

# Mobile Phone Panels

*Community engagement through impact monitoring*



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# Outline

- ▶ Rapid Asia in Brief
- ▶ Adapting New Technology
- ▶ Mobile Phone Situation in Asia
- ▶ Mobile Phone Panel Concept
- ▶ Case Study, monitoring H1N1 Vaccine launch in the Philippines
- ▶ Questions



# **Rapid Asia in Brief**

Programme M&E Systems



*Many evaluations are like a rear view mirror, they tells us what we already know !*

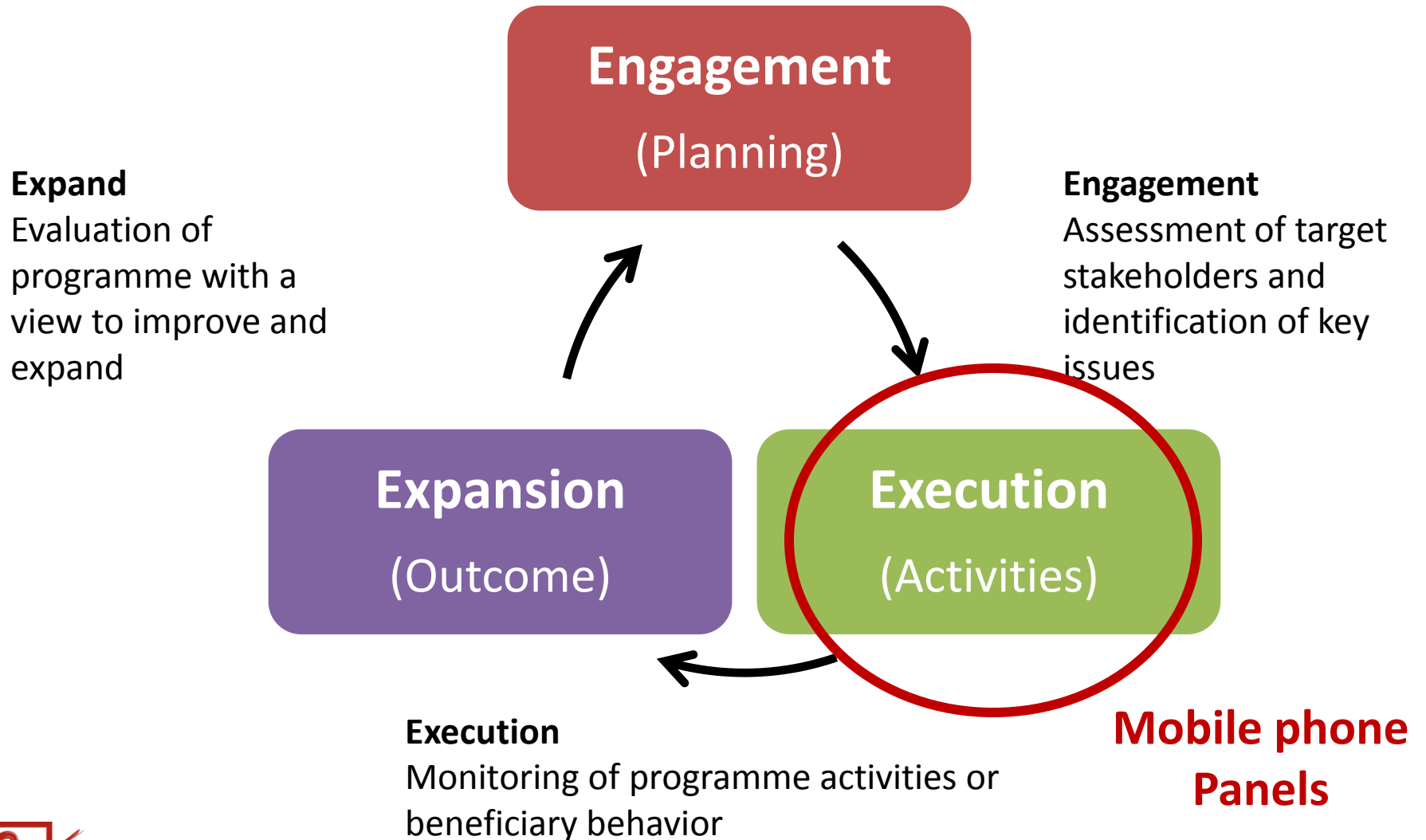


# What We Strive To Do

## Evaluation for Programme Expansion

*To help clients develop a strong case for programme expansion through an evidence based monitoring and evaluation process, anywhere.*

# Programme M&E Systems (3E's)



# Subcontractor Footprint

- ▶ Through a network of approved subcontractors, Rapid Asia can carry out data collection in nearly all parts of developing Asia.



