

The Tobacco Evaluator Alliance is a community of practice for California Tobacco Control Program-funded 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 forums, and EvalTalk-style learning clusters provide a place to voice concerns, get support, and troubleshoot real issues in the field.



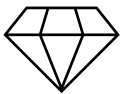
VISION

A forum to share and promote best practices in California tobacco control evaluation.



MISSION

To provide mechanisms for communication, innovation, and resource sharing to promote the end of commercial tobacco use in California.



PRINCIPLES

- Inclusiveness
- Innovation
- Mutual Respect
- Continual Learning
- Collaboration (Not Competition)
- A Health Equity Lens

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
- Ad hoc / special meetings

How we measure success:

- The number of members 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 CTCP, TCEC & CTCP-funded projects

How we measure success:

- The number of collaborations, and instruments / protocols developed
- Members self-report improvement in evaluation practice

A Sustainable Community of Practice

This includes:

- GrEEN TEA (Steering Committee) Leadership
- Infrastructure and communication mechanisms
- TEA listserv and webpage
- Paid staffing
- Funding

How we measure success:

- The number of TEA members on the listserv
- Sustainable funding and staffing