

Field Collection Protocol (2015)

## AGENDA: TRAINING AND DATA COLLECTION

## City 1

Day 1: Introductions and Training

<u>Morning:</u> IGTC and project overview; review of field collection protocol; discussion about neighborhoods and vendors; overview of in-country activities <u>Afternoon Activities:</u> Training on doForms application; training on REDCap database; training on unique ID structure and archiving images in iPad

- Day 2: Training and Field Collection Data collection at first site; label packs; archive images in iPad; practice using REDCap
- Day 3: Training and Field Collection Training on inventory and image archiving; data collection
- Day 4: Training and Field Collection

Training on packaging and shipping; data collection

Day 5: Training and Field Collection

Review and practice protocol for archiving, saving, & uploading images; review plans for City 2; Data collection

## City 2

Day 6: Travel to City 2; debrief field work; review and plan data collection activities in City 2

- Day 7: Data collection
- Day 8: Data collection; debrief field work

## City 3

- Day 9: Travel to City 3; review and plan for collection in City 3
- Day 10: Data collection
- Day 11: Data collection; debrief field work

Day 12: Travel back to City 1

## BACKGROUND

Johns Hopkins Bloomberg School of Public Health, Institute for Global Tobacco Control (IGTC) is monitoring whether required health warnings on tobacco products are being implemented as intended, and identifying pack design appeals that might violate or detract from country tobacco packaging laws through the development of a surveillance system of tobacco product packaging in Bloomberg Initiative priority countries.

## STUDY DESIGN

**Cities:** In each country, data collection occurs in a sample of three cities that includes the largest populated city in the country and two additional cities. The two additional cities are chosen from the top 10 populated cities on the basis of cultural, geographic and potentially linguistic diversity. Data collection begins in the largest city, and then proceeds to the next two cities. The order of data collection in cities 2 and 3 is determined largely by pragmatic factors (distance, cost, and travel logistics).

**Neighborhoods**: In each city we identify low, middle and high socioeconomic neighborhoods, and then target **four** characteristically distinctive neighborhoods within each of these three strata. The distinct neighborhoods can be based on geographic location the makeup of who lives in the neighborhood (e.g. immigrants, religious group, ethnic group, professionals) or landmarks (e.g. University area, tourist area) for each socioeconomic area. For each city, a total of **12** distinctive neighborhoods are identified.

**Vendors:** Within each distinctive neighborhood one vendor is identified for the purchase of cigarette packs (additionally, cigarillos, packs sold with promotional items, where these were sold alongside cigarettes, and in countries where bidis, kreteks, roll-your-own tobacco, and smokeless tobacco products had high consumption rates and were sold, these were also purchased). GATS and Euromonitor country level data is assessed in advance to identify the type of vendors where consumers purchase tobacco packs. Four types of tobacco vendors are purposively selected based on their consumer purchasing and product distribution ranking among vendor types in the country.

In each city the first vendor visited is selected from a middle SES neighborhood. Within each neighborhood, data collectors – in conjunction with IGTC – identify a "hub" (transit center, major shopping center, source of commerce, etc.) where they travel to first. Data collectors follow the vendor selection and walking protocol (refer to Vendor Selection Walking Protocol). In the case that unique packs are not found at the first vendor, data collectors visit up to four vendors in a given neighborhood until at least one unique pack is found.

Twelve vendors are visited in each city: one vendor in each of **four distinct neighborhoods** in each of the low, medium, and high socioeconomic areas. Our total sample consists of packs collected from a total of **36** vendors in each of the three cities (see Vendor Matrix below).

## TOBACCO PACK SURVEILLANCE SYSTEM (TPackSS): FIELD COLLECTION PROTOCOL (2015)

	Low	Middle	High	# vendors (Total = 36)
City 1	4 distinct	4 distinct	4 distinct	
	neighborhoods	neighborhoods	neighborhoods	
	= (4 vendors)	= (4 vendors)	= (4 vendors)	12
City 2	4 distinct	4 distinct	4 distinct	
	neighborhoods	neighborhoods	neighborhoods	
	= (4 vendors)	= (4 vendors)	= (4 vendors)	12
City 3	4 distinct	4 distinct	4 distinct	
	neighborhoods	neighborhoods	neighborhoods	
	= (4 vendors)	= (4 vendors)	= (4 vendors)	12

Special note: If the selected vendor in a specific neighborhood does not have any new packs (packs which were not previously purchased at another store), then up to three additional vendors are visited in this neighborhood until a new pack(s) is found.

