



An Iterative Approach to Connecting Policymakers with Actionable Tobacco Control Data Through the Tobacco Control Data Initiative (TCDI)

Lauren Eby

Development Gateway: An IREX Venture

Abstract

In response to policymakers' need for high-quality, accessible tobacco control data, in 2019, Development Gateway: An IREX Venture (DG) launched the Tobacco Control Data Initiative (TCDI) with support from the Gates Foundation. Through a series of country-specific platforms which include both primary and secondary data, TCDI provides a one-stop shop for tobacco control stakeholders in Nigeria, Ethiopia, Kenya, Zambia, South Africa, and the DRC.

Senior Program Manager, Lauren Eby will present on DG's unique approach that is based on iterative feedback collection from stakeholders to inform data visualization tools that maximize data use for tobacco control. In engaging a diverse stakeholder base throughout dashboard development, we ensure that their needs and perspectives are integrated into its design. This results in high user engagement, a strong sense of trust and ownership of the data, which, in turn results in tangible uses of the dashboard data by decision makers as well as other stakeholders to influence decision-making.

Keywords: co-design; dashboard; evidence; policy; substance use