

process & outcome

Measuring & Interpreting Change Through Evaluation



March 2013

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Welcome

Spring is popping out all over and your friends here at the Tobacco Control Evaluation Center are like busy ants with all of the exciting activity we've got going on.

This month we're conducting trainings on Writing Great Final Evaluation Reports and an Introduction to Using Handheld Devices. If you haven't already registered, time is running out to reserve your spot!

In April we'll be hosting a wonderful webinar on Visual Representations of Data with guest speaker Lisa Peterson from the TECC Library.

Plus we've been hitting the streets to capture images to use in practice sessions and materials for the May Retail Campaign Data Collector Training.

So we've definitely got you on our minds!

Robin Kipke
Editor



Needle in the Data Haystack: Reporting Evaluation Results

When it comes to writing up evaluation results in your Final or Brief Evaluation Report, there can be a lot of data to wade through. Too much detail will overwhelm readers, but too little detail leaves them with unanswered questions. The trick lies in deciding which

[Read more...](#)



When the Recipe Calls for Shortening: The Difference between Final and Brief Evaluation Reports

During report writing times we often get this question: "What is the difference between a Final Evaluation Report (FER) and a Brief Evaluation Report (BER), other than the fact that one is shorter than the other?" The answer does indeed not go far beyond the obvious.

[Read more...](#)



Extra! Extra! Read All About It!

How do you package and disseminate the data that you collect? Do you write about it in a letter that you put in a bottle and throw out to sea? Do you tie two cups together with a string and tell your story to each neighbor? Or maybe you do an interpretive dance to a

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Coming to a Region Near You!

This March, the Tobacco Control Evaluation Center is bringing hands-on trainings to you! So mark your calendars and spend an interactive day with TCEC on: **Writing Great Final Evaluation Reports plus a Test Drive of Your Handheld Device.**

[Read more...](#)

Webinars: What's Coming Down the Road



4/4 & 4/5 - Writing Final Evaluation Reports

4/18 - Visual Representations of Data

5/14 - Final Questions about Evaluation Reporting

6/13 - Recruiting Data Collectors and Previewing Data Collector

To join the webinars:

1. call 1.866.740.1260 and enter access code 2974659, THEN
2. go to www.readytalk.com and enter the access code 2974659 to access visuals

For more information about webinar times and content, visit our [website](#).

CENTER FOR PROGRAM EVALUATION AND RESEARCH

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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