

Adult Survey for Evaluation of
AB InBev' Global Smart
Drinking Goals Initiative in
South Africa

Final Field Report

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ABInBev

Confidential:

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1. Introduction

The report aims to give a detailed account of the data collection exercise on the AB InBev Global Smart Drinking Goals Initiative in South Africa conducted by Social Surveys Africa. Data was collected in two townships, Tembisa and Alexandra located in Johannesburg. The survey data collection exercise commenced on 1 November 2018 and was concluded on 24 November 2018.

The overall aim of the AB InBev Global Smart Drinking Goals Initiative centres around reducing the harmful use of alcohol. The survey instrument was geared to explore and evaluate, attitudes, perceptions and lived experiences related to the consumption of alcohol. The Adult Smart Drinking Goals Initiative sampled adults permanently residing in Alexandra and Tembisa within specific, randomly sampled, Small Area Layers (SAL).

The field report highlights key processes and activities relating to the data collection exercise on the AB InBev Global Smart Drinking Goals Initiative. The report concludes with an elaboration of some of the challenges faced in executing the field implementation protocol as well as opportunities for future research.

2. Field plan objectives

The field plan had 3 main core objectives;

- I. Achieving a total sample population of at least 3 000 consenting adult participants permanently residing in either Alexandra and Tembisa in specific randomly sampled Small Area Layer.
- II. Attain the sample population in each of the two main sampling sites by surveying least 30 consenting adults in at least 50 Small Area Layers (SAL) sampled through random clustered sampling.
- III. For each Small Area Layer sampled, apply a specific quota for selecting participants for the variables, Gender, Age category, Household type, and Employment status in direct proportion to latest available census data for the relevant cluster.

3. Survey method

Data collection for was collected by means of enumerator administered structured interviews. Data entry in the face to face interviews facilitated by a trained field researcher was through an electronic data entry system with consenting adult participants in Tembisa and Alexandra Townships in Johannesburg South Africa. The electronic survey instrument was read from a portable tablet device.

The survey instrument was available in 3 main languages, English, IsiZulu and Northern Sotho. The Field researchers could switch to the appropriate translation of choice at any stage during the interview. The enumerators were trained on consistent translations of related key terms of other popular languages in the sampling sites such as IsiXhosa and Venda. The final survey data attached to this report is in English.

4. Sampling frame

In order to be a participant in the AB InBev Global Smart Drinking Goals Research Study Initiative, one had to give informed consent by appending their signature on the consent forms together with the enumerator soliciting for consent and

- I. Be classified as an adult on the day of interview. (i.e. 18 years or older)
- II. Ordinarily reside at a sampled household in a given sampled Cluster and specific Small Area Layer (SAL).
- III. Match a cluster specific quota for Gender, Age Category, Employment Status and dwelling type {Formal, Formal Backyard, Informal } which is Cluster type specific in direct proportion to the 2011 census data on the given sampled SAL and cluster type.

5. Sampling criteria

A multi layered random clustered sampling approach was adopted. The sampling approach is based on the Social Surveys Community Tapestry, which is a nationally applicable typology of distinct community types developed by Social Surveys. The typology uses the Small Area Layer (SAL) level of spatial disaggregation produced by Statistics South Africa. The SAL is the smallest level of spatial disaggregation publicly available. The population size within SALs varies from very small (c. 50) to around 2000, but each SAL represents an internally homogenous neighbourhood with a similar profile of housing and other socio-economic characteristics such as income, infrastructure and inequality. It is therefore a good representation of a 'community'.

Once representative random sample of 50 SALs was drawn from both Alexandra and Tembisa, a 3-stage clustered random sampling approach was adopted. The key sampling layers were stands/yard, type of dwelling and individual level. Table one below illustrates the 3-stage random sampling technique applied in selecting study participants.

The Quota system applied for gender, housing type and employment status was crucial to eliminate any sampling bias arising from a certain category of participants being only available at certain times of the day and certain days of the week. The cluster specific quotas were applied for gender, type of dwelling (formal, formal backyard and informal) and employment status in direct proportion to the publicly available national 2011 census data.

