



## GEOSPACE INTRODUCTION:

CHASE-SA – Field data collection for:

Alcohol outlet mapping, focus group discussions and primary research



FUNDED BY

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# What is the study about?

The CHASE-SA study aims to examine political, commercial, environmental and cultural influences on harmful alcohol use, assess impacts on health and inform politically feasible policy and programme interventions.

The goal is to address 4 research questions:

- What characterises the political, economic and regulatory context of harmful alcohol use in SA, incl. strategies by industry to further their interests?
- What community-level and cultural factors influence alcohol acquisition/consumption?
- How do drivers shape drinking patterns/behaviours, health outcomes and the alcohol economy?
- How can community voices be harnessed to advocate for reduced alcohol harm and influence policy and interventions?

# What is GeoSpace's involvement in this study?

Geospace has been appointed to implement the field data collection for this study. The study is implemented and managed by the University of Cape Town, with assistance from the South African Medical Research Council.

Six sites have been selected in which the study will take place:

- 3 sites in Gauteng
  - Ga-Rankuwa
  - Olievenhoutbosch
  - Atteridgeville
- 3 sites in the Western Cape
  - Khayelitsha
  - Klipfontein (Gugulethu side)
  - Riebeeck West/Riebeeck Kasteel

Specific small areas have been randomly sampled within each site where data collection will take place.

When moving into these sites, the GeoSpace data collector teams will engage with the Southern African Alcohol Policy Alliance (SAAPA) and the relevant community advisory panels (CAPs), who will assist with the community interaction in all sites.

Geospace's data collection teams will also visit all local police stations to gain information about any safety and security issues present in the area of the sub-areas, per site.

Typically, one team will be assigned to a site, whereas a team consists of one Team Leader and three Data Collectors. Team members will wear branded bibs and name tags at all times.

Example of a data collector, wearing the customised CHASE-SA bib and name tag



Due to language requirements or other unforeseen circumstances, there might be a need, from time to time, for a team to be assisted by team members working in other sites.

## What type of data will be collected in the field, and from whom?

### Data collection exercise 1

#### **Alcohol outlet mapping**

The aim is to locate and map all vendor outlets that sells alcohol, whether formal or informal, licensed or unlicensed. Data collectors will visit each small area within each site systematically, identify, locate and map all outlets that sells alcohol. A GPS coordinate will be taken at each outlet, and basic data with regard to each outlet will be captured (establishment type, open/closing days and times, etc.)

Outlets will include, for example: shebeens, take-away establishments and taverns, restaurants etc., both for on- and off-site consumption.

Geospace data collectors will use smart tablets to capture the relevant data for each outlet of proprietary software, on which all data collectors have been especially trained.

When complete, mapped outlets will be assessed per site, by category, to determine how many vendor interviews per category should be pursued (20 vendor interviews per site required)

- The secondary aim is therefore to select certain mapped outlets, and attempt a more detailed personal interview with the outlet owner or manager. Twenty of these personal vendor interviews are required per site.
- Each vendor participating in the personal interview, will receive a digital “thank you” voucher in the form of airtime, data, electricity or entertainment token worth R250, to spend as they see fit

## Data collection exercise 2

### Focus Group Discussions

The goal is to initiate and conduct 6 FGDs with adult drinkers, non-drinkers and adolescents in all 6 sites, 5-10 people per site focus group, thus, 36 focus groups in total:

6 Focus groups comprised of the following groups of people:

- 1 = Adult (18-65) drinkers, male
- 1 = Adult (18-65) drinkers, female
- 1 = Adult (18-65) non-drinkers, male
- 1 = Adult (18-65) non-drinkers, female
- 1 = Youth (15-17) male
- 1 = Youth (15-17) female

Parameter based convenience sampling will be used to locate, contact and engage a combination of, drinkers, non-drinkers, and youths.

Relevant NGOs and potential hotspots for engagement (youth and adult community centres, sport clubs etc.) will be pre-identified with the help of the CAP for engagement in the field. Moreover, SAAPA have been contracted to do community pre-engagement in all sites, to assist us with the identification of organisations and focus points to recruit potential respondents for the focus groups.

In addition, potential adult drinkers can be recruited from relevant mapped alcohol outlets.

