

COLLECTING DATA

ADVICE FROM POPULATION EXPERTS

Leaders in tobacco & cancer control offer unique perspectives on collecting quality data from priority populations. Roll over the ♦♦♦ for more from each expert.



SHONTA CHAMBERS
PATIENT ADVOCATE
FOUNDATION

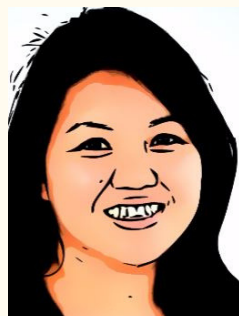
“When people are given formal surveys, they may feel they have to get their words just right. But it's not about getting the right words, it's about getting the right information. So we have to create opportunities for those organic talks that give us the most valuable data.”



“Go to places where people are gathering for artistic expression such as a poetry slam or music venue. It is here that you will hear the unfiltered voices of the community.”



STERLING FULTON, MHA
UNC TOBACCO PREVENTION &
EVALUATION PROGRAM



KRYSTLE CANARE
NATIONAL COUNCIL FOR
BEHAVIORAL HEALTH

“It's not just getting the information, but it's about continuing the relationship with [people] for the sake of prevention.”



“To increase cancer screening behavior among LGBT, we employ storytelling at events. We gather testimonials which lend themselves well to qualitative feedback expressing experiences and impact.”



REGINA R. WASHINGTON, DRPH
LGBT HEALTHLINK



IT'S TIME ENERGIZE THE MOVEMENT

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