

Appendix A

Surveillance and Evaluation Data Resources for Comprehensive Tobacco Control Programs

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Appendix A is an at-a-glance compilation of sources of data useful for tobacco control programs that are conducting surveillance or evaluation. Our objective is to provide basic information on each data source to assist state tobacco control programs in identifying data that are relevant to planning, monitoring, and evaluation. The data sources listed here provide a wide variety of tobacco-related information. For example, the NTCP Chronicle and local program monitoring have useful data on programmatic activities; restaurant and work-site surveys, key informant surveys, and third-party payer surveys have data on environmental policies and indicators; the Youth Tobacco Survey, Adult Tobacco Survey, and media evaluation surveys have data on individual knowledge, attitudes, and behaviors; and the cancer registries and hospital discharge records have data on health outcomes.

Data sources checked as “used frequently and comparable across states” are often used to help states develop tobacco program objectives. Data from these sources can be used to compare program impact and outcomes with those of other states and the nation as a whole.

The data sources are organized under major categories: national and state surveys, registries and vital statistics, and topic-specific tools. The columns in each table provide the following information:

Column 1: Data Source

- Name of the data source.
- General description of the data source.

Column 2: Tobacco-Related Indicators

- Topics on which information is available. For example, environmental tobacco smoke, tobacco-related policies, brand preferences, type of tobacco product (cigarette, cigar, pipe, smokeless tobacco, or bidi).
- The range in the number of tobacco-related questions included in the survey instrument, or—if applicable—within the core instrument, modules, or supplements.

Column 3: Sampling Frame

- The level of information available: national, state, community, or local.
- Details on target or study population (e.g., adults, pregnant women) or factors that were studied (e.g., media campaigns, number of telephone calls, hospital records).

Column 4: Methodology (a); Frequency (b); Years Completed (c)

- (a) Study design and data collection mode (e.g., random sample, telephone survey; convenience sample, unannounced interviews).
- (b) How often surveys are conducted (e.g., annually, periodically).
- (c) The years when data were collected.

Column 5: Comments

- Additional useful information.

Column 6: Contact

- Phone number or Internet address of the organization where you can obtain more information.

Not all of the data sources are available in every state. Consequently, some states may consider investing funds to develop systems to address gaps in data. New data-collection systems should be directly relevant to state programmatic goals, objectives, and activities. However, prior to choosing data sources or investing resources to develop new data systems, programs should consider some of the following issues: timeliness, frequency, comparability, credibility, and available resources. For more information on these considerations, please see CDC's 2001 publication *An Introduction to Evaluation: Planning, Implementation and Use*, or contact the CDC's Office on Smoking and Health's State Surveillance and Evaluation Team (telephone: 770-488-5703).