

Mobile Phone Surveys for Noncommunicable Disease Risk Factors



BACKGROUND

- Noncommunicable diseases are the world's #1 killer, causing 38 million deaths per year
- Seven out of 10 NCD deaths occur in low-and middle-income countries
- NCDs can be prevented by reducing exposure to major risk factors such as tobacco use, unhealthy diet, physical inactivity, and harmful use of alcohol
- Increased mobile phone ownership and use in LMICs allows for their use in data collection for health risk factor surveillance

OVERALL OBJECTIVES

Evaluate how to design and deliver effective mobile phone surveys for NCD risk factor surveillance through different modes such as Computer-Assisted Telephone Interview (CATI), Interactive Voice Response (IVR), and Short Message Service (SMS) to help inform their future use in LMICs.

METHODS

Respondents are adults aged 18 years and older and are recruited using random digit dialing, presented with basic information, and upon consenting take a survey lasting about 10 minutes.



CATI

An interviewer calls participants on cell phone and administers survey.



IVR

Automated voice asks participants to record responses using their phone keypad or by voice.

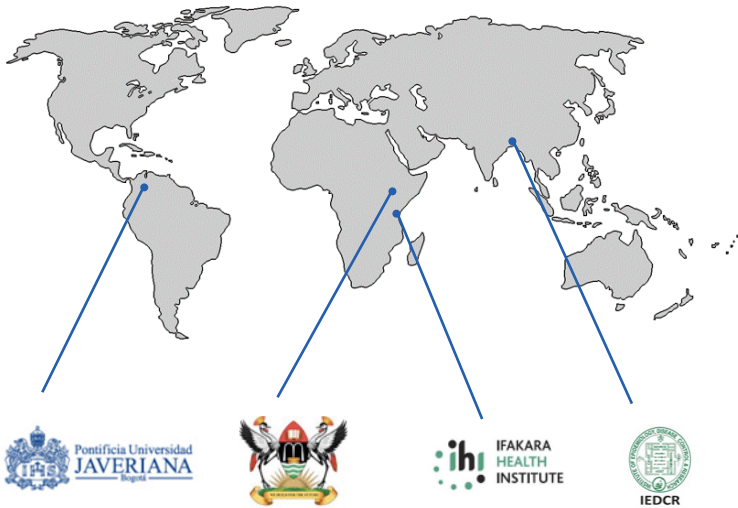


SMS

Participants read survey questions and send responses using their phone rather than listening to a voice.

PROGRESS

- Conducted formative studies with community members and policy makers to develop culturally appropriate surveys for each country
- Established partnerships with country institutions and collected NCD risk factor data from over 25,000 respondents from four countries
- Conducted and analyzed a global survey on key ethical, legal, and societal issues of MPS



PARTNERS

Bangladesh: Institute of Epidemiology, Disease Control and Research

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Tanzania: Ifakara Health Institute

Uganda: Makerere University School of Public Health

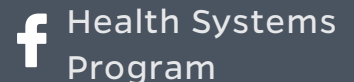
ABOUT DATA FOR HEALTH

The Data for Health Initiative (D4HI) is a Bloomberg Philanthropies-funded project that seeks to improve vital registration systems, expand current NCD surveillance efforts, and provide support for data use for policy makers in LMICs.



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