

The Noncommunicable Disease (NCD) Mobile Phone Survey is a representative survey of adults aged 18 or older that uses mobile phone technology to collect data on NCDs and associated risk factors. Data are collected through text message (SMS), automated phone call (IVR), mobile web, or mixed modes, following a standard protocol. The NCD Mobile Phone Survey provides timely data to support monitoring and evaluation of public health programs and policies.

### Engagement

- » Formalize stakeholder coordination plan
- » Determine implementing agency
- » Develop workplan and timeline

### Planning and Pretest

- » Adapt protocol, including questionnaire and sample design
- » Obtain ethical and regulatory approvals
- » Determine data hosting solution
- » Establish connections with mobile network operators
- » Set up and test data collection tool
- » Perform pretest data collection
- » Determine optimal survey parameters and sample size for full-scale data collection

### Data Collection

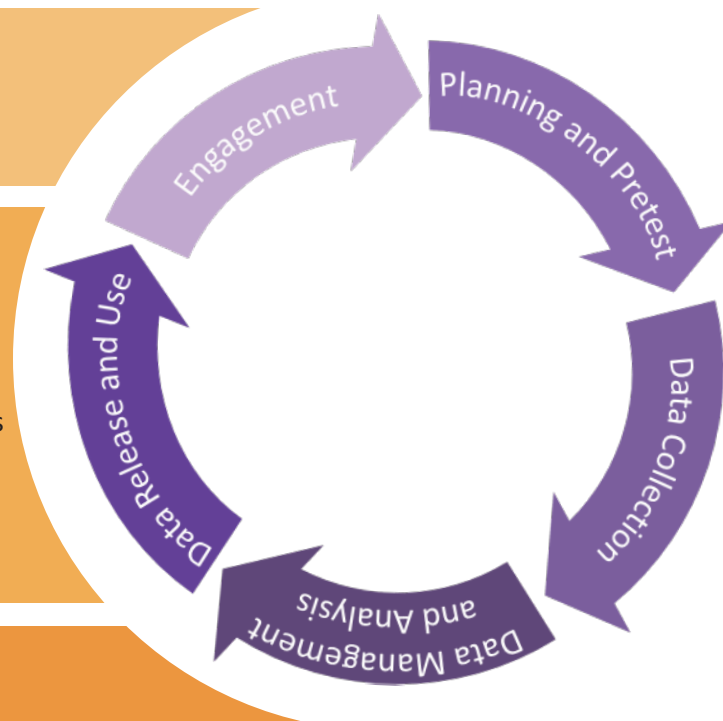
- » Finalize protocol
- » Launch media awareness campaign
- » Deploy full-scale data collection
- » Monitor data collection progress

### Data Management and Analysis

- » Aggregate data
- » Execute quality assurance checks
- » Construct sampling weights
- » Analyze data

### Data Release and Use

- » Finalize fact sheet and executive summary
- » Release data
- » Disseminate findings



[www.NCDmobile.org](http://www.NCDmobile.org): one-stop shop for all tools including the following technical manuals:

- › Implementation Instructions
- › Questions and Indicators
- › Sampling Design
- › Survey Technology
- › Data Management and Analysis