## SAMPLING AND DATA COLLECTION METHODS

Three different sampling methods are carried out. Cigarettes and any other product specified for the country will be purchased. Only packaged tobacco products are purchased (i.e. no individual sticks or unpackaged loose tobacco). In addition, no cartons of cigarettes are purchased.

## Unique packs sample:

One of every unique pack (any pack with at least one difference in an exterior feature of the pack including: stick count, size, brand name presentation, colors, cellophane, packaging material (i.e. hard, soft, tin), and inclusion of a promotional item) available in the store is purchased.

This sampling begins in City 1 at the first vendor. After the initial purchase, in each of the remaining neighborhoods, one of every tobacco pack that was not already purchased at a previous outlet is purchased from a vendor. If the selected vendor, in a specific neighborhood, does not have any new packs (packs that were not purchased at another outlet), then up to four vendors, in that same neighborhood, are visited until a new pack(s) is found before moving to the next neighborhood. At the fourth vendor, if there is still no new pack found, then the data collectors move on to the next neighborhood. The unique packs sample is marked with a red sticker.

## 3 brand variants sample:

One national pack; international pack; and Marlboro Red pack is purchased from each vendor where new packs are purchased, when they are available.

These purchases occur at the same vendors sampled for the unique packs sample, but the 3 brand variants collection occur after the unique packs sample. The 3 brand variants sample are marked with a green sticker.

If a pack designated as one of the 3 brand variants sample is collected as part of the unique packs sample at the same store, then the pack is not purchased twice. Instead, the pack is marked appropriately with both a red sticker AND green sticker. This indicates that the pack belongs to the 3 brand variants sample and that it was initially purchased as part of the unique packs sample.

Additional "purchase everything" sample: At the first vendor in City 2 and City 3, one of every unique pack (any pack with at least one difference in an exterior feature of the pack including: stick count, size, brand name presentation, colors, cellophane, packaging material (i.e. hard, soft, tin), and inclusion of a promotional item) available in the store is purchased. The additional "purchase everything" sample is marked with a blue sticker. These packs are physically kept separate from both the unique packs sample and 3 brand variants sample.

**Data Collection Process:** 



## DATA COLLECTION PROCEDURES

**Objective:** Purchase tobacco packs within the three sampling methods correctly using resources and the appropriate procedures.

## **Resources**

#### Data collection team:

Data collector 1: primarily interacts with the vendor; is in charge of systematically identifying the tobacco products for purchase; is in charge of paying for the purchase and acquiring the receipt for purchase.

Data collector 2: primarily be responsible for management of the packs, packing and recording the price paid for each product.

**Equipment**: All equipment, except for the items marked below as "not provided", are provided by IGTC. For a list of equipment needed for field collection, see below.

Equipment:			
🗆 Receipt book	Pens		
□ Ziploc bags	□ Bags or boxes to carry tobacco products (not provided)		
🗆 ID labels	Cash/debit card (not provided)		
🗆 iPod	Colored stickers (red, green, orange, blue)		
Handheld GPS	Rubber bands		

## PART I. IN-STORE COLLECTION PROCEDURES AT FIRST VENDOR: CITY 1 (TIME IN STORE APPROX. 30 MINUTES TO 1 HOUR)

- 1. Complete **unique packs sample** by purchasing all unique tobacco packs available.
  - a. Face the tobacco product display and request to purchase one of each unique tobacco pack.
  - b. Capture the price of each pack. Place an orange sticker on the back of the pack and record the price on the sticker.
    - i. If you are unable to place a sticker on pack while in store, and an itemized receipt is provided, then keep the packs organized by sectioning off every 5-10 consecutive packs with a rubber band and organize the packs in a bag or box in the order they are rung up on the cash register so they can be matched with the price on the itemized receipt.
    - ii. For retailers where the price is not given via bar code, do not request nor accept a reduced price if the vendor offers a discount due to the large quantity being purchased.
  - c. Ask the merchant to confirm that one of each tobacco pack they sell has been acquired and purchase any additional packs identified.
  - d. Place the packs in a box or bag. Pay for the entire purchase and retain a receipt to submit for reimbursement.
    - i. Record on the receipt the neighborhood ID from doForms, number of packs purchased, total price of the purchase, and date.
    - ii. If the retailer does not provide receipts use the receipt book and record the information listed above.