Participant recruitment will be focused over weekends, specifically with regard to youths, who are attending school during the day. Adult recruitment can be focused on during the week if possible.

Specific tasks will include:

- Obtain data from CAPs or SAAPA with regard to potential recruitment sites/organisations (HQ)
- Team leaders to determine possible venue for FGDs (local community centre, participating NGOs from CAPs and SAAPA, local church, etc.)
- When time allows, visit these entities/organisations/venues to engage with adults and recruit potential respondents (can be anytime during the week, or weekends)
  - Make contact and explain the purpose of the study and the focus groups
  - Provide information sheets
  - Provide contact cards
  - Attempt to get at least 15 positive responses
  - Obtain potential respondent contact details for further communication

Geospace Team leaders will determine a potential venue/s for FGDs (local community centre, participating NGOs from CAPs and SAAPA, local church, etc.), depending on what is available per site.

Geospace teams will arrange for participant transport and refreshments during the Focus Group Discussion. In addition, all participants will also receive a R250 digital voucher in the forms of airtime, data, electricity or entertainment, depending on which they prefer.

Participant focus group discussions will be audio recorded and these recording will be transcribed.

### **Data collection exercise 3**

#### **Primary Household Research**

Geospace will also conduct primary household research in sampled areas within each site, meaning only certain small areas will be visited. Teams will do door-to-door visits to households in these areas, to locate and recruit households that have eligible residents, 18-65 years of age, who might want to participate in the survey. An interview should last approximately 45 minutes and will be administered digitally on a tablet.

### **Consent and ethics**

Important to note is that GeoSpace and its fieldworkers operate within the ethics framework prescribed by the University of Cape Town. All data collected is treated as confidential and will only be shared with the client. All tablets are password secured.

Potential participants will never be coerced to participate. All participation is completely voluntary and individuals are free to refuse participation.

With regard to participation of adolescents, aged 15-17 years of age, hardcopy consent forms will be sent with the potential participant for the relevant parent/caregiver to sign before they would be eligible to participate in any focus group discussion.

All adult participants, whether a vendor, focus group participant or household participant, will be required to complete digital consent before an interview can be commenced.

### **Implementation period**

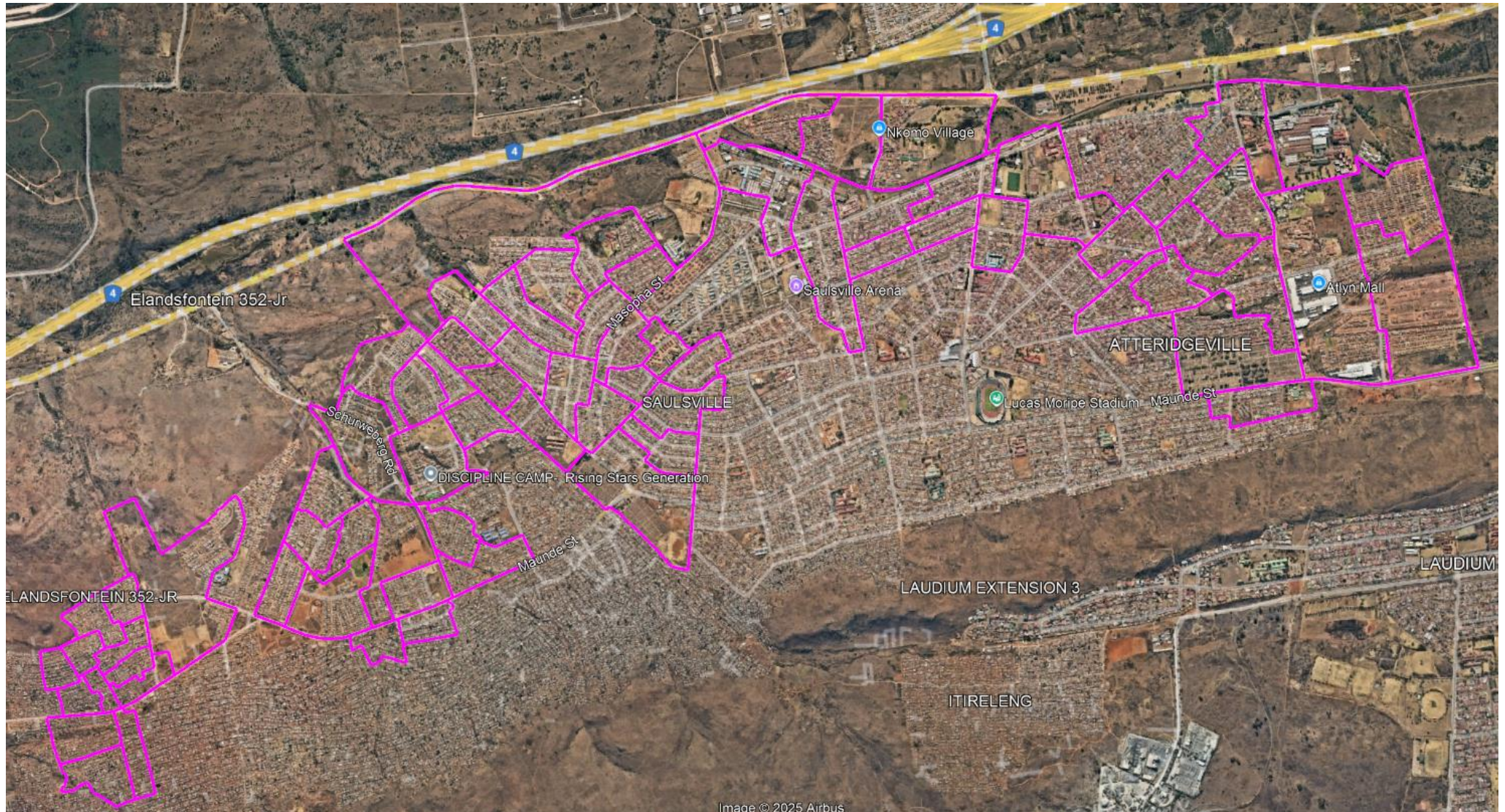
Field data collection will take place from September to December 2025.



