

Annex III: Seven steps to establishing a mask-use monitoring program

A basic mask-use monitoring program can be implemented with minimal human resources. A medium-sized city may not need more than one full-time or several part-time observers to make in-person or video observations of mask-use adherence.

1. IDENTIFY THE PURPOSE AND GOALS OF YOUR MONITORING PROGRAM.

Defining your purpose and goals will help you guide the design of your monitoring program. Considerations include how measurements will be used and who may want to use them.

2. MAKE A DATA COLLECTION INSTRUMENT THAT BEST SUITS YOUR NEEDS.

To streamline data collection, you may choose an electronic or app-based platform to create a simple survey that includes the necessary data points, such as an observer ID, date and time of observation, video or in-person, location, total observed and number correctly wearing a mask.

3. SELECT AND TRAIN OBSERVERS.

Observers should be trained on how to recognize correct mask use vs. any mask use, and how to complete surveys using the chosen platform.

4. CHOOSE A METHODOLOGY THAT BEST FITS YOUR PURPOSE AND GOALS.

There are three suggested methodologies for assessing mask-use adherence. Each methodology facilitates estimation of a different measure of mask-use adherence: among the population at a heavily trafficked location, at a number of locations, or among the more general population.

Methodology*	Sampling	What it tells you
A	Random/convenience sampling	Mask use at large venue/selected location
B	Lot quality assurance sampling	Locations compliant with correct mask use
C	Cluster sampling	Mask use adherence in target population

*For more information, see Annex II: Mask-Use Adherence Measurement Technical Reference.

5. SELECT LOCATIONS FOR OBSERVATION.

Location selection should be guided by the goals of monitoring and by the methodology selected. Selection may be limited by accessibility, availability and feasibility.

6. COLLECT DATA.

Develop a data collection protocol and keep this protocol consistent. In-person observation is the best way to collect accurate, objective, timely measurements with fewer privacy concerns. However, observation of video recordings may be useful if Methodology A or B is chosen if the number of people makes it difficult to collect data in real time. Sampling should occur during different times of the day and on different days, on a rotational basis, to avoid observation bias.

7. ROUTINELY REPORT FINDINGS.

Under Methodologies A and C, the proportion of people wearing masks and the proportion of people wearing masks correctly should be reported. For Methodology B, the proportion of locations “in compliance” should be reported. Findings should be reported on a regular basis.