Objectives

The overall goal is to answer key questions on how to design and deliver effective MPS on NCD risk factors to help guide their future implementation in LMICs. Specifically, these studies seek to:

- Assess the usability of an interactive voice response (IVR) survey and community member perceptions and willingness to participate in one.
- Evaluate the impact that providing small incentives have on an IVR survey's response, completion and refusal rates and assess the effect of the MPS introduction on key survey metrics.
- Compare key survey metrics and NCD risk factor estimates between IVR-administered and caller assisted sub-national NCD risk-factor surveys and assess their reliability.
- Determine key ethical, legal and societal issues in the development, conduct, analysis and reporting of mobile phone surveys in LMICs.

Background

- Non-communicable diseases (NCDs) are increasingly the leading causes of death and disability in low- and middle-income countries (LMICs).
- NCDs can be prevented by the reduction of exposure to major risk factors such as tobacco use, unhealthy diet, physical inactivity and harmful use of alcohol.
- With increasing mobile phone access in rural and hard-to-reach areas, mobile phone surveys (MPS) can be used to improve the efficiency, timeliness and cost-effectiveness of data collection in LMICs by interviewing respondents over their own personal mobile phone.
- As part of the Bloomberg Philanthropies Data for Health Initiative (D4HI), Johns Hopkins Bloomberg School of Public Health faculty are evaluating the viability of mobile phone surveys in order to gather NCD risk factor information.
- This initiative will help guide design and delivery of future national MPS that can help inform public health policy and program decisions.
Partners

**Bangladesh:** Institute of Epidemiology, Disease Research, and Control (IEDCR)

**Tanzania:** Ifakara Health Institute (IHI)

**Uganda:** Makerere University School of Public Health (MakSPH)

About Data for Health

The Data for Health Initiative (D4H) is a Bloomberg Philanthropies-funded project that seeks to improve vital registration systems, expand current non-communicable disease (NCD) surveillance efforts, and provide data analysis training to governments in low- and middle-income countries (LMICs).

Contact

Dr. George Pariyo, Senior Scientist, Health Systems
Department of International Health
gpariyo1@jhu.edu
410-502-5790

Dr. Dustin Gibson, Assistant Scientist, Health Systems
Department of International Health
dgibso28@jhu.edu
443-287-8763