# Where exactly will the study take place?

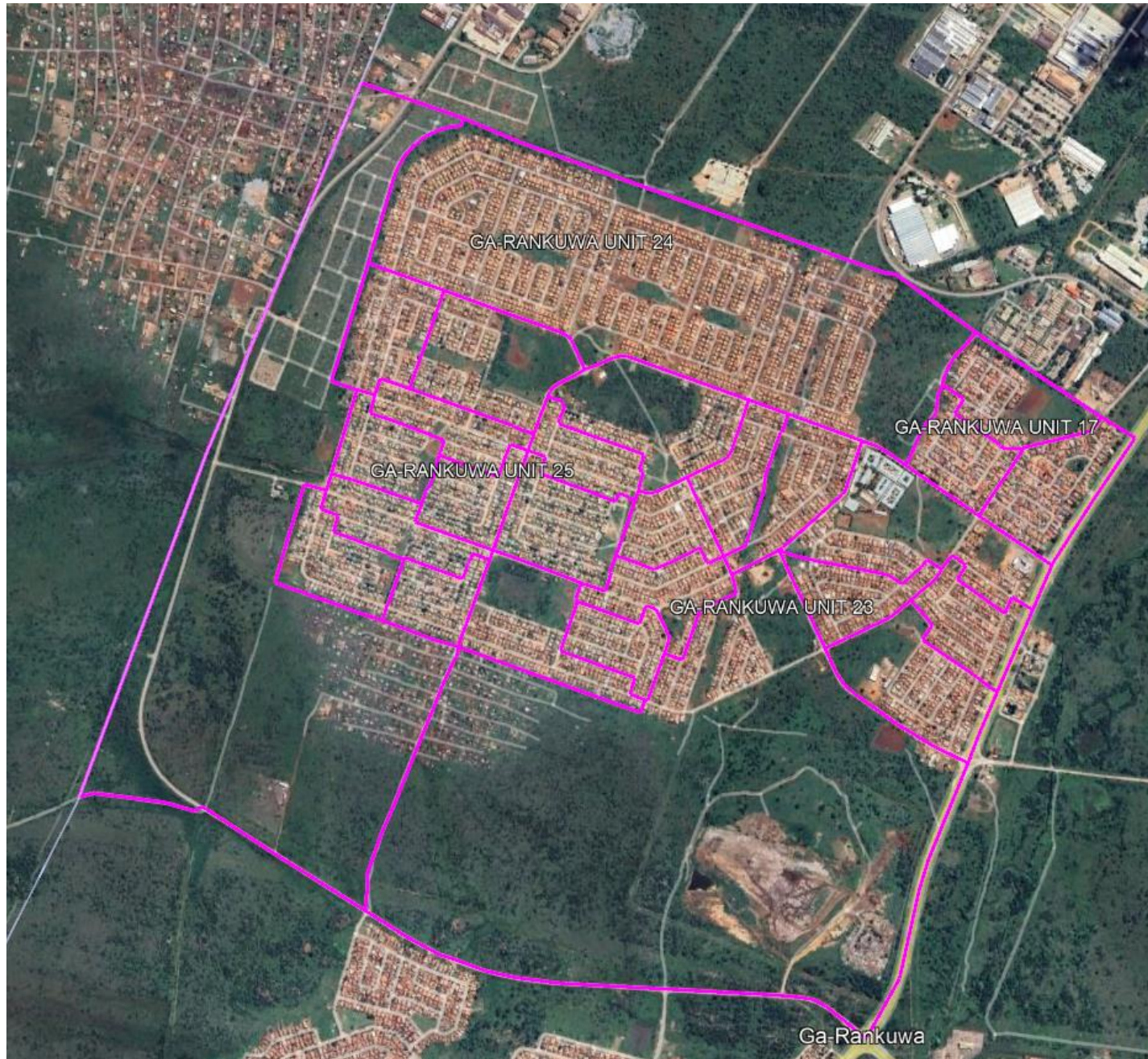
The following maps demonstrate the specific areas where field data collection will take place.