Table 1: 3 stage random sampling applied on the AB InBev Smart Drinking Goals Evaluation

Level	Sampling Method
Stands	Random: regular interval of stands (every 3 rd) from a different pre-determined daily starting point chosen on map for maximum spread within enumeration area
Dwelling	Quota by housing type proportional to main housing types within cluster type
Individuals	Quota by age and gender (M/F) and employed/unemployed proportional to demographics and employment patterns within cluster type

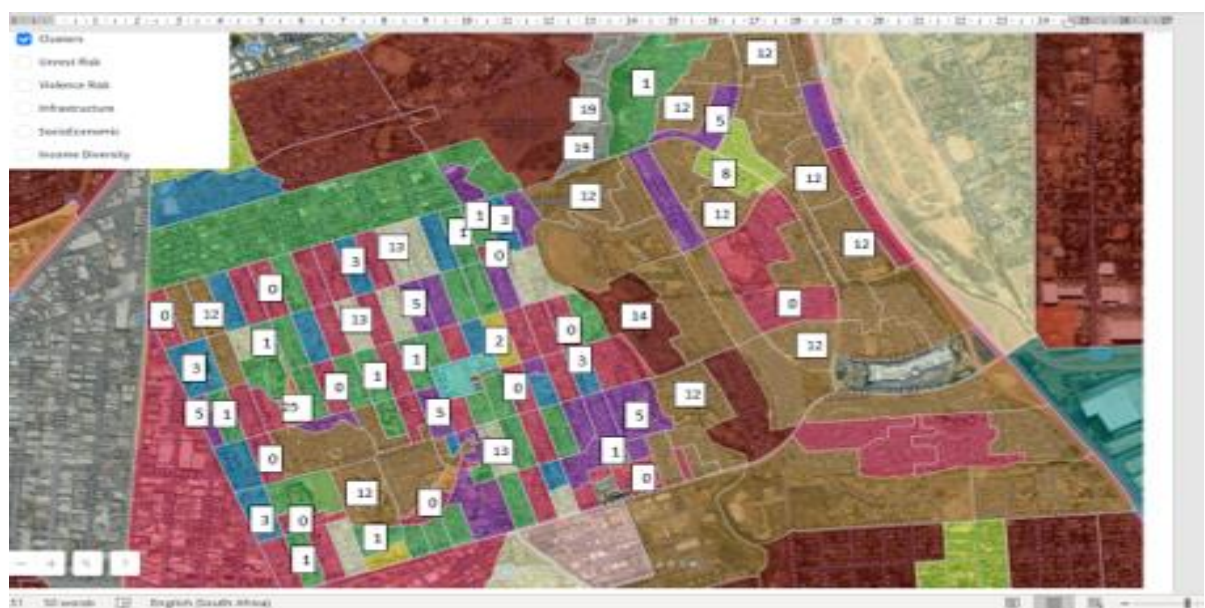
6. Sampled Small Area Layer Map Overview

The Social Surveys Community Tapestry satellite map output below show the final 50 sampled SALs each for Alexandra and Tembisa. A pair of field researchers were allocated to one SAL at a time and survey a maximum of 15 surveys each.

key

1. Each white box represents a SAL to be sampled for up to a minimum of 30 participants
2. The numeral on the white box is the cluster code for the specific Small Area Layer.
3. Each cluster is an internally homogenous neighbourhood with a similar profile of housing and other socio-economic characteristics.

