What to Expect When You're Expecting

by Catherine Dizon

It feels like it's been three trimesters since you attended the Healthy Retailers conference. You've been laboring so hard to collect your data, and you're eager for your bundle of data joy to arrive. Now, I'm sure you're all wondering what to expect when you're expecting… your data that is! Here's a rundown of what you can look forward to.

Data Cleaning

After your data collection teams have surveyed all of the stores included in your LLA's sample or census, your Point of Contact (POC) will need to get in touch with TCEC so we can begin cleaning your dataset. First you should review the field notes to see if there are any issues that need to be rectified such as missing stores, incomplete surveys, or when data collectors weren't sure how to categorize something they were seeing. These might require revisiting some stores or just recoding some answers. You'll need to contact us to discuss what's necessary.

TCEC has been tirelessly working with LLAs to gather data and ensure proper uploading of survey results. Regular communication between the LLA and TCEC helps detect and resolve potential issues and minimize the need to revisit stores to correct errors. So be sure to check in with me or Jorge during <u>and</u> after your retail data collection activities to confirm that your records match the database.

Your Dataset

TCEC will send your POC a complete dataset with ALL stores in your sample or census. This means that your dataset will arrive ready to slice and dice and conduct basic descriptive statistics. And soon after you receive your dataset, CTCP will send you analyzed results for seven CX indicators. Further analysis will be provided later on for use with future coordinated efforts. For other sophisticated statistical tests or comparisons that you might want to do, please wait for the soon-to-be-scheduled Advanced Analysis webinar, which will provide further guidance.

Although TCEC saves your raw data, the dataset your POC receives will be reformatted for easier use, corrected for any glitches or inconsistencies, include the store names and addresses, and contain prices calculated without tax so that the numbers are comparable across the entire state. If you're interested in learning more or need to read something to put you to sleep, our six-page data cleaning protocol can be your lullaby.

Data Documentation

Along with your data, you will receive a Word document that describes how your dataset was cleaned and exactly what was changed and why.   For example, if a price was reported WITH tax, we will document which record was changed, the previous price, the new price, and the tax rate used for the calculation. Again, if you would like to change anything in your dataset, TCEC will clean it for

you and document all changes in your data documentation. The data documentation also confirms the number of stores and modules surveyed.

Codebook and Instructions for Converting to Code

CTCP has developed a codebook defining all variables, including core and module questions as well as each possible answer choice. The dataset your POC receives contains text variables, because that is how the data are extracted from the survey program. If your data analysis requires you to convert the text variables into numeric variables, the codebook will also come with instructions and a pre-written SAS code for you to run on your dataset so you can prepare your own result "recipes."

Results Related to CX

If you're a little worried about being able to use your retail data for your CX process, don't fret. For variables directly related to the CX retail indicators, CTCP will analyze your data and provide the corresponding results. You will be able to share these results with your coalition as part of your CX process, but **please remind everyone that the data and results are to be kept confidential until you are directed otherwise by CTCP**. This confidentiality is also expected from all nutrition, alcohol, and other public health partners.

Density Maps and Results Related to the 10 Coordinated Press Releases

You can also look forward to maps! To make the future sharing of results more impactful, CTCP and Stanford will provide you with density maps, such as the percentage of tobacco retailers per 1,000 people, and within 1,000 feet of schools.

In addition, the State will provide local, regional, and statewide data analyses you can reference once the OK is given. The results will highlight key topic areas and attention-grabbing points of interest, such as availability of e-cigarettes and flavored tobacco products, healthy choices, price comparisons, and much more.

As you can see, we've all been working together preparing for this data collection, "gestating" this data, and doing our parts to continue the success of this retail campaign. It truly takes a village!

Although we're all excited about sharing this valuable data and showing off our hard work, please remember that you promised to keep it a secret until our due date!

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