**Conduct data collection**

Data collection is the process of gathering and measuring information on variables of interest in an established organized pattern to facilitate answers to stated research questions, test hypotheses, and evaluate outcomes. It is important to involve coalition members in the data collection process and also

utilize standardized tool to avoid errors in the data collected. Using standardized tools will increase the validity and reliability of the data and the result of the data analysis. Data collection is important to the success of a coalition in promoting smokefree environments. Data is used to develop the education campaign targeting community members, stakeholders and decision makers.

<http://www.prevent.org/data/files/initiatives/smokefreepolicies.pdf>

**Methods of Data Collection**

**Community needs assessment**

A community needs assessment is the process of collecting data to identify the strengths and resources available in the community to meet the public health needs of community. The assessment focuses on the capabilities of the community, including its citizens, agencies, organizations and financial resources.

<http://www.lgbtcenters.org/how-to-do-a-community-needs-assessment.aspx>

<http://www.phi.org/uploads/application/files/dz9vh55o3bb2x56lcrzyel83fwfu3mvu24oqqvn5z6qaeiw2u4.pdf>

<http://www.nascsp.org/data/files/CSBG_Resources/Train_Tech_Assistance/Needs_Assessment_FINAL_-_8.22_print_to_pdf.pdf>

**Key informant interview**

Key informant interviews are qualitative in-depth interviews with individuals, decision makers, stakeholders that possess adequate information about the community. The purpose of key informant interviews is to collect information from a wide range of people including community leaders, professionals and residents who have first-hand knowledge about the community. They will provide insight on the nature of problems, give recommendations for solutions and strategies to address the problem.

<http://pdf.usaid.gov/pdf_docs/pnabs541.pdf>

**Focus group**

A focus group is defined as a group of individuals who have common interest or characteristics brought together by a moderator. The moderator uses the group and its interaction to obtain information about a specific or focused issue. A focus group is typically 7-10 people who are unfamiliar with each other. The participants are selected because they have certain characteristics in common that relate to the topic of the focus group. The moderator or interviewer will create a permissive and nurturing environment that will encourage different perceptions and points of view, without pressuring participants to vote, plan or reach consensus.

<http://cals.arizona.edu/sfcs/cyfernet/cyfar/focus.htm>

<http://www.eiu.edu/ihec/Krueger-FocusGroupInterviews.pdf>

**Asset mapping**

Asset mapping is used to collect data on the strengths and resources of a community and this can help address the public health issue in the community. Assessed community strengths and resources are inventoried and depicted on a map making it easy to build on these assets to address community needs and improve health. Finally, asset mapping promotes community involvement, ownership, and empowerment.

<http://healthpolicy.ucla.edu/programs/health-data/trainings/Documents/tw_cba20.pdf>

<http://www.communityscience.com/knowledge4equity/AssetMappingToolkit.pdf>