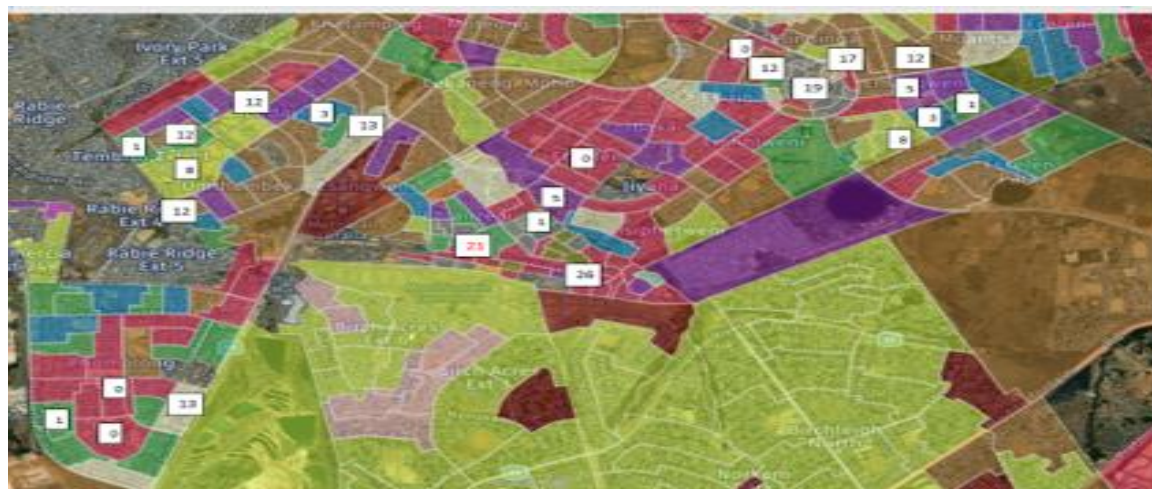
Alexandra SAL Map Overview



Tembisa SAL Map Overview (a)



SAL Map Overview (b)



7. Sample statistics

The table below summarises key descriptive sample statistics obtaining from the data collected on the AB InBev Global Smart Drinking Goals Initiative in South Africa. A negligible fraction of the sample (less than 1%) of the sampled population either preferred not to answer or did not know the response to the relevant question.

Sample Statistics		
Gender	Participants	Proportion
Male	1613	50.5%
Female	1567	49.1%
Other	10	0%
Household Type		
Formal	1710	54%
Formal Backyard	960	19%
Informal	520	16%
Employment status		
Employed	1575	49%
Unemployed	1620	50 %
Age Category (years)		
18 - 34	1940	61%
35 - 49	856	27%
50 and Above	395	12%

8. Recruitment of field researchers

Social Surveys reached out to its experienced field researchers and local hiring networks to assemble a suitably qualified human resource pool to implement the field protocol. Telephone interviews were conducted after which 80 successful applicants were invited to the specialised training for the Smart Drinking Goals Initiative. Enumerators were invited to training session based on;

- experience in conducting context sensitive studies and gaining access to township communities in South Africa.
- Proficiency in at least two main survey languages.
- Familiarity with the sampling sites.
- Geographical proximity of field researcher homestead and sampling site.
- Background checks were conducted for all new enumerators recruited from a local youth employment accelerator.
- Telephone etiquette from the telephone interview etc.

9. Training of field researchers

The 80 shortlisted field researcher candidates underwent an intensive 8-day training session which ran from 22 October 2018 to 30 October 2018. The training session facilitated by the Social Survey's 2 field managers and senior researcher was held in Forest town.

Some of the key modules in the training programme included amongst others

- background of the AB InBev Global Smart Drinking Goals Initiative Adult study,
- sampling criteria and participant selection
- comprehension of the survey questionnaire.
- Gaining consent and relevant information and communication technology skills
- Human subject research and ethics in research.

The training session also included various team building exercises, games, related quiz and role-playing scenarios. Group and individuals' assessments were also used to rate the potential of the field researchers. At the end of the rigorous training session 56 out of the 80 candidates invited for training were selected to be part of the field team.

10. Interviewing Procedure

Each field researcher was equipped with a couple of key documents which essentially details the field protocol and interviewing procedure.

Training manual, an elaborate summation of key aspects relating to the field study. Key issues detailed include sampling protocol, participant selection, soliciting for consent and distress protocol among other keys issues.

Field protocol. A step by step guide to each of the key processes ranging when from sampling households up until when the survey data is loaded on to the Open Data Kit Server.

Consent forms. Consent forms where made in duplicate copies for signing by consenting participants, or their preferred witness and the field researcher soliciting for consent.

