

## CENTER FOR PROGRAM EVALUATION AND RESEARCH

### TOBACCO CONTROL EVALUATION CENTER



**October 2012**

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#### **Welcome**

At last! It is finally beginning to feel like autumn (at least here in Northern California).

Time to put away summer clothes and activities and focus on the flurry of planning tasks for fall and the remainder of this fiscal year.

As evaluators, we are thrilled about the prospect of an entire year devoted to Bridge Year data collection! We have been busy consulting with CTCP about the many ways the Evaluation Center can offer assistance as local lead agencies conduct these activities. So read on!

Robin Kipke  
Editor



### **Don't Get Spooked by Retail Data Collection**

Feeling a little apprehensive or uncertain about the data collection activities for the upcoming Retail Campaign? Or are you bursting at the seams with questions? That's understandable. But help (and clarification) is on the way.

**[Read more...](#)**



## Evaluator Spotlight: Allison Burke

Meet Allison Burke from LPC Consulting Associates, Inc. in Sacramento. Allison evaluates the SOL and ACT-UP tobacco projects for Public Health Foundation Enterprises and the Sacramento Chinese Community Center. She is also evaluating a number of other projects, so she is one busy woman!

[Read more...](#)



## Hot Potato! Passing on Tasty Tidbits of Evaluation to You

To stay updated on fresh ideas, TCEC likes to take advantage of practical and affordable training opportunities and then pass along tips to you. Every year Claremont Graduate University offers professional development workshops on practical and theoretical evaluation topics

[Read more...](#)



## Don't Miss This Frightfully Important Webinar on Retail Campaign Data Collection Wed., October 31st from 10-11:15 am

Gazing into our crystal ball, we'll be able to:

- ① advise you about Bridge Year evaluation activities
- ① describe handheld device specifications
- ① outline the types of assistance TCEC will offer
- ① model store data collection
- ① demonstrate the analysis process

To join the webinar,

1. call 1.866.740.1260 and enter access code 2974659, THEN
2. go to [www.readytalk.com](http://www.readytalk.com) and enter the access code 2974659 to access visuals

For more information about the agenda, call the Tobacco Control Evaluation Center at 530.752.9951.

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## TOBACCO CONTROL EVALUATION CENTER

**We are the statewide technical assistance center on evaluation for all Prop. 99-funded projects in California**

Project directors, their staff, evaluators and subcontractors can call or email our

evaluation associates for individualized assistance with questions about their tobacco control-related work with regard to:

- Developing evaluation plans
- Creating or adapting data collection instruments
- Analyzing data and interpreting results
- Writing up your final evaluation report

Also check our website to access our collection of useful evaluation resources like:

- Self-serve library of data collection instruments
- Recordings of all of our webinars
- "How-to" information on evaluating tobacco control interventions
- Training materials and *Culture in Evaluation* guides
- Sample reports

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