

## STUDY TOOL - OUTDOOR ADVERTISING ASSESSMENT

### PROJECT TITLE: Measuring the Healthiness of Ghanaian Children's Food Environments to Prevent Obesity and Non-Communicable Diseases

Name of data collector:

Date of data collection: |\_|\_|\_|/|\_|\_|\_|/|\_|\_|\_|\_|\_|\_|

	Variable	Response
<b>Description of study site</b>		
<b>Variable 1:</b>	District	1. Accra Metropolitan 2. Ningo Prampram District 3. Kpone Katamanso District 4. La Nkwantanang Madina 5. Ga South Municipal 6. Ashaiman Municipal
<b>Variable 2:</b>	Name of school	.....
<b>Variable 3:</b>	Type of school	1. Primary only 2. Junior High school only 3. Both Primary and JHS
<b>Advertising Data</b>		
<b>Variable 4:</b>	Advertisement ID	.....
<b>Variable 5:</b>	Advertisement category	1. Food Product/brand 2. Non-food product/band
<b>Variable 6:</b>	Photo of food advertisement	
<b>Variable 7:</b>	Size of advertisement	1. Less than A4 paper 2. Small (>A4 but <1.3m x 1.9m) 3. Medium (>1.3m x 1.9m but <2.0m x 2.5m) 4. Large ( $\geq$ 2m x 2.5m)
<b>Variable 8:</b>	Setting of advertisement	1. Food shop 2. Road 3. Building 4. Bus shelter 5. Mobile cart/stall or vending machine 6. Other Specify

<b>Variable 09:</b>	Type of advertisement	<ol style="list-style-type: none"> <li>1. Billboard</li> <li>2. Poster</li> <li>3. Banner</li> <li>4. Free-standing sign</li> <li>5. Painted building / wall</li> <li>6. Digital Signs / LED</li> <li>7. Merchandising</li> <li>8. Other Specify</li> </ol>
<b>Variable 10:</b>	Number of food product type in the advertisement	<ol style="list-style-type: none"> <li>0. Only company/brand mentioned</li> <li>1. Single food product type</li> <li>2. Two food product types</li> <li>3. Three food product types</li> <li>4. Other Specify</li> </ol>
<b>Variable 11:</b>	Number of same food product advertisement at the same location?	.....
<b>FOR EACH FOOD PRODUCT TYPE IN THE ADVERTISEMENT</b>		
<b>Variable 12:</b>	Brand name1	.....
<b>Variable 13:</b>	Product name1	.....
<b>Variable 14:</b>	Product/Advertisement description1	
<b>Variable 15:</b>	Promotional character(s)1	<ol style="list-style-type: none"> <li>0. No character present</li> <li>1. Cartoon/Company owned character e.g. M&amp;Ms</li> <li>2. Licensed character e.g. Dora the explorer</li> <li>3. Amateur sportsperson e.g. Person playing a sport</li> <li>4. Celebrity (non-sports) e.g. Shatta Wale</li> <li>5. Celebrity (Famous sportsperson/team) e.g. Asamoah Gyan</li> <li>6. Non-sports/historical events/festivals e.g. Christmas</li> <li>7. For kids e.g. image of a youth, 'great for school lunches',</li> <li>8. Awards e.g. Best Food Award 2014, 'award winning', 'number one best-selling'</li> <li>9. Sports event</li> <li>10. Other specify.....</li> </ol>

<b>Variable 16</b>	Premium offer(s)1	<ol style="list-style-type: none"> <li>1. No Premium offer</li> <li>2. Game and app downloads</li> <li>3. Contests</li> <li>4. Pay 2 take 3 or other</li> <li>5. 20% extra or other</li> <li>6. Limited edition</li> <li>7. Social charity</li> <li>8. Gift or collectable</li> <li>9. Price discount</li> <li>10. Loyalty programs</li> <li>11. Other specify.....</li> </ol>
<b>Variable 12a:</b>	Brand name2	
<b>Variable 13a:</b>	Product name2	
<b>Variable 15a:</b>	Promotional characters2	
<b>Variable 19a:</b>	Premium offers2	
<b>Variable 17:</b>	GPS Coordinate	