Alcohol card. The beer card showed images of various standard sizes of various liquor types and used as reference to a couple of survey questions.

Appointments record sheet. The appointment record sheet was used to record appointments set with potential participants as well as details of sampled households which an enumerator had to return to at least twice before replacing the household.

Small Area Layer (SAL) satellite Map. The enumerators where also given a physical satellite map for a given Small Area Layer clearly showing the demarcation of the sampling site. The map also identified the Cluster and SAL distinctive codes.

Sampling Quota Chart. The sampling quota chart was designed to guide field researchers in the multi stage random sampling mechanism. For each given cluster, the quota chart guided the selection Gender, Age, Dwelling Type and Employment Status direct proportion with national population parameters.

11. Field entry

Social Surveys Africa Field Mangers engaged local community leaders in both Tembisa and Alexander notifying them of them our presence and purpose in their community. The notice were served to Municipal Council Chair who oversee Municipal Council business within their local community. The respective community leaders where receptive of our presence and encouraged to be in touch should we encounter any challenges as well as to furnish them with a report on our community engagement experience.

12. Pilot study

After 5 days of training a pilot study was scheduled for Saturday 27 October 2018. The contingent of 56 selected field researchers were paired and allocated a Small Area Layer. Half the team were allocated SALs in Alexandra and another half in Tembisa.

The enumerators, in pairs had to identify their allocated Small Area Layer and tasked to continue sampling until they conduct at least two complete surveys adhering to the relevant sampling quota for the given clusters.

The key aims of the pilot study were to:

- Test study implementation systems and processes in preparation for scaling of the full study implementation protocol.
- Identify and rectify any programming issues with the survey instrument.
- Assess field researcher readiness in terms of adherence to the sampling protocol and understanding the protocol as well as their understanding of the survey instrument.
- Assess the effectiveness of quality control measures put in place for the study.

13. Pilot debrief

After the weekend pilot study, field researchers assembled again at the training Venue in Forest Town for a Pilot debrief session on Monday 29 October 2018. The pilot debrief was another training opportunity to clarify and streamline the adopted field protocol. It was also an opportunity for field researchers to give feedback on the infield challenges as well as potential opportunities to leverage on.

As a result of the pilot a couple of programming issues with the electronic data entry was identified and rectified. A more efficient allocation of Small Area Layers amongst the field researchers and the field researcher pairing mechanism was adopted as a result of the pilot feedback.

After the pilot debrief training on 29 October 2018, an extra training day was scheduled on 30 October 2018 and the official data collection commenced on 1 November 2018 in both sampling sites.

After the pilot study field logistics were set up and resulted as below

Table 3: Final Infield Field logistics summary

	Tembisa	Alexandra
Field Researchers	26	26
Sampling sites	50	50
Field Researcher per SAL	2	2
Total respondents	1500 (30 per SAL)	1500 (30 per SAL)
Interviews per day per Field Researcher	4	4
Interviews per day overall	150	150
Number of fieldwork days	20	20
Supervisors/Quality Controllers	3	3
Field Managers	1	1

14. Data security measures

Social Surveys data management policy is POPI compliant and hence the following measures were put in place

- All information and data that was collected was immediately saved on to a project folder on the secure Social Surveys Africa server. This server is owned by Social Surveys Africa and is hosted at the SSA offices in Forest Town, Johannesburg.
- No information or any data collected on project is saved anywhere else outside this dedicated folder on the server.
- All electronic data that had respondent personally identifying characteristics (e.g. names, telephone numbers, ID numbers, addresses and exact GIS coordinates for residences) was removed from the raw dataset and saved in an encrypted folder for identification data on the secure Social Surveys server. This folder is password protected and can only be accessed by Field Manager, SSA Data Scientist and Directors, and it is also saved in a different folder on the server from the project data.
- Once a survey had been completed it would be sent directly onto the Social Surveys Africa's internal server. Field workers had no access to get back into a survey already concluded.
- The tablets device used for data entry and temporary storage were access controlled such that no unauthorised individuals would be able to access data or even use the mobile device.
- On completion of the project, the entire project folder will be saved under completed projects with access to completed projects being limited to Directors at Social Surveys Africa.
- Unless permission has been explicitly given by the HBSA and its partners/ consortium to allow other third parties access to the data, it will not be shared with third parties