## ATTERIDGEVILLE





## GARANKUWA



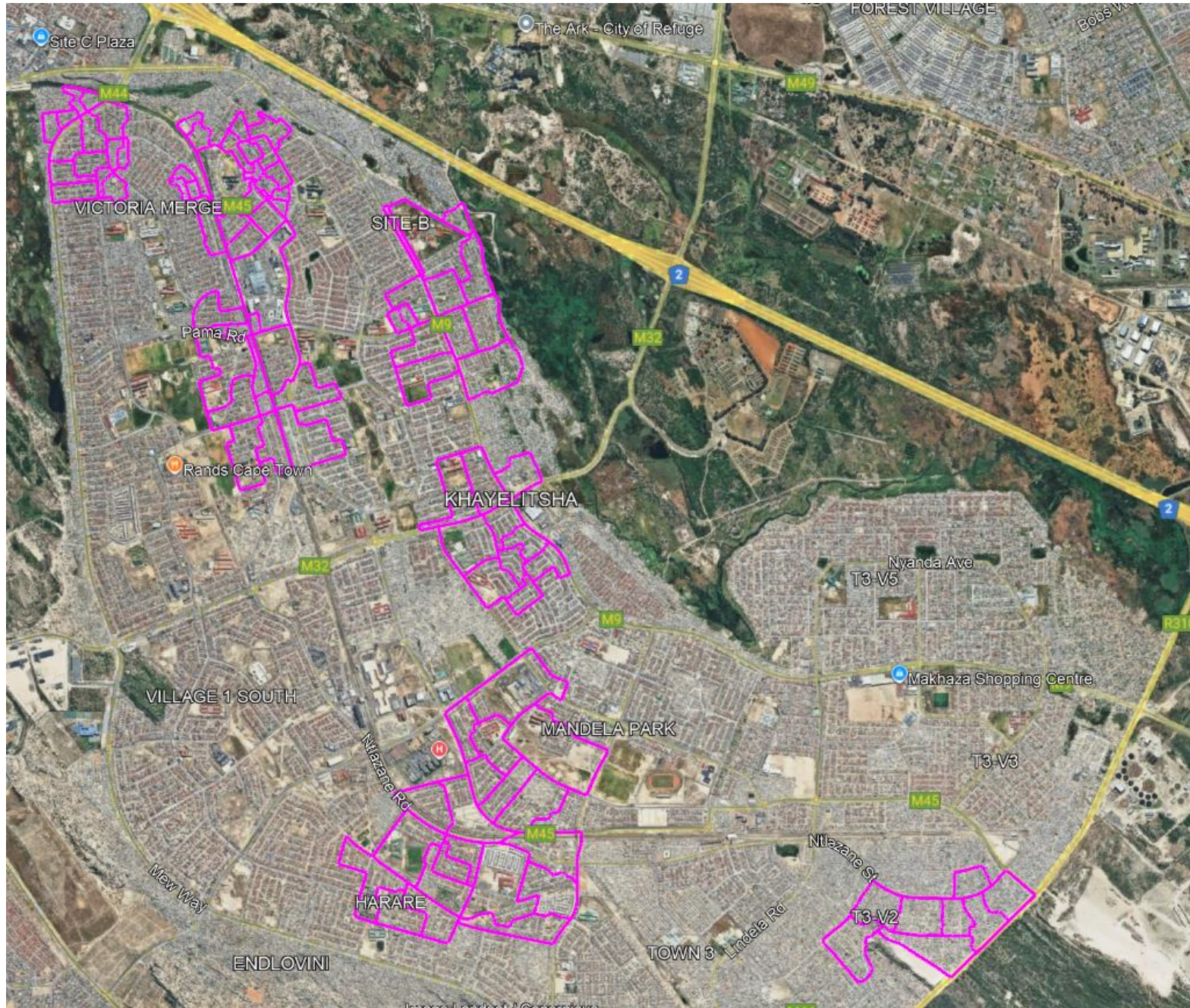


## OLIEVENHOUTBOSCH



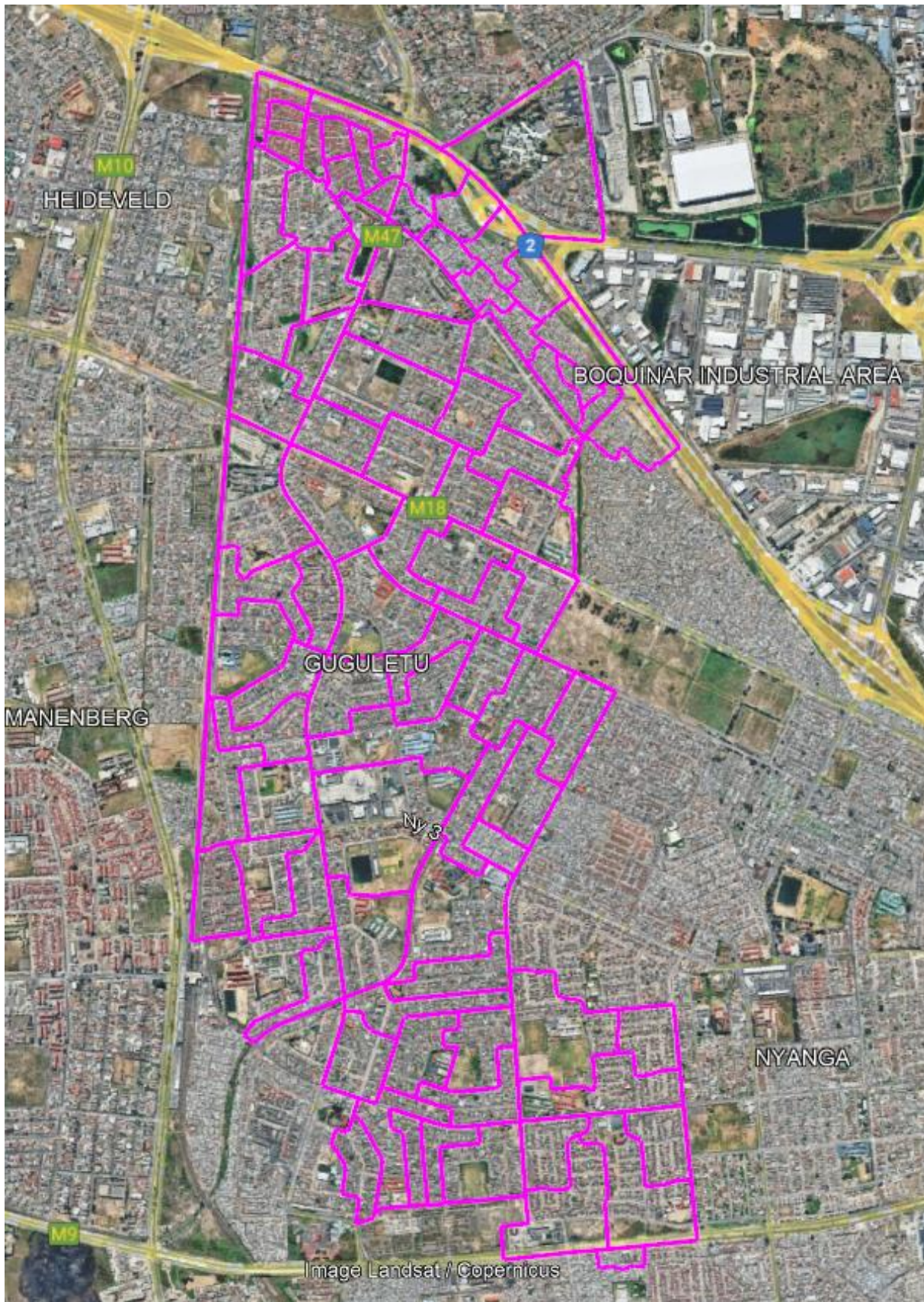


## KHAYELITSHA





## GUGULETHU (KLIPFONTEIN)





RIEBEECK KASTEEL/RIEBEECK WEST



# Which GeoSpace data collectors will be working in my area?

Although some data collectors might move across provinces due to language needs or other unforeseen circumstances, as a rule, the following data collectors have been assigned to the following provinces.

## Western Cape teams



This ID card features the logos of the University of Cape Town, saMRC, CHASE SA, and GeoSpace. It includes a portrait of Naname Simon, a man with a shaved head and a grey shirt, and identifies him as the Team Leader.

**Naname Simon**  
Team Leader



This ID card features the logos of the University of Cape Town, saMRC, CHASE SA, and GeoSpace. It includes a portrait of Mangena Sizwe, a man with short dark hair and a white shirt, and identifies him as the Team Leader.