- 2. Take a picture of the tobacco product display
  - a. After data collection and payment are complete, ask the merchant if it would be possible to take a photo of the retail display and if allowed use the iPod to take the picture.
  - b. Take a picture of the receipt, with the recorded identifiers (neighborhood ID, # of packs purchased, total price, date) displayed, so that each retail display image is tied to its corresponding neighborhood and receipt.
  - c. Place the pictures into the "Point of Sale" photo album on the iPod.
- 3. Record field data
  - After exiting the retail environment, open the doForms app on the iPod and enter details about the purchase (refer to In-field Data Capture Form for Vendor and Neighborhood). Important:
    The provided SES/neighborhood # (refer to Unique ID Structure Guide) given with the name of the neighborhood on doForms needs to match the SES/neighborhood # written on the unique ID labels.
- 4. Organize packs and record pack data
  - a. As soon as possible after purchase, place each pack into an individual plastic Ziploc bag and place a unique ID label at the bottom left hand front corner of the bag. Refer to Unique ID Structure Guide for how to fill in the unique ID label. While in the field, it is only necessary to fill in information up to Pack # (i.e. Country\_City\_SES/Neighborhood #\_Store #\_Pack #). The remaining two identifiers (i.e. Unique/Duplicate\_Brand) are completed when the packs are being prepared for product inventory. If necessary, refer back to doForms to confirm that the SES/neighborhood # match the neighborhood entered in doForms.
  - b. In addition to the Unique ID, record the name, price, and date of purchase on the label.
  - c. Place a red-colored sticker in the top right hand corner **on the inside** of the Ziploc bag so that the color of the sticker is clearly visible when viewing the bag from the front if the pack is part of the unique packs sampling. Place a green sticker in the top right hand corner **on the inside** of the Ziploc bag so that the color of the sticker is clearly visible when viewing the bag from the front for the packs that are part of the 3 brand variants sampling. **Both a red and green sticker should be present for the 3 brand variants packs**.
- 5. Create image archive.
  - a. Create a photographic archive of packs purchased at the initial store to facilitate data collection at subsequent stores. Photograph each tobacco product from the unique packs sample and place it into a "brand family folder" on the iPod after each purchase (refer to Field Collection Image Archive).

## PART II. IN-STORE COLLECTION PROCEDURES AT ALL SUBSEQUENT VENDORS (TIME IN STORE EACH STORE APPROX. 30 MINUTES) Procedures:

- 1. Complete **unique packs sample** by purchasing one of every unique pack that was not already purchased.
  - a. Face the tobacco product display and identify any packs that were not already purchased.
    - i. When determining whether a pack was already purchased, look through the image archive on the iPod to see if the pack exists. If the pack matches a pack in the image archive, do not purchase the pack. If the pack does not exist in the image archive, it will be purchased as part of the unique packs sample.

