

# process & outcome

Measuring & Interpreting Change Through Evaluation



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Don't miss a word! Sign up here to receive the TCEC newsletter directly to your inbox. It's good stuff!

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## Welcome

It's data collection season! But before you jump into the field, you'll want to train your data collectors. To get the scoop on the latest protocols and also pick up some useful training tips, don't miss your opportunity to attend one of TCEC's regional trainings.

Sessions around the state have already begun, but there are still some chances for you to attend:

- Santa Ana - July 8th
- Fresno - July 14th
- Santa Rosa - July 15th
- Webinar - July 28th

To register, visit the TCEC website or call 530.752.9951.

Robin Kipke  
Editor



## Pumping Up Your Training Assessments

Body builders train at the gym and measure the size of their biceps with a tape measure, their weight with a scale, and their proportions in a mirror. They do this so that they can track their progress, see if they need to adjust the number of repetitions they do, or determine if they're

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## Diving into Instrument Pilot Testing

Last year, the Tobacco Control Evaluation Center (TCEC) was hard at work developing a series of data collection instruments that various CTCP-funded agencies requested in our needs assessment, including a focus group discussion guide on electronic smoking devices.

[Read more...](#)

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## Data Collector Training Tips

The ancient Greek philosopher and teacher Aristotle knew what he was talking about. To achieve excellence, you have to start with great training and then repeatedly practice and apply what you've learned until it becomes second nature to you.

[Read more...](#)

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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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