

African Cigarette Prices Round 1
Fieldworker Information Pack and Instructions:

The following information and instructions outline what is required of fieldworkers for the African cigarette price collection project. Please ensure that you have read through the entire document before commencing data collection. If you have any queries regarding the information and instructions below then please feel free to contact Kirsten, the project coordinator, at tobaccocontrolproject@gmail.com.

1) Basic Fieldworker information:

Before beginning participation as a fieldworker it is essential that all participants adhere to the following requirements:

- a) Each fieldworker must be a registered student at the University of Cape Town,
- b) Each fieldworker must possess a South African bank account.
- c) Access to a Smartphone.

If either of these requirements are not met then payment to the fieldworker will be severely compromised. Please contact the coordinator immediately if either of these requirements are unclear or are not met.

Payments to fieldworkers will be as follows:

- R5.00 per price collected from retail outlets,
- R10.00 per price collected from street vendors.
- A R300 bonus will be paid to each fieldworker who collects 500 prices.
- The number of prices collected is limited to 1000 per fieldworker.

Should any fraud be discovered (i.e. prices being made up or prices being duplicated), the fieldworker forfeits any payment. If fraud is suspected, the fieldworker will be called in to explain him/herself. Photos of cigarette prices will be used to detect such fraud.

1) Instructions:

- Fieldworkers are required to visit retail outlets and street vendors where cigarettes are sold.
- Fieldworkers will be provided with a letter from the head of the project, Professor Corné van Walbeek, explaining the project and asking for permission to take photographs of cigarettes prices in the shop. **Before** recording any prices or taking any photographs, the fieldworker must approach the store manager/shop-owner with this letter and discuss

taking photographs in the shop. If the manager gives consent, the fieldworker should continue with the following steps; **however, if the manager/shop-owner refuses then the fieldworker must respectfully move on to another outlet.**

- In some cases it will be necessary to move behind the counter in order to take clear photographs. This should be communicated to the manager/shop-owner.
- Once permission from the manager/shop-owner has been granted, the fieldworker should record the prices of as many cigarettes (single/boxes) as possible.
- During this recording process it is essential that every recorded price has a photograph to verify it.
- Please ensure that the photograph is clear enough to identify the price, brand and sub-brand of the cigarette. This may mean taking individual photographs of each price or photographs of groups of prices, depending on the camera quality (if it is possible to zoom in on the picture and still see the names, brands and prices clearly, then it is perfectly acceptable to include many prices in one picture, this will just involve some experimentation by the fieldworker with his/her camera). It is at this step that the fieldworker might be required to move behind the counter (in order to obtain a clear image).
- The fieldworker should carry with them a pencil and paper, so that in the event that prices are not presented in the shop (for example, at informal street vendors), the fieldworker can write down the relevant price and include this in the photograph.
- If any price is not accompanied by a **clearly visible** photograph of this price, that piece of data will be discarded and regarded as invalid.
- Besides the photographs of the prices, the fieldworker must also take a photograph of the shop (storefront) where the price was taken. In this photo the name of the shop must be visible. In the case of street vendors, a clear photo of the entire stall is required.
- Please note: there is no requirement or obligation to feature the shop-owner/manager/vendor in the photo.
- At every outlet/vendor you will be required to record your GPS coordinates.
- Once prices have been recorded and photographs and coordinates taken, the fieldworker must record each price (each as a separate unit) in the Excel spreadsheet that will be provided by the coordinator. **Please ensure that the layout of the spreadsheet remains in the form in which it is given.**
- In the event that cigarettes are sold on promotion (for example, “save 30%” or “Buy 2 for 1”), this should be noted in the comment section of the spreadsheet. Please contact the coordinator if there are any queries with this sort of occurrence.
- **The fieldworker must name all photographs according to the naming convention described at the end of this document.** The spreadsheet includes two

columns for the photo references, please ensure that the name quoted in the excel spreadsheet and the name of the relevant photograph is correct! In other words, anyone using the data should be able to easily identify the photographs for each row of data (price).

- **Once the fieldworker has completed between 50 and 100 prices (data entries) this data must be forwarded to the coordinator (including photographs) for inspection.** This will allow the coordinator to check the work and ensure that the fieldworker is not making any systematic mistakes.
- The fieldworker will be given feedback and will then be allowed to move on to collect more prices.
- In the event that two or more fieldworkers are located in the same city/town/village, the fieldworkers will be required to coordinate their shop visits so that no duplication of prices occurs. The coordinator will oversee this process.

Although we encourage fieldworkers to record prices as far and wide as possible, they should inform the coordinator once they have reached 1000 entries. Only under special circumstances with a fieldworker be allowed to collect more than 1000 prices.

Final datasets (completed Excel spreadsheets and accompanying photographs) will be accepted until the 25th of July. Again, please contact the coordinator if anything is unclear.

Kirsten,

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