

Appendix 1: Copy of the data collection form used by data collectors

Alcohol advertising at schools

Where an answer is left blank, it will be assumed the question was not present/relevant/applicable.

Guidelines for the audit:

- Walk the radius where possible (we suggest walking through busier streets).
- Stay within the radius provided. Audit will be 500m from the boundaries of the school.
- Audit all alcohol advertising only (included—poster advertising Heineken. Not included—passer-by drinking Heineken).
 - Alcohol advertising should include alcohol product advertising.
 - Alcohol advertising should include advertising by on- and off-licences, including licensing trusts.
 - Alcohol advertising should include images/visuals of individual/s consuming alcohol, even if featured as part of a non-alcohol ad.
 - Alcohol advertising should include zero percent alcohol products.
- Audit all streets and public areas (e.g., parks) within the radius.
- Audit school grounds where possible (some schools have known billboards on the grounds).
- Take picture and note frequency of advertisements.
- For digital billboards, please sit through the whole roll-out of ads.
- Note the coordinates through Google Maps or screenshot location of each advertisement.

What school is this audit for?

Surveillance list (photo attachment area is at the end of the Jotform)

	Alcohol ad present	Quantity	Location note	Other note
Bus stop				
Buses				
Posters or flyers				
Standalone posters/stands				
Store frontage or sides				
Billboard				
Anything else/general environment				

Anything else?

Please upload any relevant photographs or videos here, or email separately to sarah@ahw.org.nz. By uploading or sending through an image or video, you are allowing us to use your image or video in this research and subsequent publications.

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