

process & outcome

Measuring & Interpreting Change Through Evaluation



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In This Issue

The Role of Data Visualization in Media Coverage of the Retail Campaign

Survey Design Strategies

Mapping Your Coalition's Assets: a New Tool

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Happy Halloween!

Feeling a little spooked by your evaluation plan? Not quite sure how to move forward? Tempted to conduct data collection rather lifelessly? Don't give in to the dark side! Help is at hand.

Take advantage of all the useful resources on the TCEC website or reach out to our staff. Then you can say BOO to any monsters of doubt that might be lurking.

Robin Kipke
Editor



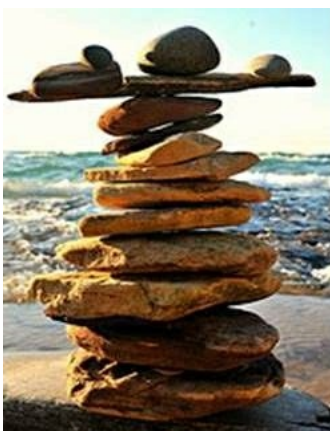
The Role of Data Visualization in Media Coverage of the Retail Campaign

When engaging in advocacy work, generating media coverage about program findings is crucial for promoting community interest in the issue. To do this, it's necessary to translate evaluation findings into eye-catching visuals

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Survey Design Strategies

Designing a survey can feel like a balancing act. The data must have depth and breadth but the



questions need to hold the attention of the participant. By putting a little extra thought into survey design, you can eliminate unnecessary or confusing questions and greatly increase the quality of your data.

[Read more...](#)



Mapping Your Coalition's Assets

Every coalition has its own unique set of assets - both tangible and intangible - to call upon. These resources provide the foundation for actions that a Local Lead Agency can take to mobilize communities to support and adopt tobacco control policies, and change social

[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

1616 Da Vinci Court, Davis, CA 95618
530.752.9951 main line, 530.752.3118 fax

tobaccoeval@ucdavis.edu
<http://tobaccoeval.ucdavis.edu>

[back to top](#)

