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It's good stuff!

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**Great things in store**

The Tobacco Control Evaluation Center is all about the data. In this issue, you'll hear about research we conducted on coalition surveys. Based on the findings of our analysis, we have revised the online coalition survey available to local lead agencies. Give it a try!

Results from our 2014 needs assessment indicate that projects want more example data collection instruments, especially on retail campaign topics. They also could use how-to resources on creating data visualizations.

So we're in the midst of developing, refining and testing new data collection instruments that will be accessible in our searchable online database. Plus we've got a host of data viz resources and services in the works.

More about that in our next issue! Stay tuned...

Robin Kipke  
Editor



**How Are CA's Coalitions Doing?**

Local coalitions play an important role in advancing the tobacco control efforts of California's counties. Every year or so, each local lead agency (LLA) conducts a coalition survey to assess how members feel about...

[Read more...](#)

**Joining Forces with Youth Pays Off**

Today's youth are a high achieving, tech savvy bunch who can be a fantastic asset to your



tobacco control program. They offer energy, fresh views, and extra manpower. When thinking of ways that youths can be integrated into your evaluation activities, consider these increasing levels of involvement:

[Read more...](#)



### **A Friendly New Face at TCEC**

The Tobacco Control Evaluation Center would like to introduce the newest member of our team, evaluation associate Kristie Pogue. Originally from Boise, Idaho, Kristie trekked across the county from Michigan, where she completed her Masters of Social Work...

[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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