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Welcome

It's a whole new world! Even though you may still be wrapping up Bridge Year reporting, the 2014-2017 scope of work has begun for all you local lead agencies.

And many have already taken the plunge, starting the period right by collecting baseline data for pharmacy key informant interviews, coalition needs assessments, smoke-free treatment center observations, and public opinion surveys on policies of all types.

As a result, the Evaluation Center has gotten a flurry of calls from people asking for plan revision advice, sample data collection instruments, and handheld device TA. Whatever it is, we've got you covered!

Robin Kipke
Editor



5 Questions for Retail Campaign Superheroes

This summer was another busy period for everyone involved in the Retail Campaign data collection activities. Read about how Melissa Peters and her team used a Spanish version of the public opinion survey for their work in San Luis Obispo.

Read more...

Getting the Most Out of SurveyAnalytics

Projects have access to free, unlimited use of SurveyPocket on your devices for any objective. You can now share surveys with others and work

in multiple languages, too! To find out how...



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Datadventures: Episode 2

In our next installment of the adventures of Data Man and friends, read how he teams up with ally The Data-Nator to dispatch evil-doer Device Outage.

[Read more...](#)



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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