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Welcome

Boo! It's bewitching time. That mixture of the sweet
promise of future efforts paying off big along with the
looming realization that before you get the rewards, a
whole lot of planning effort is required.

Don't worry. You're already part way there. The CX needs
assessment is behind you and now all that's left is to
develop a workable roadmap and then seal the deal.

Resources and advice from the Tobacco Control Evaluation
Center can lift off the seemingly intimidating mask of
evaluation and scare those hobgoblins of confusion away.
This lights up the night so the path forward is clearer. Then
it's up to you to manage that bag full of treats!

Robin Kipke
Editor



Don't Let Evaluation Planning Give You Nightmares

I'll admit it. I found it hard enough just writing
about evaluation planning without even having to
do it! At first, the thought of creating an entire
work plan seems to loom over you like the giant
marshmallow man that invaded New York City in
Ghostbusters! But except for the eerie clowns,
there's nothing to be afraid of....

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



How to Select an Evaluator That Is a Good Fit for Your Project

When searching for and choosing evaluators, you really need to do some investigating, try them on for size, and see who is a perfect fit for your program.

[Read more...](#)



Retail Campaign Superheros

This summer was a busy period for everyone involved in the Retail Campaign data collection activities, especially Points of Contact (POCs).

Over the next few issues, we'll be featuring words of wisdom from a few POCs -- and reveal their favorite superpower.

[Read more...](#)



Framing Evaluation with the Right Plan

Developing a useful evaluation plan is all a matter of getting the framing right. However, forming a plan where all of the pieces fit well together requires both programmatic and evaluative insight. Therefore, it's useful to involve an evaluator to help you think through the steps so that everything "hangs" together just right.

[Read more...](#)



Jest Hold Your Horses!

A word about 2014 Retail Campaign Public Opinion Surveys, Key Informant Interviews, and Media Activity Records

We appreciate that some of you may be chomping at the bit to get started on 2014 Retail Campaign data collection activities, but for the time being we have to say, "Whoa there!"

Like the store observation survey, **these activities will once again be coordinated statewide data collection efforts** where all LLAs will be provided with the same training and **use the same instruments**. The survey, interview protocol, and guidance for media activity content analysis will be developed by the Evaluation Unit at CTCP along with the Tobacco Control Evaluation Center.



So until the statewide data collection training where these instruments will be released, you'll just have to hold your horses for a little while longer! In early 2014, watch for news regarding the timeline for these activities. We'll send word of the dates...by Pony Express, of course!!!

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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