



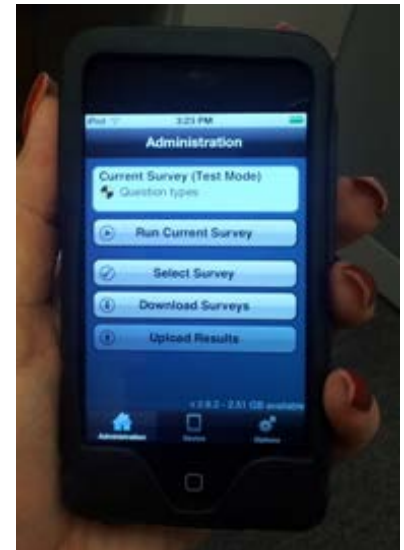
Don't Get Spooked about Retail Data Collection

by Robin Kipke

Feeling a little apprehensive or uncertain about the data collection activities for the upcoming Retail Campaign? Or are you bursting at the seams with questions? That's understandable. But help (and clarification) is on the way. You'll be hearing all about the activities and requirements that are planned for the Bridge Year and the following three-year plan cycle in the coming months, and we're here to help you through it.

As far as the use of handheld devices goes, here's what we can tell you at the moment:

To facilitate the collection of store audit data uniformly throughout the state, every LLA is required to purchase iPod Touch devices. You must purchase at least one device prior to CTCF's data collection training in May, and then have enough devices in time for your own data collector training and subsequent data collection. The total number of devices you need to buy will depend on several factors — the size of your sample of stores, the anticipated number of data collectors that will be out collecting data at any one time, how many days you can count on having data collectors on hand, and your budget. The recommended ratio is one device per 15-20 stores to be surveyed.



However, you may not have to purchase all of the devices you'll actually need. You may be also able to use the smartphones belonging to your data collectors (if those devices will support iSURVEY — not all of them do. As a general rule, any Apple or Android device sold after November 2010 is supported by iSURVEY/droidSURVEY — 4th and 5th generation iTouches and Androids with operating software 2.3 or higher. If you have questions about specific phones or devices, contact TCEC to discuss your options.) You might also be able to pool the devices of other projects in the area if you coordinate the timing of everyone's data collection. Best strategy: investigate your options now and talk with your fellow project directors and potential data collectors to see whether you can get access to devices in addition to those you will buy. **Bottom line is that you've got to be certain to have enough devices to collect data from your sample!!**



One other word about devices — having these gadgets can save you A LOT OF TIME that you would otherwise have to spend on data entry and basic analysis. So they are very handy to have! And you can use them for other projects in your agency, not just on current and future tobacco control activities. As a result, it can be well worth it to purchase as many as makes financial sense.

Besides budgeting issues, you probably also have questions about the survey you'll be using, the training and technical assistance that will be available to you, etc. These questions and more will be answered in the coming weeks and months by the following:

- On **Wednesday, October 31st**, the Tobacco Control Evaluation Center (TCEC) will conduct a webinar about evaluation in the Retail Campaign and the technical assistance TCEC will offer.
- LLA Guidelines Training webinars on **November 7-8** will cover what the Bridge Year is all about and how to write your one year activity and evaluation plan.
- Also in November, CTCP will host a webinar on how the sampling will be conducted for the Retail Campaign store observations.
- TCEC will publish a special issue of the evaluation newsletter in **November** which will outline the various evaluation activities during the Bridge Year, upcoming webinars and trainings, links to related resources, and how we will be available to help.
- During the campaign, Tobacco Control Evaluation Center personnel will provide **ongoing evaluation technical assistance** via phone or email as well as on site*. *Details coming soon.
- Prior to the launch of Retail Campaign data collection, CTCP will host Training #2 on data collection in **May 2013**, covering how to use handheld devices, how to do the store audits, how to upload the survey and download the data, etc.
- Retail data collection takes place **July-September 15, 2013** with store observations. Tobacco Control Evaluation Center personnel will offer regional on-site data collection technical assistance.
- An LLA Guidelines Training for developing 2014-2017 plans will be held in **November 2013**.
- After the initial data collection phase, the Tobacco Control Evaluation Center will be offering a series of webinars on how to conduct media activity reviews, key informant interviews, public intercept surveys and basic data analysis with iSURVEY (**2013-14**).
- And finally, in **January 2014**, CTCP will host a webinar on advanced analysis techniques for Retail Campaign data.



So lay those specters of uncertainty to rest and stay tuned for the special edition of the evaluation newsletter in November. In the meantime, have a happy Halloween!