14. Informed consent procedures

At any given sampled household and the appropriate participant selected the field protocol required the field researcher to introduce themselves and the study to the potential participant and adhere to the following protocol before the survey interview commenced;

- A copy of the consent form was handed to the participants and the field researchers soliciting for consent read out aloud the consent form to the potential respondent.
- After reading the consent form who the potential participants were asked if they had any questions pertaining to the study. The consent form contained contact details of the field coordinators as well as various rehabilitation centres close to the communities around them.
- All participants were reminded of the confidentiality of the survey interview, and that they could decline to answer any of the questions they chose not to answer, and that they could stop the interview altogether at any time.
- Participants and the field researchers signed and dated consent forms. Participants had an option to have a witness of their choice sign the consent on their behalf, with the actual participants only making a mark.
- Signed informed consent forms are being securely kept in accordance with Social Survey Africa Data Security Protocol that protects the identity of the respondents and enhance accountability of the data collection protocol.

15. Data quality control

An office-based support and quality control supervision team was set up to monitor and control quality and as well as to provide technical and moral support to the infield team. The supervision team were mainly responsible for ensuring that the field researchers on the ground where sampling in the correct sites (SALs), adhering to sampling and field protocols as well as conducting telephone back check surveys with respondents.

Some of the key quality control processes and procedures implemented for the study included amongst others:

- Extensive use of digital GPS location coordinates to monitor adherence to the sampling protocol on household's selection. The survey instrument collected GPS coordinates before and after the survey. The collected GPS coordinates were used by the quality control team to confirm if the surveys were being conducted in the appropriate geographical boundary of the given Small Area Layer.
- Telephone backchecks surveys were also a key component of the quality control system. The supervision teams conducted a telephone survey with participants and asked them to confirm if the interview was conducted and rate the enumerator as well as to confirm some of the responses they gave in the actual survey in the survey. In total the supervising team conducted 475 telephone call back surveys with participants which is at least 15,8 % of the total sample.
- Start and end time of the interview was also recorded to monitor the time taken to complete the interview as another quality control measure.
- We provided space for interviewer comments on the survey instrument to enable interviewers to give a summary of his/her observations and report issues that were not covered by survey questions.
- During data collection we also used innovative field management techniques like a field researcher WhatsApp group, and mini debriefs sessions throughout the duration of the field to keep a continuous flow of information between the field team and quality control team at the office.

16. Field challenges

Adverse weather

The field staff had to contend with extremely hot weather conditions and sometimes rain which disrupted data collection on a couple of days. The rains and hot weather had the effect of increasing field days for the project since the field staff ended up working much less hours than initially projected.

Questionnaire design

A recurring comment by study participants recorded by field researchers at the end of the survey was to the effect that respondents found many of the questions to be rather too personal and intrusive. Field researchers were asked to remind participants about the confidentiality clause in the consent form as well as the fact that they always have an option to choose not to respond to any question. A relatively high 'Refusal' and 'I don't know' option choices for questions such as Q25a – Q25d, and Q26a – Q26f can be attributed to this concern.

Locating appropriate the Small Area Layer

Field researchers used high resolution maps and street names to locate the appropriate sampling sites and then used GPS coordinates to confirm the location with the office-based support team. A common challenge arising from this was that while streets and avenues are clearly marked on the maps this is not always the case on the ground. In the absence of clearly marked street names, valuable field time was lost in locating the appropriate sampling site.

Security Risk

Some field researcher expressed security concerns in working in some of the informal settlement in Tembisa and Alexandra. In one unfortunate incident a field researcher had their tablet robbed on their way to the sampling site. A police case report was made to this effect. Pairing researchers in the sampling sites enabled the researchers to look out for each other. In another incident enumerators had to leave a sampling site for the rest of the day after some gun shots were fired in an incident of street violence.