- b. Capture the price of each pack. Place an orange sticker on the back of the pack and record the price on the sticker.
  - i. If you are unable to place a sticker on pack while in store, and an itemized receipt is provided, then keep the packs organized by sectioning off every 5-10 consecutive packs with a rubber band and organize the packs in a bag or box in the order they are rung up on the cash register so they can be matched with the price on the itemized receipt.
  - ii. For retailers where the price is not given via bar code, do not request nor accept a reduced price if the vendor offers a discount due to the large quantity being purchased.
- c. Ask the merchant to confirm that one of each tobacco pack they have available for sale has been examined. If not, determine whether any additional packs need to be purchased.
- d. Be sure to keep the unique packs sample organized in one place, as these packs will all be marked with a red sticker later.
- 2. Complete **3 brand variants sample** by purchasing the specified brand variants, when available.
  - a. After the unique collection purchase is made, face the product display. The team should identify the specific international, specific national, and Marlboro Red packs.
    - i. After identifying the specified packs, if the packs were not purchased as part of the unique packs sample, purchase the packs as part of the 3 brand variants collection. If the specified packs were purchased during the unique packs sample, then **do not purchase the pack again, but instead place a green sticker on the pack cellophane** (until it can be moved to the Ziploc bag later).
  - b. Capture the price of each pack. Place an orange sticker on the back of the pack and record the price on the sticker.
    - i. If an itemized receipt is provided and you are unable to place a sticker on pack while in store, then keep the packs organized with a rubber band and organize the packs in a bag or box in the order they are rung up on the cash register so they can be matched with the price on the itemized receipt.
  - c. Place the packs in a separate bag from those packs purchased as part of the unique packs collection. It is very important that these packs are kept separate for data quality purposes and so they can be assigned the appropriate unique ID.
  - d. Pay for the entire purchase and retain a receipt submit for reimbursement.
    - i. Record on the receipt the neighborhood ID from doForms, number of packs purchased, total price of the purchase, and date.
    - ii. If the retailer does not provide receipts use the receipt book and record the information listed above.
- 3. Take a picture of the tobacco product display
  - a. After data collection and payment are complete, ask the merchant if it would be possible to take a photo of the retail display and if allowed use the iPod to take the picture.
  - b. Take a picture of the receipt, with the recorded identifiers (neighborhood ID, # of packs purchased, total price, date) displayed, so that each retail display image is tied to its corresponding neighborhood and receipt.
  - c. Place the pictures into the "Point of Sale" photo album on the iPod.
  - d. Record field data
- 4. Record field data
  - After exiting the retail environment, open the doForms app on the iPod and enter details about the purchase (refer to In-field Data Capture Form for Vendor and Neighborhood). Important: The provided SES/neighborhood # (refer to Unique ID Structure Guide) given with the name of the neighborhood on doForms needs to match the SES/neighborhood # written on the unique ID labels.

- 5. Organize packs and record pack data
  - a. As soon as possible after purchase, place each pack into an individual plastic Ziploc bag. Place a unique ID label at the bottom left hand front corner of the bag. Refer to Unique ID Structure Instruction Guide for how to fill in the unique ID. While in the field, it is only necessary to fill in information up to Pack # (i.e. Country\_City\_SES/Neighborhood #\_Store #\_Pack #). The remaining two identifiers (i.e. Unique/Duplicate\_Brand) will be completed when the packs are being prepared for product inventory. If necessary, refer back to doForms to confirm that the SES/neighborhood # matches the neighborhood entered in doForms.
  - b. In addition to the Unique ID, record the name, price, and date of purchase on the label.
  - c. Place a red sticker in the top right hand corner **on the inside** of the Ziploc bag so that the color of the sticker is clearly visible when viewing the bag from the front if the pack is part of the unique packs sampling. Place a green sticker in the top right hand corner **on the inside** of the Ziploc bag so that the color of the sticker is clearly visible when viewing the bag from the front if the pack is part of the 3 brand variants sampling. **If the 3 brand variants pack was collected as part of the unique collection sampling, both a red and green sticker should be present.**
- 6. Create image archive
  - a. Create a photographic archive of each tobacco product from the **unique packs sample** to facilitate data collection at subsequent stores. Place the photograph of the pack into a "brand family folder" on the iPod after each purchase (refer to Field Collection Image Archive).

## PART III. IN-STORE COLLECTION PROCEDURES AT FIRST VENDOR: CITY 2 AND CITY 3 (TIME IN STORE APPROX. 30 MINUTES TO 1 HOUR)

- 1. Purchase one of each type of pack available.
  - a. Face the tobacco product display and request to purchase one of each unique tobacco pack.
    - Immediately sort the packs after purchase into their respective samples (i.e. unique packs sample, 3 brand variants sample, additional "purchase everything" sample).
  - b. Capture the price of each pack. Place an orange sticker on the back of the pack and record the price on the sticker.
    - i. If you are unable to place a sticker on pack while in store, and an itemized receipt is provided, then keep the packs organized by sectioning off every 5-10 consecutive packs with a rubber band and organize the packs in a bag or box in the order they are rung up on the cash register so they can be matched with the price on the itemized receipt.
    - ii. For retailers where the price is not given via bar code, do not request nor accept a reduced price if the vendor offers a discount due to the large quantity being purchased.
  - c. Ask the merchant to confirm that one of each tobacco pack they sell has been acquired and purchase any additional packs identified.
  - d. Pay for the entire purchase and retain a receipt that will be submitted for reimbursement.
    - Record on the receipt the neighborhood ID from doForms, number of packs purchased, total price of the purchase, and date.
       If the retailer does not provide receipts use the receipt book and record the information
      - listed above.

