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| Background | Noncommunicable diseases (NCDs), including cardiovascular diseases, cancers, diabetes and chronic lung diseases, cause 70% of all deaths worldwide1. The magnitude of these diseases is rising, particularly in low- and middle income countries (LMICs). NCDs result in tremendous health care costs and lost productivity, and collectively undermine the Sustainable Development Goals. If NCDs are not addressed, an estimated USD$7 trillion could be lost in LMICs from 2011-20252. Efficient monitoring and surveillance are cornerstones to track progress. The systematic monitoring of risk factors to generate accurate and timely data is essential for a country’s ability to prioritize limited resources and make sound policy decisions to address the growing NCD burden.  At the same time, the world is more connected than ever before by mobile phones and technology. There is an opportunity to harness the potential of mobile phone technology to collect NCD data, which can be used to monitor trends and augment traditional household surveys. The NCD Mobile Phone Survey combines technology and scientific methodology to get nationally representative NCD risk factor data for the first time. |

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| Objectives | * Assess the feasibility, quality, and validity of nationally representative mobile phone surveys   + Implement 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 |

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| Features | * Country-driven and adaptable to local context * Rigorous and standardized methodology * Innovative multi-modal survey technology platform * Resource efficient with rapid data delivery * Open access data * Cross-country comparisons * Multi-sectoral partnerships |

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| Partners | * Centers for Disease Control and Prevention (CDC) in collaboration with   RTI International and Innovative Support to Emergencies Diseases and Disasters (InSTEDD)   * Protocol and technology development and implementation support for the mobile phone surveys * CDC Foundation   + Resource and program support * Johns Hopkins Bloomberg School of Public Health   + Research and development on use of mobile phones for NCD surveillance * World Health Organization (WHO)   + WHO-supported STEPS household survey implementation in collaboration with ministries of health country partners |

1"NCD Mortality and Morbidity." *WHO Global Health Observatory (GHO) Data*. World Health Organization, 2017. Web. 02 June 2017.

2World Economic Forum and World Health Organization. *From burden to “best buys”: reducing the economic impact of non-communicable diseases in low-and middle-income countries.* World Economic Forum, 2011.