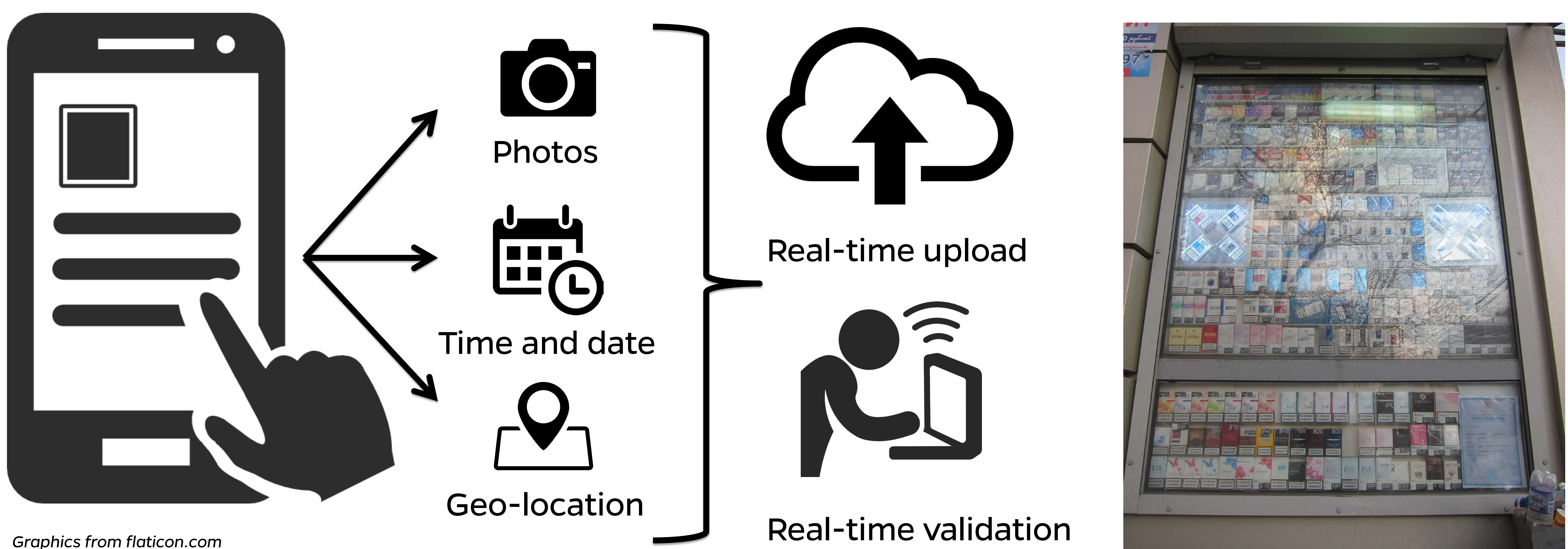


Ashley Grant, MPH, Mark Spires, MPH, Ryan Kennedy, PhD, Joanna Cohen, PhD

## Background

Timely monitoring of new tobacco control laws is important. Mobile data collection software can support rapid policy evaluations and provide real-time access to robust sources of data for expedited analysis and reporting.

## Methods



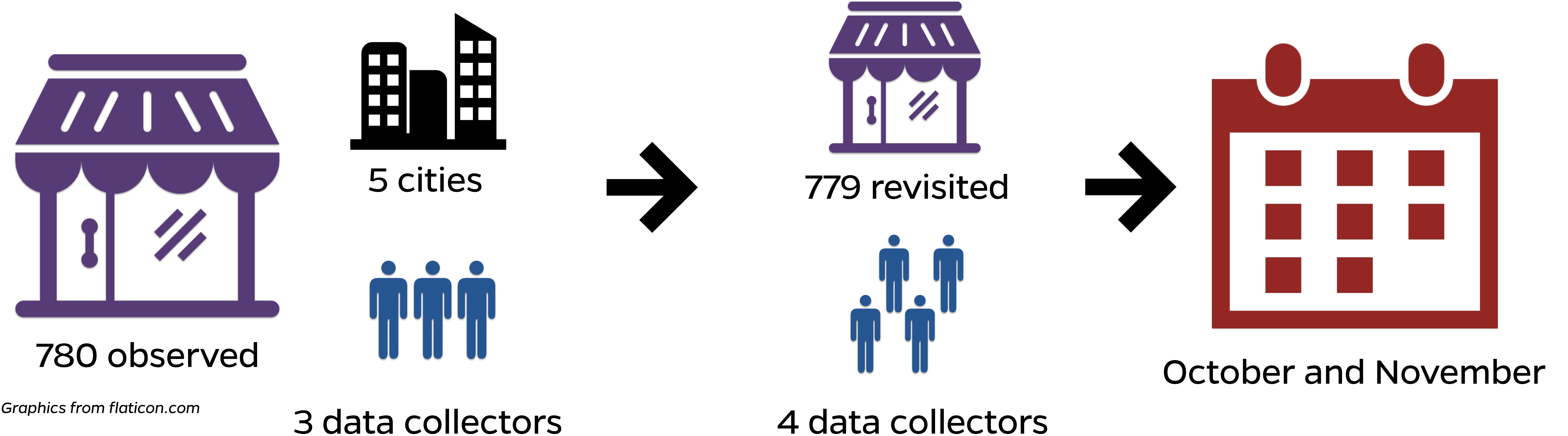
- Study assessed compliance with tobacco advertising and promotion ban at point-of-sale (POS) in five cities in the Russian Federation using data collection software installed on smartphones
- Worked with in-country NGO to develop strategic sampling approach and custom survey instrument
- Survey was pilot tested and digital tool refined to ensure efficient and discrete data collection
- Observations uploaded in real time for review by project managers along with daily field reports from data collectors

## Results and Lessons Learned

Pre-implementation assessment  
 April – May 2014

Post-implementation assessment  
 August – September 2014

Results Reported



- Several technical issues required troubleshooting and resulted in portions of lost or inaccurate data
- Thorough pilot testing and training, daily monitoring of collected data and close communication with the field team were essential to the success of this protocol
- Preliminary results presented in October by the Russian Ministry of Health at the sixth session of the Conference of the Parties to the WHO FCTC (COP6), additional findings presented at a November press conference dedicated to the national Smoke-Out Day

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