

# RESOURCES FOR COLLECTING PRIMARY DATA

This document contains potential resources that grantees may use to conduct primary data collection.

## MULTIPLE TYPES OF PRIMARY DATA:

Document Title and Hyperlink	Creator	Types of Data Discussed	Description
<a href="#"><u>Listening to the Community's Input: A Guide to Primary Data Collection</u></a>	Wisconsin Community Health Improvement Plans and Processes Infrastructure and Improvement Project	Key informant interviews, focus groups, community surveys, community forums, direct observation	Document provides an overview, including advantages and disadvantages, as well as specific instructions for each type of data collection method.
<a href="#"><u>Data Collection for Program Evaluation</u></a>	Northwest Center for Public Health Practice	Document review, observations, surveys, interviews, and focus groups	Provides a detailed overview of each data collection method, including methods on data analysis for each type.

## SURVEYS/QUESTIONNAIRES

Document Title and Hyperlink	Creator	Description
<a href="#"><u>Resource Toolkit for Program-Specific Online Data Collection Methods</u></a>	Texas A&M SVPP Evaluation Team	SVPP-specific document with online data collection and evaluation guidance and an overview of potential survey platforms for online data collection of program-specific evaluation data (i.e. participant surveys or evaluation tools that accompany programs (e.g. Be Strong, Second Step, Close to Home, etc.)).
<a href="#"><u>Data Collection Methods for Program Evaluation: Questionnaires</u></a>	Evaluation Research Team, Centers for Disease Control and Prevention	2-pager that discusses: what a questionnaire is, when you should use it, how to plan and develop it, and how to get adequate response rates.

<a href="#"><u>Program Evaluation &amp; Survey Design Techniques</u></a>	Kynda Curtis and Ruby Ward, Department of Applied Economics, Utah State University	PowerPoint presentation that discusses evaluation survey types/methods, logic model integration, formatting survey questions/question types, and analyzing survey results.
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## INTERVIEWS

Document Title and Hyperlink	Creator	Description
<a href="#"><u>Data Collection Methods for Program Evaluation: Interviews</u></a>	Evaluation Research Team, Centers for Disease Control and Prevention	2-pager that discusses: what interviews are, when you should use them, how to plan them, and how to conduct them. Also discusses advantages and disadvantages of this data collection method.
<a href="#"><u>Key Informant Interviews</u></a>	UCLA Center for Health Policy Research	Detailed guide for how to plan and conduct key informant interviews.
<a href="#"><u>The Use of Qualitative Interviews in Observation</u></a>	Meg Sewell, University of Arizona	Webpage that provides details on designing and conducting interviews.

## FOCUS GROUPS

Document Title and Hyperlink	Creator	Description
<a href="#"><u>Data Collection Methods for Program Evaluation: Focus Groups</u></a>	Evaluation Research Team, Centers for Disease Control and Prevention	2-pager that discusses: what a focus group is, when you should use it, how to plan it, and how to conduct it. Also discusses advantages and disadvantages of this data collection method.
<a href="#"><u>Designing and Conducting Focus Group Interviews</u></a>	Richard A. Krueger, Ph.D., University of Minnesota	Detailed, comprehensive guide to conducting focus groups.
<a href="#"><u>Toolkit for Conducting Focus Groups</u></a>	Omni	Toolkit designed to prepare you to facilitate focus groups. Includes example scripts and documents needed for successful focus groups.

## OBSERVATIONS

Document Title and Hyperlink	Creator	Description
<a href="#"><u><i>Data Collection Methods for Program Evaluation: Observations</i></u></a>	Evaluation Research Team, Centers for Disease Control and Prevention	2-pager that discusses: what observations are, when you should use them, and how to plan them. Also discusses advantages and disadvantages of this data collection method.
<a href="#"><u><i>Observation in Evaluation</i></u></a>	Richard A. Krueger, Ph.D., University of Minnesota	Comprehensive guide to doing observations.

## DOCUMENT REVIEW

Document Title and Hyperlink	Creator	Description
<a href="#"><u><i>Data Collection Methods for Program Evaluation: Document Review</i></u></a>	Evaluation Research Team, Centers for Disease Control and Prevention	2-pager that discusses: what a document review is, when you should use it, and how to plan and conduct it. Also discusses advantages and disadvantages of this data collection method.
<a href="#"><u><i>Got Documents? How to Do a Document Review</i></u></a>	Neo Shop Talk	Blog post that introduces a real-life example of how a document review could be used in evaluation.