- 2. Take a picture of the tobacco product display
  - a. After data collection and payment are complete, ask the merchant if it would be possible to take a photo of the retail display and if allowed use the iPod to take the picture.
  - b. Take a picture of the receipt, with the recorded identifiers (neighborhood ID, # of packs purchased, total price, date) displayed, so that each retail display image is tied to its corresponding neighborhood and receipt.
  - c. Place the pictures into the "Point of Sale" photo album on the iPod.
- 3. Record field data
  - After exiting the retail environment, open the doForms app on the iPod and enter details about the purchase (refer to In-field Data Capture Form for Vendor and Neighborhood). Important:
    The provided SES/neighborhood # (refer to Unique ID Structure Guide) given with the name of the neighborhood on doForms needs to match the SES/neighborhood # written on the unique ID labels.
- 4. Organize packs and record pack data
  - a. Immediately after purchase, sort the tobacco packs purchased into their respective samples. This MUST be completed before moving on to the next neighborhood.
    - First, separate out the tobacco packs that are part of the unique packs sample. Determine whether a pack has already been purchased by looking through the image archive on the iPod to see if the pack exists. If the pack does not exist in the image archive, place the pack in a separate box designated for the unique packs sample. Mark these packs with a red sticker.
    - ii. Next, identify if any of the 3 brand variants sample packs were purchased. Mark these packs with a green sticker. Note: If one of the 3 brand variants sample packs were separated with the unique packs sample, then the pack will receive both a red and green sticker.
    - iii. The remaining packs, which are not part of the unique packs sample or the 3 brand variants sample, are the **additional "purchase everything" sample packs**. Mark these packs with a blue sticker.
  - b. Place each pack into an individual plastic Ziploc bag and place a unique ID label at the bottom left hand front corner of the bag. Refer to the Unique ID Structure Guide for how to fill in the unique ID label. While in the field, it is only necessary to fill in information up to Pack # (i.e. Country\_City\_SES/Neighborhood #\_Store #\_Pack #). The remaining two identifiers (i.e. Unique/Duplicate\_Brand) will be completed when the packs are being prepared for product inventory. If necessary, refer back to doForms to confirm that the SES/neighborhood # matches the neighborhood entered in doForms.
  - c. In addition to the Unique ID, record the name, price, and date of purchase on the label.
  - d. Place the corresponding colored sticker for the pack in the top right hand corner **on the inside** of the Ziploc bag so that the color of the sticker is clearly visible when viewing the bag from the front.
- 5. Create image archive
  - a. Create a photographic archive of each tobacco product from the **unique packs sample** to facilitate data collection at subsequent stores. Place the photograph of the pack into a "brand family folder" on the iPod after each purchase (refer to Field Collection Image Archive).

## PRODUCT INVENTORY, PHOTOGRAPHY, AND UPLOADING DATA

**Objective:** Generate a product inventory and high quality images of each tobacco pack in a uniform manner, save and label them, and secure them on an online database.

## **Resources**

**Equipment**: All equipment and materials needed to complete this section, except for the ones marked below as "not provided", are supplied by IGTC. For a list of equipment needed for inventory and archival imaging, see below.

Equipment:					
🗆 Canon camera	□N size battery charger	2 Studio LED lights			
□ SanDisk 16G memory card	□Camera case	🗆 Promaster mini triPod			
□ Kingston memory reader	□2 Canon N size batteries	Passwords to Dropbox and REDCap			
🗆 Turntable	□2 light covers	Tobacco Packs (not provided)			
□ Light box	□3 travel adaptors	Computer (not provided			
□ 2 Studio LED lights	□2 light stands	Internet access (not provided)			

## **Product Inventory**

### Procedures:

- Fill in the missing information (i.e. the unique/duplicate and brand identifiers) on the unique ID label for the collected tobacco packs. The other identifiers (i.e. Country\_City\_SES/Neighborhood #\_Store #\_Pack #) should have been completed during in-field collection.
  - a. All the tobacco packs in the unique packs sample, **with red stickers**, designate with the code 0, and the remaining packs, **with only an individual green or blue sticker**, designate as duplicates with the code 1 (refer to Unique ID Structure Guide). The brand is designated for the 3 brand variants sample (refer to Unique ID Structure Guide).
- 2. Complete the online data entry form for each tobacco pack collected, using REDCap, an online data collection tool (refer to Tobacco Product Inventory Form).

