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Welcome

Shopping. Some people love it, for others it's a chore.

The retail environment will have a whole new meaning for most of us, I am sure, after this summer of data collection. Still, it's pretty exciting to think about what will be known in your community and throughout the state after this effort.

Our team here at TCEC remains busy helping projects prepare for their data collector trainings, developing new campaign materials, managing your datasets and preparing for CX and new workplan development.

So we're always cooking up something new for you.

Robin Kipke
Editor



What to Expect When You're Expecting

It feels like it's been three trimesters since you attended the Healthy Retailers conference. You've been laboring so hard to collect your data, and you're eager for your bundle of data joy to arrive. Now, I'm sure you're all wondering what to expect when you're expecting...your data that is!

Read more...



Making Data-informed CX Decisions

When it comes to setting priorities for new 3-year workplans, how does your project decide what to focus on?

Hopefully decisions are based on more than just a hunch or randomly picking topics out of a hat.

[Read more...](#)



Say It with Pictures!

Images can be powerful. Often, more powerful than words. Paired with data, they can convey your message with a visceral punch.

During retailer visits for the Healthy Stores for a Healthy Community campaign, data collectors are encouraged to note any displays or signage that would make for good campaign photos.

[Read more...](#)



Webinars: What's Coming Down the Road

9/19 - Selecting a Good Evaluator

10/10 - Using Retail Data for CX Priority-setting

11/7 - Developing 2014-2017 Evaluation Plans

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

1616 Da Vinci Court, Davis, CA 95618
530.752.9951 main line, 530.752.3118 fax

tobaccoeval@ucdavis.edu
<http://tobaccoeval.ucdavis.edu>

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