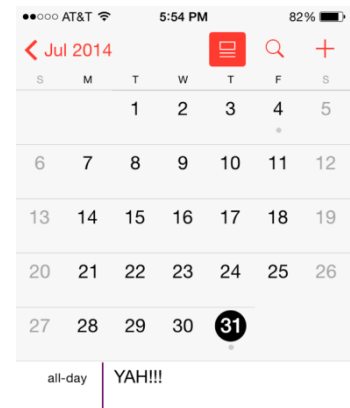


# Writing the Bridge Year Brief Evaluation Reports

by Jeanette Treiber

For Local Lead Agencies, Brief Evaluation Reports (BERs) for the Bridge Year work plans are due July 31<sup>st</sup>. This deadline is a good thing – it's a one-month extension from the original due date of June 30<sup>th</sup>. A brief report is due for each of your objectives and needs to conform to the guidelines laid out in [Tell Your Story](#), which the Tobacco Control Evaluation Center and the California Tobacco Control Program developed many years ago to help tobacco control projects write final and brief evaluation reports. However, because the bridge year activities were different from the usual course of action in a three-year cycle, you may be wondering what the one-year report should look like. For that reason we're providing some additional guidance.



## For Your Retail Objective

The introduction for this brief report should contain some background information on the Healthy Stores for a Healthy Community campaign and its four required data collection activities. In general terms, describe what your county hoped to learn from this data.

In the methods section, talk about the data collection instruments – which modules besides the core you chose for the store observation, whether you adapted the key informant interview and the



public intercept survey instruments, and how you conducted your searches for the media activity record. Explain how your project prepared staff and data collectors for working with handheld devices and the collection of high quality data (including data collector training). Mention your sample sizes as well as how, when, and where data were collected. Identify which methods were used to analyze the data (descriptive statistics, content analysis, regression, etc.)

In the results section, focus on significant findings of the store observation (you can attach the results page you received from CTCP as an appendix). Then report the results from the intercept survey, the interviews and the media record. Look at the entire picture and see where connections can be made. For instance, is there an interesting relationship between the results of the interviews and the intercept survey? Do these match or contrast with data from the store observations? Just focus on main findings; you don't need to report on every result. Reserve tables and graphs for unusual or significant findings if necessary to convey the point.

Close by interpreting your results and describing what they mean to your county. Think about what relevance these findings have for future work on the retail environment. What problems or opportunities do you see and how ready is your county for retail change? What strategies might work best given these results?

### For All Other Objectives

Reports for non-retail objectives follow the same outline you would use for a three-year work plan. Introduce the objective by describing the reasons why you chose it and how it fits in with the work your county has done so far (e.g., is it a continuation of previous work or did it spring out of a new challenge? Is this objective just one step within a larger multi-year plan?)



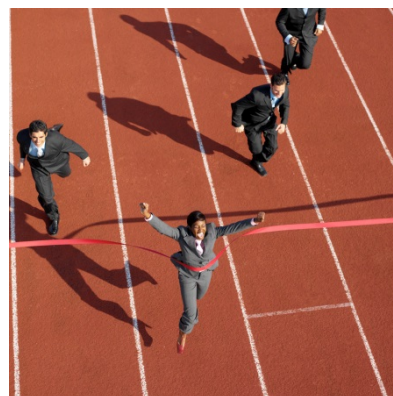
Follow this with a description of your intervention activities. Describe who carried them out, when and where, and what successes and barriers you experienced.

In the evaluation methods section, describe the overall plan design and the individual evaluation activities, including sample sizes, places and times of data collection and data collector training. Identify which type of analysis was used for your quantitative and qualitative data.

In the results section, state whether or not your objective was achieved and summarize the results of the data collection activities. Be brief and focus on important results rather than describing all results. Make comparisons where appropriate, for instance to results of similar objectives in previous years (for instance on a youth tobacco purchase survey or an apartment tenant survey), or compare to statewide data, if available.

The conclusions and recommendations section is where you get to interpret your results and say what they mean to your county. Why do you think the objective was or was not successful? Which activities were effective and which did not have the effect you intended? What would you do differently next time? What still needs to be done?

Keep it short and to the point. Say it in three to five pages. Make your words count. Just document what is important to know going forward. Call or e-mail TCEC if you need further suggestions.



Photos: TCEC and Microsoft