

ASPECTS OF CREATING AND IMPLEMENTING AN ITC PROJECT SURVEY

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This document outlines the many aspects of an ITC Project survey that are essential for implementing and conducting the survey. It is intended to assist new countries that may be interested in conducting an ITC survey in their planning.

1. GENERAL CONSIDERATIONS

A. Funding

- Establish funding for ITC survey
- Establish funding for Data Management and Support
- Investigate the prospect of funding for multiple waves

B. Investigators

- Identify investigators in surveyed countries
- Establish an ITC/TTURC liaison (or ITC Project team)

C. Rationale

- Examine existing policy environment
- Identify expected changes in policy and dates of expected changes
- Determine if estimation of prevalence is important

D. Survey Population

- Determine populations of interest (i.e. smoker vs non, adult vs youth)
- Determine if participants will be urban, rural, or both
- Determine languages in which to survey
- Determine data collection mode (telephone vs. face-to-face)
- Determine sample sizes

E. Timelines

- Identify a proposed timeline for surveying
- Establish a timeline for pre-survey work (planning, ethics, agreements)

F. Participation in other ITC/Roswell Park TTURC Projects

- Product Repository
- Air Quality Monitoring
- Other

G. Ethics/IRB requirements

- Ethics applications must be submitted to all appropriate institutions

H. Standard Agreement and Data Sharing

- Agreements regarding partnerships, funding and data sharing need to be in place.

2. ITC SURVEY METHODOLOGY & DATA MANAGEMENT

2.1. Survey methodology

- A. Sampling Design**
 - Determine stratification
 - Determine clustering
- B. Telephone Surveys**
 - Establish protocol for random recruitment and dispositions
 - Determine if recruitment and survey call will be separate
 - Establish protocol for survey call
- C. Face-to-Face Surveys**
 - Establish protocol for random recruitment and dispositions
 - Establish household enumeration protocol and sequence with interviews
 - Establish protocol for survey interview

2.2. Survey content

- A. Selection of policy domains**
 - FCTC policy domains
 - Identification of key policy domains in country (e.g., policies scheduled to be implemented): list of key tobacco control policies in country is essential
- B. Creation of survey items**
 - Consistency with existing ITC Surveys—essential for cross-country comparisons
 - Creation of new items because of country-specific interests/importance
 - Simplification of items/expansion of items as necessary

2.2. Survey fieldwork and data management

- A. Household Enumeration Data File**
- B. Survey field reports**
- C. Response Rates and other Disposition/Outcome Rates**
- D. Survey Data File and Incorporation into the ITC Data Repository**
- E. Inclusion of Design Variables for Creating Survey Weights**

3. ROLE OF ITC/TTURC DATA MANAGEMENT CENTRE AND BROADER ITC PROJECT TEAM IN THE CREATION OF RESEARCH PRODUCTS

Role of ITC/TTURC Data Management Centre could include:

- A. Consultation on all aspects of design and data collection**
- B. Design of data file**
- C. Documentation of variables and their relationships**
- D. Assistance with calculation of response rates, survey weights, etc. + documentation**
- E. Storing and managing access to data**
- F. Assistance with preparation of reports**
- G. Assistance, partnership with preparation of academic products (presentations, publications)—with broader involvement with ITC Project team members**

The specific role that the Data Management Centre and the ITC Project plays in each country will depend on availability of funding
