

The Tobacco Evaluator Alliance (TEA) is a community of practice for California Tobacco Prevention Program evaluators. Created in 2019, TEA provides a peer-to-peer forum for dialogue among evaluators to share tools, knowledge, and resources, and a communication channel for evaluators statewide. The quarterly meetings, special topic forms, and Eval Talk-style learning clusters provide a place to voice concerns, get support, and troubleshoot real issues in the field.



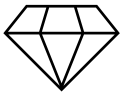
VISION

An engaged evaluator community and thriving, innovative collaborations that elevate tobacco prevention evaluation in California.



MISSION

To provide regular meetings, special topic forums and a communication channel for California Tobacco Prevention Program evaluators to share techniques, problem-solve, and enhance evaluation practice.



PRINCIPLES

- Inclusiveness
- Mutual Support
- Continuous Learning
- Cooperation

The following result areas and approaches guide TEA's work:

An Engaged Evaluator Community

This includes:

- TEA quarterly meetings
- Open discussion forum
- The latest evaluation news
- Resource sharing / tips
- Communication channel
- TEA website

How we measure success:

- The number of evaluators attending the TEA quarterly meeting
- Members self-report satisfaction with information and resource sharing

Thriving, Innovative Collaborations

This includes:

- Data collection instruments & protocols
- Special topic forums
- EvalTalk / learning cluster-style skill building
- Recommendations to TCEC, CTPP & CTPP-funded projects

How we measure success:

- The number of special topic forums to do a deeper dive into topics
- Members self-report improvement in evaluation practice

A Sustainable Community of Practice

This includes:

- GrEEN TEA (Steering Committee) Leadership
- TEA listserv members
- Paid staffing
- Funding and sustainability

How we measure success:

- The percentage of evaluators on the listserv based on the LPE Directory
- Sustainable funding and staffing