

process & outcome

Measuring & Interpreting Change Through Evaluation



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**Welcome**

Tis' the season to look forward to all that 2014 has in store! Local lead agencies have visions of just-finished intervention and evaluation plans in their heads. Other grantees are hoping for good policy tidings instead of lumps of coal in their stockings. And our team at the Tobacco Control Evaluation Center is working as feverishly as elves to produce the new data collection instruments, tools and resources you'll need next year!

So however you celebrate this holiday season, we wish you all a peaceful and happy new year.

Robin Kipke  
Editor



**What an Evaluator Learned by Scoring FERs**



Hello tobacco control colleagues! In this article I would like to tell you about my personal experience scoring 2010-2013 Final Evaluation Reports (FERs). I bring a unique perspective because in addition to working at the Tobacco Control Evaluation Center (TCEC), I am also an external evaluator for three tobacco control projects.

[Read more...](#)



## Looking for Lift in Final Evaluation Reports

Final Evaluation Reports. When enough descriptive detail is included and linkages are made between key elements, a report can lift readers high enough so they see the bigger picture of what happened as a project worked to achieve an objective.

[Read more...](#)



## Retail Campaign Superheroes

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...](#)

## TCEC Is Making a List and Checking It Twice...

Here are some resources and webinars we're developing for 2014:

- Data visualization tutorials and training
- PhotoVoice training
- Retail campaign key informant interview protocol and training
- Webinar on interviewing techniques
- Retail campaign public opinion survey instrument and training
- Webinar on conducting public opinion surveys
- Guidance on writing brief evaluation reports



Photo by: [Rondo Estrello](#)

## **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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