

1. What is Bloomberg Philanthropies' Data for Health initiative?

Bloomberg Philanthropies' Data for Health initiative works with low- and middle-income countries, at both the national and city levels, to strengthen their collection and application of public health data. Specifically, the initiative works with countries to improve collection of birth and death data and increase use of public health data to inform policy decisions and public health investments. In addition, in select countries, the initiative also collaborates on cancer registry enhancement and innovative survey methodology for data collection on major risk factors of early death. Through the support of Bloomberg Philanthropies and the Australian Government, the initiative partners with governments, national and international organizations, and public health leaders in 25 countries.

2. What is the NCD surveillance component of the initiative?

The noncommunicable disease (NCD) surveillance component supports country governments (e.g., ministries of health) in using mobile phone technology to collect representative NCD data for ongoing risk factor surveillance through the NCD Mobile Phone Survey. The NCD surveillance component also includes the development of a globally standardized protocol for survey implementation. In select countries, the NCD Mobile Phone Survey and WHO STEPS household survey are both conducted and findings are compared. Additionally, this component evaluates how to design and deliver effective mobile phone surveys for NCD risk factor surveillance.

3. Who are the international partners involved in the NCD surveillance component and what are their roles?

The World Health Organization (WHO) is responsible for WHO-supported STEPS household surveys in collaboration with ministries of health and country partners. The U.S. Centers for Disease Control and Prevention (CDC), in collaboration with RTI International and Innovative Support for Emergencies Diseases and Disasters (InSTEDD), supports protocol and technology development and implementation for the mobile phone surveys. Johns Hopkins Bloomberg School of Public Health (JHSPH) leads the research agenda on use of mobile phones for NCD surveillance. CDC Foundation (CDCF) provides resource and program support. All partners work in concert with the ministries of health and country partners.

4. Why use mobile phones for surveillance?

Access and use of mobile phones are increasingly widespread throughout the world and can be leveraged to collect high-quality data. Mobile phones have the potential to produce timely, affordable, and accurate data to monitor public health trends.

5. How are data collected using mobile phones?

Data are collected through text message (SMS), automated phone calls (IVR), mobile web, or mixed modes via an innovative, web-based platform. The data collection platform, Surveda, has a simple, easy-to-use interface that allows countries to design and implement the surveys. The platform uses open-source technology so that source code is free and publicly available.

6. What topics are addressed in the NCD Mobile Phone Survey?

The core questionnaire collects data on NCDs and associated risk factors, including tobacco use, alcohol use, diet, blood pressure, diabetes, and demographic characteristics. Countries adapt the core questions to their context and can include additional questions.



**7. What are the steps for implementing the NCD Mobile Phone Survey?**

The implementation process consists of five stages: 1) engagement, 2) planning and pretest, 3) data collection, 4) data management and analysis, and 5) data release and use.

8. How are the survey data secured?

All data files are encrypted, without personally identifiable information, in a password-protected server. Please refer to www.ncdmobile.org for additional details.

9. Are the data available after a country completes the NCD Mobile Phone Survey?

Executive summaries, country fact sheets, and public-use datasets are released within one year of data collection, as permitted by in-country data release policies. The initiative encourages countries to make anonymized data publicly available to inform national, regional, and global NCD priorities, promote research, and facilitate cross-country comparisons.

10. Are NCD Mobile Phone Survey implementation materials and technical tools publicly accessible?

The www.ncdmobile.org website acts as a one-stop shop for all materials and tools related to the NCD Mobile Phone Survey. The site provides introductory project materials and country-specific NCD Mobile Phone Survey executive summaries, fact sheets, and datasets. In addition, the site links to the Surveda data collection platform and Knowledge Base, a searchable repository for survey manuals, instructional videos, and other support tools. Knowledge Base also includes a collaborative forum for users to share experiences, work with other users and experts, and discuss general issues related to survey implementation.

Technical assistance for NCD Mobile Phone Surveys is available from CDC, in collaboration with InSTEDD and RTI International.

