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We're Here to Help!



TCEC is the statewide technical assistance center on evaluation for all Prop 99-funded projects in California.

Our evaluation associates can answer questions about developing evaluation plans, collecting and analyzing data, writing final evaluation reports, and more!

[Visit our website](#) for even more useful evaluation resources.

Greetings!

A HUGE thank you to everyone who attended the Tobacco Control Evaluation Center's April 28 training on the new Tell Your Story guidelines! We hope you had a great time exploring ways to make your Final Evaluation Reports even more useful.

We've devoted this month's newsletter to some key takeaways from **Tell Your Story 3.0**, as well as some other information you might be looking for as the due date for the next round of FERs approaches.

If you haven't had a chance to look at the new guidelines yet, **check them out!** They include:

- instructions for writing final and brief evaluation reports
- sample final and brief evaluation reports
- rubric for scoring final evaluation reports
- guidelines for submitting reports
- sample report highlights and executive summary

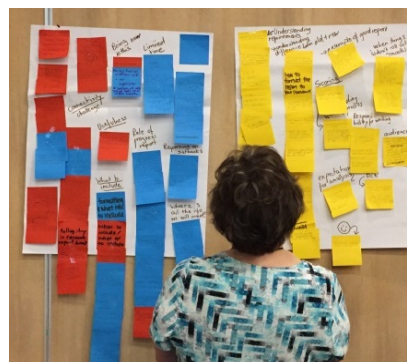
Missed a webinar or training? You can always find TCEC's recent recordings and resources under the **New Releases** tab on our website.

Best,

Sarah Helleisen
Editor

Learning How to "Tell Your Story"

After an exciting few days at the Project Directors' Meeting in Sacramento, TCEC staff hosted 80 participants from projects across the state for an in-depth look at the new *Tell Your Story: Guidelines for Writing Useful Evaluation Reports*.



[Read More](#)

What's Important: Key Points for Each Section of *Tell Your Story 3.0*

An evaluation report is a story with a purpose: to help users easily determine which strategies were worthwhile and which were less so. Based on the new guidelines, we've compiled some tips for writing each section of the report.



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The Long and Short of It: Final vs Brief Evaluation Reports

One of the questions TCEC gets a lot around reporting time is: What is the difference between a **Final** Evaluation Report (FER) and a **Brief** Evaluation Report (BER)?



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