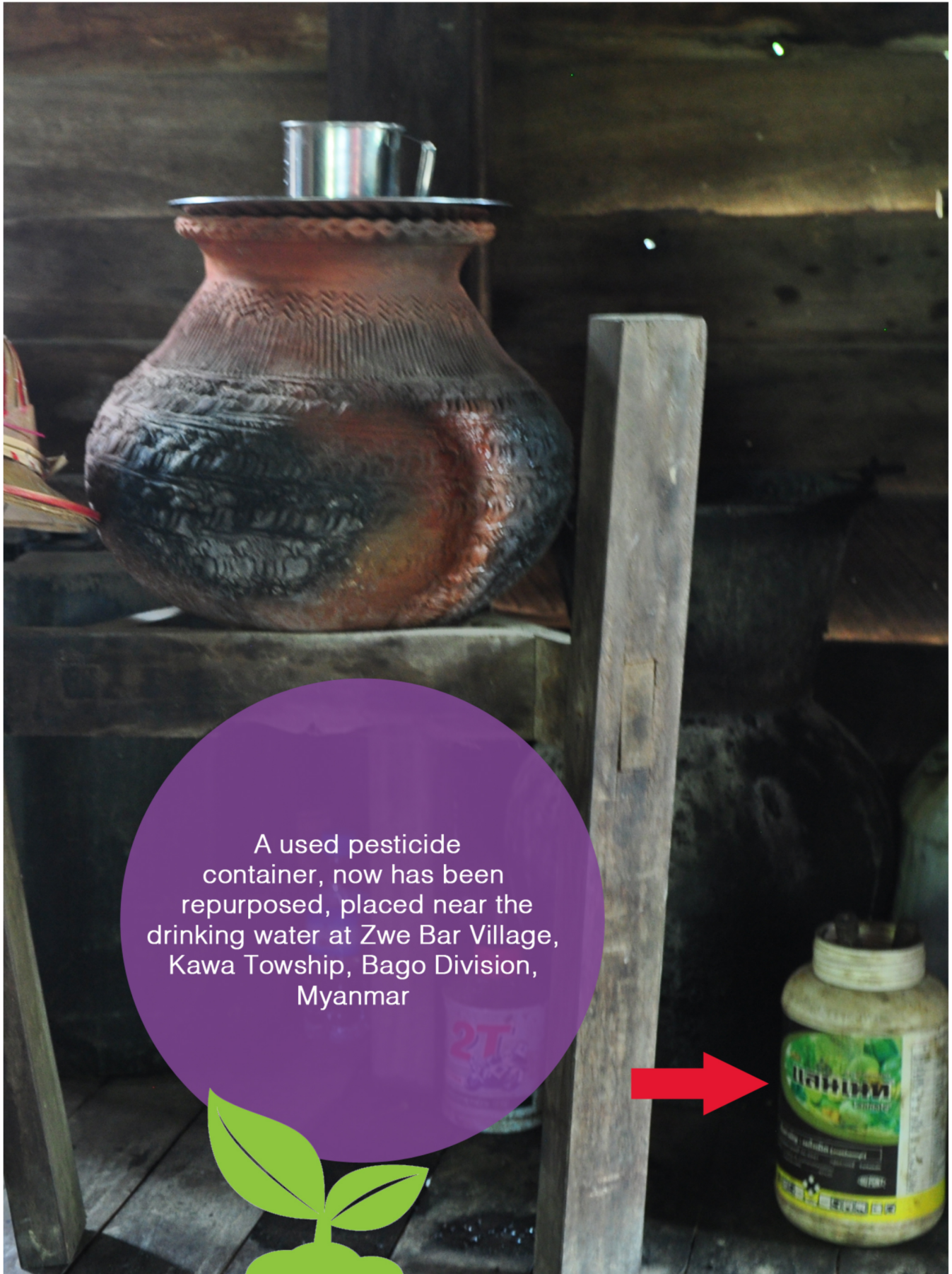


HANDBOOK FOR COMMUNITY BASED
PESTICIDE ACTION MONITORING,
CORPORATE ACCOUNTABILITY
AND INTERNATIONAL ADVOCACY

Documenting Advertisements





A used pesticide container, now has been repurposed, placed near the drinking water at Zwe Bar Village, Kawa Township, Bago Division, Myanmar



Questionnaire 4: Documenting Advertisements

ADVERTISEMENT DETAILS

1. Date of publication / observation / incentive [_____]
dd / mm / yyyy

Q	Question	Category	Skip
2	Name of Company advertising	[_____]	
3	Brand being advertised	[_____]	
4	Active ingredients (if stated)	[_____]	
5	Name of the publication or station in which it appeared or description of location where it appeared?	[_____] [_____]	
6	Description of the form of the original advertisement	<input type="checkbox"/> Brochure <input type="checkbox"/> Newspaper advertisement <input type="checkbox"/> Journal <input type="checkbox"/> Magazine <input type="checkbox"/> Advertorial <input type="checkbox"/> Roadside poster <input type="checkbox"/> Billboard <input type="checkbox"/> Radio <input type="checkbox"/> Television <input type="checkbox"/> Internet <input type="checkbox"/> Video or DVD <input type="checkbox"/> Promotional clothing <input type="checkbox"/> Incentive or offer	

ESSENTIAL INFORMATION

7 Does the advertisement include appropriate hazard phrases and warning symbols? Yes, details [_____]
 No

8 Does the advertisement include instructions to the user to read the label carefully or have it read out to them if they cannot read? Yes
 No

PRACTICES

9 Does the advertisement include pictures of potential dangerous practices? Yes
 No

9.a What are these? Using pesticides near the food
 Using pesticides by or near children
 Using pesticides without sufficient protective clothing
 Details
 [_____]

10 Does the advertisement include comparison with other pesticides? Yes
 No

10.a What are these? Comparing the risk
 Comparing the hazard
 Comparing the safety of other pesticides
 Details
 [_____]

11 False or misleading comparisons []
(Give details) []

12 Misleading information to the buyer. These could include implication, omission, ambiguity, or an exaggerated claim (Give details) []
[]

13 Encouragement of uses other than those specified on the label (Give details) []
[]

14 Inappropriate offers of free gifts or incentives (Give details) []

INCENTIVES/OFFERS

15 What is the incentive? Prize
 Chance to win (or lottery)

What was on offer? Clothing
 Travel
 Vehicle
 Scholarship
 Free meal
 Invitation
 Other, specify []

16 How was it offered? []

17 Do you see this as appropriate?

Yes, why
[_____]

No, why not
[_____]

Other details
[_____]

18 Other observations

[_____]

[_____]

[_____]

[_____]

Reporting

Name of interviewer _____

Last Name

First Name

Middle Name

Organization _____

Address _____

Return this questionnaire to _____



