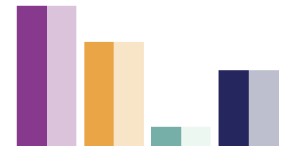


Data Sources for Commercial Tobacco-Focused Community Assessment

Data can come in many different forms, from statistics and charts, to photographs and testimonials. A single data source or type will not provide a complete picture of the commercial tobacco burden within a community. Therefore, having a variety of data sources and types is essential in being responsive to community needs, priorities, and challenges. Use the data source cheat sheet below to support identifying different data sources when conducting your agency’s Commercial Tobacco-Focused Community Assessment.

Examples of Data Sources:



Existing Program Information:	Community Stakeholders:	Pictorial / Visual:	Observations:
<ul style="list-style-type: none"> • Past program documents (e.g., meeting minutes, attendance logs, grant reports/ records) • CDPHE Commercial Tobacco Surveillance Databases (e.g., BRFSS, PRAMS, HKCS, TABS) • Community-level data (e.g., Colorado Tobacco Retail Licensing Matrix, Local Smoke and Vapor Free Policies) • Research Reports (e.g., CDC Best Practices for Commercial Tobacco Control, 2020—Smoking Cessation: A Report of the Surgeon General) • Media Records (e.g., news stories, journal articles, newspaper articles) 	<p>Types of community stakeholders:</p> <ul style="list-style-type: none"> • Program participants • Program staff • Agency Leadership • Key informants • Content experts • Community members • Coalition members • Partners • Community-based organization staff • Parks and Recreation • Policy makers • Youth • Parents & caregivers <p>Methods for collecting data from community stakeholders:</p> <ul style="list-style-type: none"> • Surveys • Focus groups • Key informant interviews • Public comment • Testimonials • Success stories 	<ul style="list-style-type: none"> • Before and after photos • Photos taken over the course of a program/project • Photos that demonstrate commercial tobacco behaviors (e.g., commercial tobacco-free signage, commercial tobacco waste, • Maps of key locations (e.g., retailer locations, districts/schools, healthcare providers/clinics) 	<p>Journals/logs describing:</p> <ul style="list-style-type: none"> • Physical surrounds • Relationships • Level of engagement/ participation <p>Attendance at public meetings (e.g., city council, school board, county commissioners, boards of health)</p>