

process & outcome

Measuring & Interpreting Change Through Evaluation



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Welcome

Right about now, things are definitely in full swing! You need to crank out the last progress report of the period, write those Brief and Final Evaluation Reports, and close out the books for 2010-2013.

On top of that you're probably gearing up for Retail Campaign data collection by recruiting team members, preparing your local data collector training, and making all the logistical arrangements that will be necessary.

Whatever state of preparedness you're in, just know that we're here to help. We've got new resources on the way, and you can call us anytime.

We've got you covered!

Robin Kipke
Editor

Knowing Where to Look: Insider Tips on Product Placement in Stores



For advice about collecting data in the retail environment, we turned to store owner/Modoc Co. Project Director Bill Hall.

Q: When going into stores, how should data collectors scan the layout to find the products on the survey quickly?

Bill: Almost all stores are set up the same way.

[Read more...](#)



Hi Ho Silver! More Retail Campaign Help Is on the Way

You don't have to wander in the wilderness alone. More help from the Tobacco Control Evaluation Center is on the way! Read about the upcoming launch of the Online Retail Campaign Survey Practice, checking your comfort level using devices, and how our hotline works.

[Read more...](#)



The Do's and Don'ts of Data Collection

Data collectors have power. How so? Because what they record counts on a big scale. This is especially true for large data collection efforts like the Retail Campaign store observation survey.

When statewide data are collected, every single survey has implications for the whole state.

[Read more...](#)



Lessons from the Field: Questions from Projects about Handheld Devices

During May and June, Catherine Dizon and I have been making the rounds, visiting as many county agencies as possible to provide technical trainings about using handheld devices for the upcoming Retail Campaign. We have been fortunate enough to meet many folks who will be the front line of this data...

[Read more...](#)



Webinars: What's Coming Down the Road

As the statewide Retail Campaign data collection gets underway from July to September 15, we'll be taking a hiatus from our regularly scheduled webinars in order to be on hand to assist you with any questions or technical assistance needs you may have along the way.

We'll resume monthly webinars in September. For more information about webinar times and content, visit our website.

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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