

# 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.

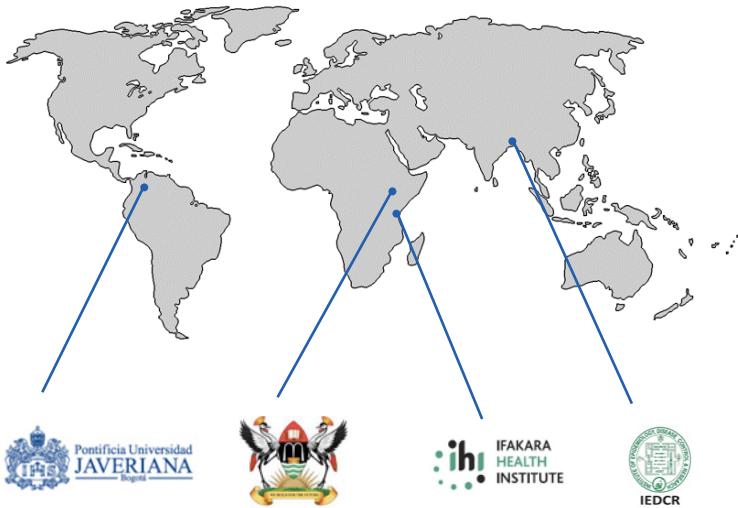


### SMS

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

Colombia: Pontificia Universidad Javeriana

Tanzania: Ifakara Health Institute

Uganda: Makerere University School of Public Health

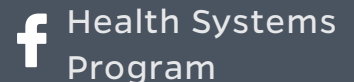
## ABOUT DATA FOR HEALTH

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.



## CONTACT US

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