchase policy to reduce advertising to youth and disparity groups
- Encourage health care providers to talk with minority patients about the dangers of tobacco, encourage their patients to quit, and refer them to the Quitline.
- Participate in community events with a large African-American presence to promote quitting and introduce available cessation services, including the Fax Referral System
- Conduct STARS surveys at tobacco retail establishments to determine how minorities are being targeted in order to tailor counter marketing to minorities
- Contact minority owned daycare centers, and places of worship in targeted zip codes that do not have a tobacco free perimeter policy in place
- Contact faith-based leaders and discuss the benefits of tobacco-free holy grounds
- Enlist additional facilities that promote tobacco prevention strategies
- Increase media communication concerning tobacco prevention
- Increase tobacco-free home/car pledges

75% percent met or exceed  
their annual goals

# CONCLUSION

**MISRGO adheres to CDC recommended intervention areas, specifically:**



MISRGO is engaged in key activities designed to contribute to their CDC-aligned interventions. The activities are categorized as follows:

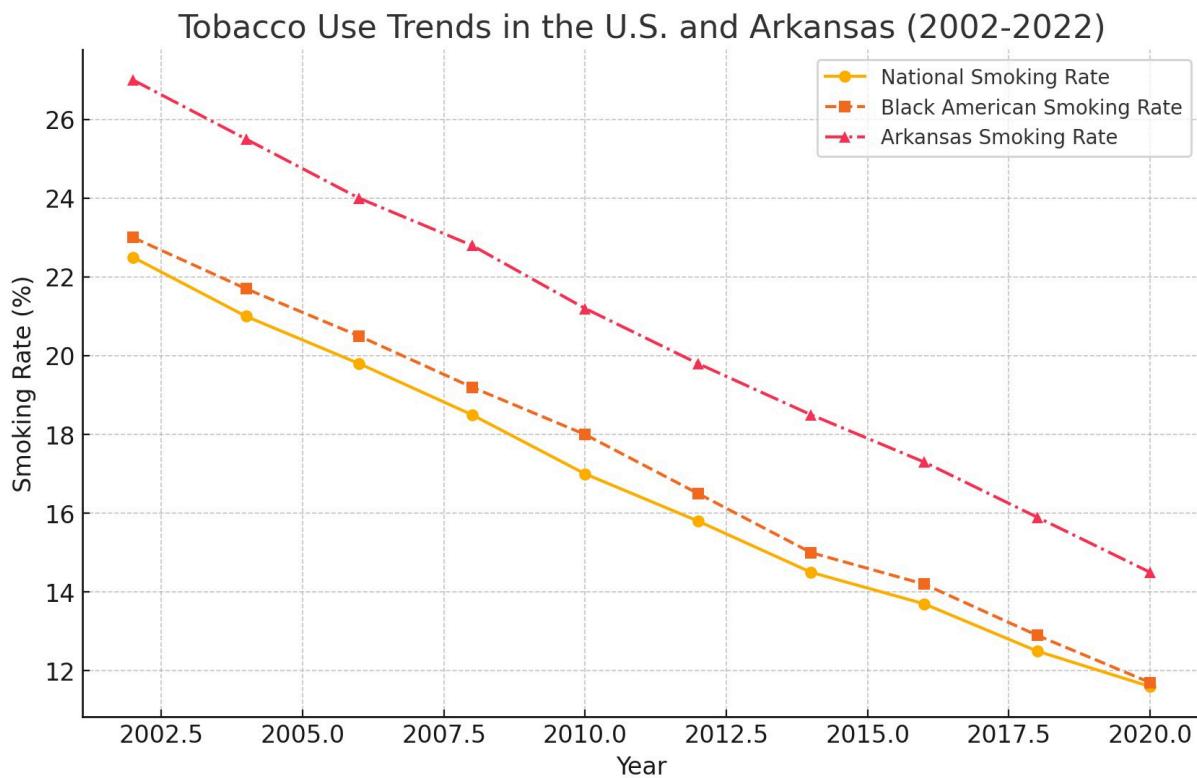
- Community Interventions
- Community Engagement
- Educating Key Decision-makers, and
- Mass-Reach Health Communications.

This report presents their annual outcomes in each area.

# CONCLUSION

**This report provides highlights of the 2023-2024 MISRGO and Grantee Annual Evaluation Report.**

**Overall, tobacco consumption in the U.S. and Arkansas has declined. MISRGO and their grantees' efforts have contributed to this accomplishment.**



The collective efforts of all involved have contributed to this positive outcome.

# CONCLUSION CONTINUED

**This report highlights both activities and outcomes, associated with tobacco prevention and cessation in Arkansas.**

1

MISRGO and 100% of their grantees have constructed and used evaluation dashboards to monitor their performance and accomplish their goals.

2

MISRGO is adhering to CDC recommended activities designed to: 1) decrease initiation of tobacco among youth and young adults; 2) decrease exposure to second hand smoke; 3) decrease tobacco use among adults and youth; and 4) use surveillance and evaluation systems to support a comprehensive tobacco control program

3

MISRGO Grantees closely approximated their annual goals including: 88% percent met or exceeded their annual goals concerning eliminating exposure, 88% concerning preventing initiation, 88% promoting quitting, and 75% addressing disparities.

The MISRGO and grantee activities presented in this report, represent the heart of their accomplishments.

# NOTES

1. See CDC site: <http://www.cdc.gov/psr/tobacco/2013/ar-tobacco.pdf>  
and Campaign for Tobacco Free Kids:  
<http://www.tobaccofreekids.org/microsites/statereport2016/arkansas.html>

## Acknowledgements

Newport Menthol Picture: Drew Angerer Gettyimages  
Juul Picture: Gettyimages



*David Fetterman*  
Fetterman & Associates