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Welcome

Even though winter is not officially over, spring has sprung
as if it just couldn't wait. Fields and trees have burst into
blossom without regard for calendar timing.

Many of you have been just as eager to jump into Retail
Campaign action and begin collecting public intercept
survey, key informant interview, and media activity record
data. Well, you won't have to wait much longer!

The instruments will be released soon and we'll be holding
regional trainings about them in April. In no time you'll be
in the thick of evaluation activities again to find out what
your communities and local leaders think about potential
retail policy directions.

We've got a number of new tools and applications that will
help you in that process, too.

So gear up. It's going to be a fun ride!

Robin Kipke
Editor



Retail Campaign Data Collection: The Fun Starts Again in April

The Tobacco Control Evaluation Center (TCEC) is
working fast and furiously on the instruments for this
spring's Retail Campaign data collection activities:
the public intercept survey, key informant
interviews, and media activity record.

[Read more...](#)



Fountain of Youth: Working with Young People as Data Collectors

Getting people on the street to stop and take a public opinion survey isn't always easy. But folks are often more willing to participate if the data collector is a young person rather than an adult. That represents an opportunity for your project - if you have a pool of youth coalition members or volunteers you can tap into.

[Read more...](#)



Goodbye iSURVEY, Hello SurveyPocket

After months of swimming in data from the Retail Campaign observations, it's time to take the plunge into data collection again to conduct public intercept surveys. This time, though, you'll be using a new mobile survey app called SurveyPocket instead of iSURVEY.

[Read more...](#)



5 Questions for Retail Campaign Superheroes

Here we feature some words of wisdom from a Point of Contact (POC) that may hold lessons for the upcoming statewide public intercept surveys - and we reveal a favorite superpower.

[Read more...](#)



Don't Miss Upcoming Regional Trainings!

Before you begin conducting Retail Campaign public intercept surveys, key informant interviews and media activity records this spring, you'll want to **attend one of TCEC's regional trainings** where we'll go over each of the instruments, discuss effective strategies, and introduce the new PocketSurvey application you'll be using on mobile devices from this point on.

This training is open to local lead agencies and their evaluators. The emphasis will be on how to train your own data collectors to use these instruments. Trainings will take place in various locations around the state plus a distance learning option via webinar for those who cannot attend in person.

Training Specifics

Location	Date	Available Seats

Davis	March 27, 2014	17
Los Angeles	April 1, 2014	17
Chico	April 4, 2014	10
Oakland	April 9, 2014	21
Fresno	April 10, 2014	22
Online Webinar	TBA	NA

Visit TCEC's [website](#) to register for the training nearest you. Each workshop will begin at 10am and end at 4pm, with lunch provided. Each site can accommodate a maximum of 30 people, so register early to save your spot!

Travel reimbursements for mileage and parking are available for CTCP grantees traveling 100 miles or more one-way to the conference location. An overnight stay is negotiable. Prior approval for all travel reimbursement is required.

Please contact Diana Dmitrevsky at ddmitrevsky@ucdavis.edu or (530)752-9951 for more information or any other questions regarding the training. Once you register, we'll send you a confirmation of the date and location, along with a map and agenda.



Data Visualization Resources on the Way



Data Man: always ready to help

Have important data that you'd like to display for the world to see but don't exactly know how to go about creating a compelling data visualization? Well, TCEC has just the resource for you! This March we'll be releasing five new online videos which cover the basics of data visualization principles as well as how to use a free data visualization software program called Tableau.

Each brief video builds up to the next, so our help desk wizzes recommend you watch the entire series first and then go back to the ones you need to for further reference. So keep an eye on the TCEC website or Partners for announcements about the release of these new resources soon.

In the meantime, if you are looking for an overview of data viz and the various ways data can be represented, you can watch a past [webinar](#) we did with Lisa Peterson from TECC. If you are just looking for a list of data viz blogs and resources, here's a [list](#) our colleague Stuart Henderson here at University of California, Davis put together.



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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