**Mangena Sizwe**  
Team Leader



This ID card features the logos of the University of Cape Town, saMRC, CHASE SA, and GeoSpace. It includes a portrait of Rethabile Thinyane, a woman with short dark hair and a light-colored top, and identifies her as the Data Collector.

**Rethabile Thinyane**  
Data Collector



This ID card features the logos of the University of Cape Town, saMRC, CHASE SA, and GeoSpace. It includes a portrait of Nyameka Sinandile, a woman with long dark hair and glasses, and identifies her as the Data Collector.

**Nyameka Sinandile**  
Data Collector



This ID card features the logos of the University of Cape Town, saMRC, CHASE SA, and GeoSpace. It includes a portrait of Lamani Faith Siviwe, a woman with short dark hair and glasses, and identifies her as the Data Collector.

**Lamani Faith Siviwe**  
Data Collector



This ID card features the logos of the University of Cape Town, saMRC, CHASE SA, and GeoSpace. It includes a portrait of Siphumelele Josana, a woman with short dark hair and a red top, and identifies her as the Data Collector.

**Siphumelele Josana**  
Data Collector



## Western Cape teams



**Zuma Phumzile**  
Data Collector



**Mangale Brenton**  
Team Leader



**Terry-Ann Adams**  
Data Collector



**Vuyokazi Sileku**  
Data Collector



**Hillman Lucian**  
Data Collector



**Louw Luther**  
Data Collector



## Gauteng teams



**Sehlabaka Serati**  
Team Leader



**Mabasa Kamogelo**  
Team Leader



**Ramugondo Masindi**  
Team Leader



**Baloyi Sydney**  
Data Collector



**Nthabiseng Mafoko**  
Data Collector



**Gcina Molefe**  
Data Collector





## Gauteng teams



**Abigail Maswanganyi**  
Data Collector







**Mokwena Nthabiseng**  
Data Collector




**Phindile Mtsweni**  
Data Collector



**Tshitsha Sindiso**  
Data Collector



**Mavuso Busisiwe**  
Data Collector



**Malungane Philemon**  
Data Collector

