



## Data Collection Worksheet

**Please Note:** The Data Collection Worksheet (DCW) is a tool to aid integration of a PhenX protocol into a study. The PhenX DCW is not designed to be a data collection instrument. Investigators will need to decide the best way to collect data for the PhenX protocol in their study. Variables captured in the DCW, along with variable names and unique PhenX variable identifiers, are included in the PhenX Data Dictionary (DD) files.

1. Have you recently seen an anti-smoking or anti-tobacco ad on TV that shows ... [provide either brief verbal, text or visual (screenshot or video)]?

Yes

No

2. What happens in this advertisement?

Protocol source: <https://www.phenxtoolkit.org/protocols/view/750101>