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.
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 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...

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

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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