



Training Tips for Ad Survey

Advice on Training Surveyors and Preparing for Surveys

The training should last from 3 to 4 hours, however, time will vary depending on size of group.

If possible, use an LCD or overhead projector to show photos of items that will be counted in the survey. Use the Stanford website to download relevant photos. The url is:

<http://prevention.stanford.edu/retailer/index.htm>

The following is a sample agenda:

I. Introductions

II. Background and Overview

- Distribute the Instructions for Surveyors manual and the Ad Survey form.
- Review the procedures to conduct the survey and the form to acquaint the surveyors with the types of items to look for in the stores.
- Review the section, Introducing Yourself, so surveyors are prepared if they get questioned.
- Review the counting protocols—Use photos from the Stanford Web site.
- Review the cigarette (and smokeless) brands and manufacturers.
- Review the various sizes they need to be familiar with: 14 square feet, 6 inches, 3 feet, 4 feet.

For 14 square feet, make several versions from butcher paper. For other measurements, use a tape measure so the surveyors can measure the width of their hands, the length of their arms, 3 feet from floor, etc., to use in the field when they estimate these distances.

III. Practice

- Have each surveyor complete one form using the mock ad survey sample photos of ads, then review their answers as a group.

IV. Close

- Distribute team packets (refer to Example Map and Store Observation List). A packet for each team should include:
 - List of stores
 - Map of store locations
 - Copies of ad surveys with extra pages
 - Instructions for Surveyors manual to refer to for completing the survey

Optional but highly recommended: Contact and obtain approval from several stores to send surveyors to practice data collection. Send surveyors to two or three stores to practice after they have completed the “classroom” training. Ask them to then return at a specified time to discuss what they found and to answer questions. This exercise should take about four hours.