

Retail Campaign Data Collection: The Fun Starts Again in April

by Diana Cassady

The Big Picture

The Tobacco Control Evaluation Center (TCEC) is working fast and furiously on the instruments for this spring's Retail Campaign data collection activities: the public intercept survey, key informant interviews, and media activity record. We are planning to have all instruments and instructions ready for your use by April 1, and we will be hosting a series of regional train-the-trainer workshops in early April covering the survey and interview protocols. We'll introduce the media activity record at the regional training, but have a separate webinar on how to use it. Dates and registration for the regional meetings are posted on the [TCEC website](#), and quite a few of you have already registered.



TCEC created these instruments with the help of other researchers who have engaged in similar research. CTCP evaluation and program staff and directors of local lead agencies (LLAs) reviewed the first drafts of the instruments. The final versions will be ready after pilot testing in the field by TCEC staff and some hearty LLA volunteers. These instruments can be used as is or tailored to the particular needs and interests of your agency. More on that in a moment.

The Instruments

The public intercept survey is designed to measure public opinion on the retail environment and on policy changes to make the retail environment healthier. Like the store observations, the public intercept survey will be conducted using mobile devices and will use TCEC's new survey app provider, SurveyPocket. Don't worry, we'll demonstrate it at the trainings and the TCEC hotline will be back in business to answer your questions. One important difference between the former app provider and SurveyPocket is that LLAs will be able to add their own questions, access to their own data, and analyze it in SurveyPocket or export the data to Excel or a statistical software package.



The public intercept survey has three sections on the following topics: opinions on the retail environment, support for various policy options, and demographic questions including the respondent's zip code and smoking status. The questions are based on public opinion surveys such as the Adult Tobacco Survey. There are about 30 closed-ended questions where each section has a similar set of responses (e.g., "easy, difficult, don't know). Early testing shows that the survey takes 7-10

minutes to complete. The survey can be tailored by adding questions at the end that will add local knowledge to direct Retail Campaign activities.



The Key Informant Interview is based on work conducted by RTI International for the state of New York. Their goal was to learn more about policymakers' opinions on various tobacco control measures, and is a hybrid of closed-ended questions on support for specific policy options and opened-ended questions to explore reasons for opposition. After interviewing nearly 700 policy makers across New York State, RTI international was able to detect varying levels of support for each policy option, and to identify specific reasons for opposition to a particular policy.

TCEC has used this same format for the questions, but with a focus on policy options relevant to the retail environment. Of course, your agency may want to drop a few of the questions or add others. The point of the Key Informant Interviews is to help LLAs gather useful information for their work over the next three years, and so it is inevitable that some agencies may customize the questions.

Finally, the media activity record is intended to capture local media coverage of tobacco control issues in general and the March 5th Retail Campaign media release in particular. This review will include social media (if your project uses social media) and websites, as well as traditional mass media like television, radio, and newspapers. TCEC is developing a form to record each story, announcement, or blog and its "frame" or main message. Detailed instructions will describe how to search the various media types, keywords to use in the search, and a time frame for the search. Creating clear boundaries for the search will make the data collection phase progress smoothly and efficiently. Just like the other instruments, the media activity record can be tailored to track the media and topics that are of particular interest to each LLA.



Data Collection Resources on TCEC's Website

If you want to brush up on your skills on survey administration, key informant interviewing, media activity record, or training data collectors, the TCEC website is full of information about these evaluation activities. Take a look at the [Tips and Tools](#) series and the [webinars and training videos](#) that cover these data collection topics.

See you soon at one of the upcoming Regional Trainings!

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