

# process & outcome

Measuring & Interpreting Change Through Evaluation



April 2014

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## Welcome

Well, it's been quite a Bridge Year!

Results from the initial round of data collection generated a lot of media coverage which seemed to create some momentum for related policy change. Now the key informant interviews, public intercept surveys and media activity records have the potential to provide real insight into local retail policy environments. Will these findings confirm or counter store observation results? The next month or two will tell.

In the meantime you'll also be wrapping up other objectives and writing brief evaluation reports. It's a lot to do, but take time to reflect on your achievements.

Robin Kipke  
Editor



## Datadventures: Episode 1

### Rescuing a Data Visualization

It's just another typical Tuesday morning at the Tobacco Control Evaluation Center office in Davis, California. The help desk guru sits contemplating ways to streamline data collection and reporting for local lead agencies in Tobacco Control throughout the Golden State. This moment of intense meditation is interrupted by the banshee shriek of the Assistance

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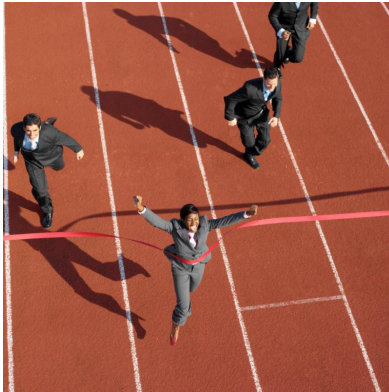


## Delivering Key Messages with a Punch

When it comes time to communicating your results with stakeholders in your community, data visualization can add more power to your punch. Why? Because our eyes are designed to look for and interpret patterns from the information they scan.

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## Writing the Bridge Year Brief Reports

For Local Lead Agencies, Brief Evaluation Reports (BERs) for the Bridge Year work plans are due July 31st. This deadline is a good thing - it's a one-month extension from the original due date of June 30th. A brief report is due for each of your objectives and needs to conform to the guidelines laid out in Tell Your Story, which the

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## Webinars: What's Coming Down the Road

Th 5/8 @ 2 pm - Turning Results into Data Visualizations

Th 5/29 @ 10 am - Writing Brief Evaluation Reports

To join the webinars:

1. call 1.866.740.1260 and enter access code 2974659, THEN
2. go to [www.readytalk.com](http://www.readytalk.com) and enter the access code 2974659 to access visuals

For more information about webinar times and content, visit our website.

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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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