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Welcome

The new year is off to a roaring start! The Tobacco Control Evaluation Center is already engaged in a flurry of activity, partnering with CTCP and others to prepare training materials for the upcoming statewide training meeting in early March.

As you begin to think ahead about the evaluation activities that will follow, we've written some articles that provide food for thought -- with ideas about conducting field observations; the way that cultural perspectives affect how to collect, interpret and share information; guidance on documenting data analysis; and ways TCEC can make your work a little easier.

We hope you'll take advantage of these offerings,

Robin Kipke
Editor



5 Things to Know about Observations

Over the past few months, the TCEC team has been attending courses on various evaluation methods and conducting literature reviews for pilot testing our new observation instrument. We've learned a lot, and wanted to pass on what we found with you!

[Read more...](#)



Culturally Responsive Evaluation

The theme of this year's American Evaluation Association conference was Exemplary Evaluation in a Multicultural World. The third day of the conference focused on Culturally Responsive Evaluation or CRE. While cultural responsiveness is important in every type of evaluation, it seems especially pertinent to our work in tobacco control.

[Read more...](#)



Creating a Codebook for Data Analysis

Whew! Once the hard work of collecting your data is finished you can sit back and reap the rewards of all that information, right? Not so fast! There is usually additional work to clean the dataset before you can begin to analyze it.

[Read more...](#)



Announcements from the TCEC Help Desk

Eureka! Now You Can Find It Too

A Rose by Any Other Name...

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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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