## **Photography**

- 1. Generate two images of each tobacco pack purchased, then save, label, and upload the images to the shared Dropbox account (refer to Photography Protocol).
- 2. After all data collection is complete, upload to the shared Dropbox account all of the tobacco pack images from the brand family image archive and the Point of Sale images found on the iPod. Place images into the *iPod Images* folder and inside the *iPod Collection Archive Images* or the *Point of Sale Images* folder.

## REPORTING GUIDELINES

**Objective:** Report on progress of TPackSS project.

## PART I: REPORTING ON CREATING PRODUCT INVENTORY

### Procedures:

- 1. After first 50 packs have been entered into REDCap, email Research Program Manager Michael Iacobelli (miacobe1@jhu.edu).
  - a. Michael will review the product inventory entered in REDCap and provide feedback.
  - b. After feedback is provided, update the existing product inventory if needed and proceed with completing the product inventory.
- 2. After all packs are entered into REDCap, email Michael and report that the product inventory data entry is complete.

## PART II: REPORTING ON ARCHIVAL IMAGING AND UPLOADING

After uploading the two tobacco pack images at 20 and 180 degrees, and the iPod tobacco pack archival images and the Point of Sale images send an email to Research Assistant Kara Robinson (krobin63@jhmi.edu) stating that the photographs have been uploaded.

- 1. Each day that packs are photographed (for the standard 20 and 180 degree shots) and uploaded to Dropbox, email Kara and provide a summary of work completed.
  - a. In the email, include the photographs taken and which folders they were uploaded to (Ex: Today, [Country] > [City], packs 001-049 were uploaded.), the total number of packs that were collected in the city whose packs are being photographed, and the total number of packs that were photographed for that particular city (ex: 49 packs of a total of 156 packs collected in [City] have been photographed to date.). These packs are reviewed daily for image quality by IGTC staff, and changes or approval of the images given.
- 2. Email Kara Robinson once the tobacco pack archival images and the Point of Sale images are uploaded.
- 3. After all photography is uploaded email Michael Iacobelli and report that the photography activities are complete.

## PACKAGING AND SHIPPING

**Objective:** Properly package tobacco packs for shipment and support shipping logistics.

## **Resources**

**Equipment**: All of the forms and letters listed are provided by IGTC. All of the packaging material needed to ship the equipment and tobacco packs must be purchased. Save the receipts to submit for reimbursement. For a list of equipment needed for packaging and shipping, see below.

Equipment:				
Tobacco packs	Packing List Envelope			
□ Standard shipping boxes	□Pro Forma Invoice Form (5 copies)			
Packaging tape	🗆 Waybill			
Packaging popcorn foam or bubble wrap	□ FDA and FTC letters			
Product inventory list				

# PART I: PACKAGING AND SHIPPING OF THE EQUIPMENT SUITCASE AND THE TOBACCO PACKS

### **Procedures:**

- 1. Confirmation of acceptable product inventory entry and photography upload, and preparation for shipment.
  - a. After receiving an email from Michael Iacobelli that the product inventory entry and photography upload is acceptable; then an email is sent by Kara Robinson with instructions for how to prepare shipment of the equipment suitcase and the tobacco packs.
- 2. Purchase materials required to ship the equipment suitcase and the tobacco packs.
  - a. Visit a packaging/shipping store and purchase the appropriate size box for shipping the equipment suitcase and for shipping the tobacco packs. Purchase protective material for each box. Place the equipment suitcase and the tobacco packs in separate boxes.
- 3. Kara will email a pick-up date for when the shipping carrier will retrieve the boxes. Have the boxes ready for the specified pick-up date.
- 4. Email Michael and Kara once the boxes are picked up by the shipping carrier and provide any confirmation or tracking documentation from the shipper.



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