

BLOOMBERG DATA FOR HEALTH INITIATIVE:

Assessing Mobile Phone Surveys for NCDs

BY THE NUMBERS

80%

About 80% of premature deaths attributable to NCDs occur in LMICs

7 billion

There are more than 7 billion mobile phone subscriptions worldwide

84%

84% of people in LMICs own some type of mobile phone

The Issue

Noncommunicable diseases (NCDs), including heart disease, stroke, cancer, and diabetes, are the leading cause of mortality worldwide (68% of all deaths).¹ The systematic monitoring of risk factors to generate accurate and timely data is essential for a country's ability to track progress, prioritize resources, and make sound policy decisions to address the growing NCD burden.

Currently, mobile phone networks are available to 85% of the world population and the use of mobile phones is widespread especially in low- and middle-income countries (LMICs). The mobile industry is making striking contributions to cross-sector innovations, including the health sector with chronic illness care and monitoring, smoking cessation, and medication compliance. The existing mobile phone technology landscape can serve as a catalyst to scale-up NCD data collection, dissemination and use.

With accurate data and analysis, countries will be able to prioritize essential resources and make sound policy decisions. The impact [of phone surveys]... can be a game changer.

Tom Frieden, MD, MPH, CDC Director

The Bloomberg Data for Health Initiative will take advantage of the widespread use of mobile phone devices for NCD surveillance.



Photo courtesy of CDC Foundation.

CDC's Response

With increasing access and use of mobile phones globally, opportunities exist to explore the feasibility of using mobile phone technology as an interim method to collect NCD data and supplement household surveys. Mobile phones have the potential to allow for efficiencies in producing timely, affordable, and accurate data to monitor trends, and augment traditional health surveys.



CDC's Response (continued)

Collaborating with the Bloomberg Data for Health Initiative's NCD Surveillance partners, including Johns Hopkins Bloomberg School of Public Health, the World Health Organization (WHO) and the CDC Foundation, CDC will:

- Assess the feasibility, quality, and validity of nationally representative mobile phone surveys
 - » Implement NCD mobile phone surveys in ten countries and support face-to-face WHO STEPS surveys in six overlapping countries
 - » Compare findings from the two methodologies
- Propose a globally standardized protocol

The NCD mobile phone survey implementation process consists of five stages:

1. Engagement and orientation
2. Mobile phone platform pretest
3. Data collection
4. Data management
5. Data release and use

Using technology platforms such as interactive voice response (IVR), short message service (SMS), computer-assisted telephone interviewing (CATI), and mixed modes, the NCD mobile phone survey aims to generate comparable data within and across countries. After the survey is completed, countries are encouraged to make their data available in the public domain, excluding any confidential information.

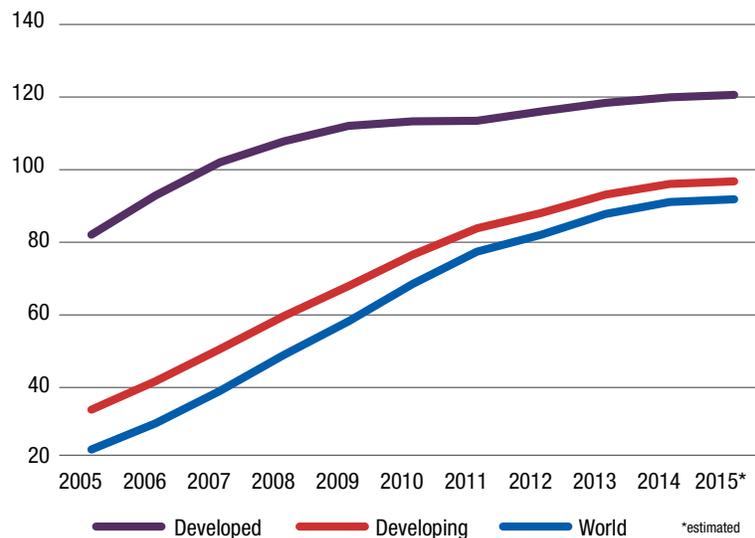
These surveys will be implemented by participating countries and ministries of health in collaboration with relevant ministries of information and technology, national statistical offices, and telecommunication operators.

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Our Partners

- National governments
- CDC Foundation
- Johns Hopkins Bloomberg School of Public Health
- World Health Organization

Mobile Phone Subscribers per 100 Inhabitants, 2005-2015²



¹ World Health Organization. *Global status report on noncommunicable diseases 2014*. World Health Organization, 2014

² www.itu.int