

process & outcome
Measuring & Interpreting
Change Through Evaluation



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It's good stuff!

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Off to a Great Start!

We've barely dipped into the new year and already it feels like time is flying by, doesn't it? But from the sound of technical assistance calls we're getting from projects, exciting things are happening!

The results of the initial wave of Retail Campaign data collection are leading to positive outcomes. ChangeLab has released new model policies about flavored tobacco products, pricing and e-cigarettes. Cities are rethinking their laws that regulate the retail environment. And local agencies are being asked by boards of supervisors to prepare info packets and language for policy advocacy they never thought possible.

Just goes to show what a bit of convincing data can do!

Robin Kipke
Editor



The Rover Library Comes to UC Davis!

Last summer, the Tobacco Control Evaluation Center welcomed the Rover Library project to the UC Davis campus. Rover is a virtual library that supplies comprehensive tobacco control resources and library services to support the success of CTCP-funded projects.

[Read more...](#)

Searching for Evaluation Resources Just Got a Whole Lot Easier



In case you hadn't heard, the Tobacco Control Evaluation Center has just launched its completely redesigned website. Not only is it a whole lot easier to find resources, but we've added some new tools to it as well!

[Read more...](#)



Making the Case with Fewer Words

Remember the days before smart phones? How did we manage our lives without them? Now it seems that practically everyone has one!

A similar phenomenon is likely to happen with data visualization in the not-too-distant future.

[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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