# Thematic Areas

- ▶ Strong experience in several thematic areas having worked with many high profile UN agencies and Aid Organisations throughout Asia



**Policy  
Development**



**Pandemic  
Prevention**



**Education**



**Human  
Trafficking**



**Capacity  
Development**



**Disaster  
Relief**

A satellite-style map of Asia and surrounding regions, including parts of Africa, Europe, and Australia. The map shows terrain, vegetation, and water bodies. A semi-transparent, rounded rectangular box is overlaid on the upper portion of the map, containing text.

# Mobile Phone Situation in Asia

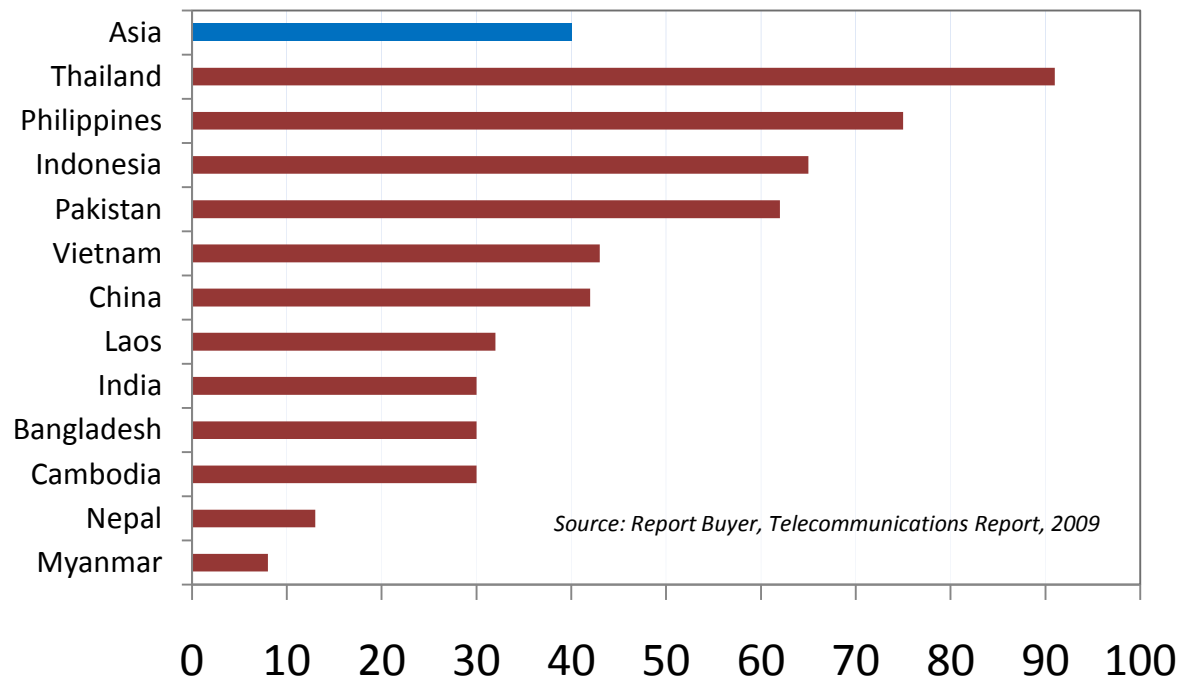
Big opportunity



# Some Facts !

# Penetration Rate Growing Rapidly

- ▶ Mobile phones is one of the fastest growing consumer products in Asia and penetration has surpassed fixed land lines in most of the countries.
- ▶ In recent years, mobile phone operators have invested heavily on networks in rural areas in order to reach the masses, those from the lower socioeconomic classes.



# Asia Leapfrogging

- ▶ Especially for people in rural areas, mobile phone has leapfrogged communities into the future. This is because it is usually cheaper to obtain a mobile phone rather than a fixed land line.



# Increasingly Affordable

- ▶ Pre-paid vouchers in small denominations
- ▶ Widespread availability and trading of second-hand handsets
- ▶ Cheap SMS rates





# Adapting New Technology

Keep it simple



People relate differently to  
technology

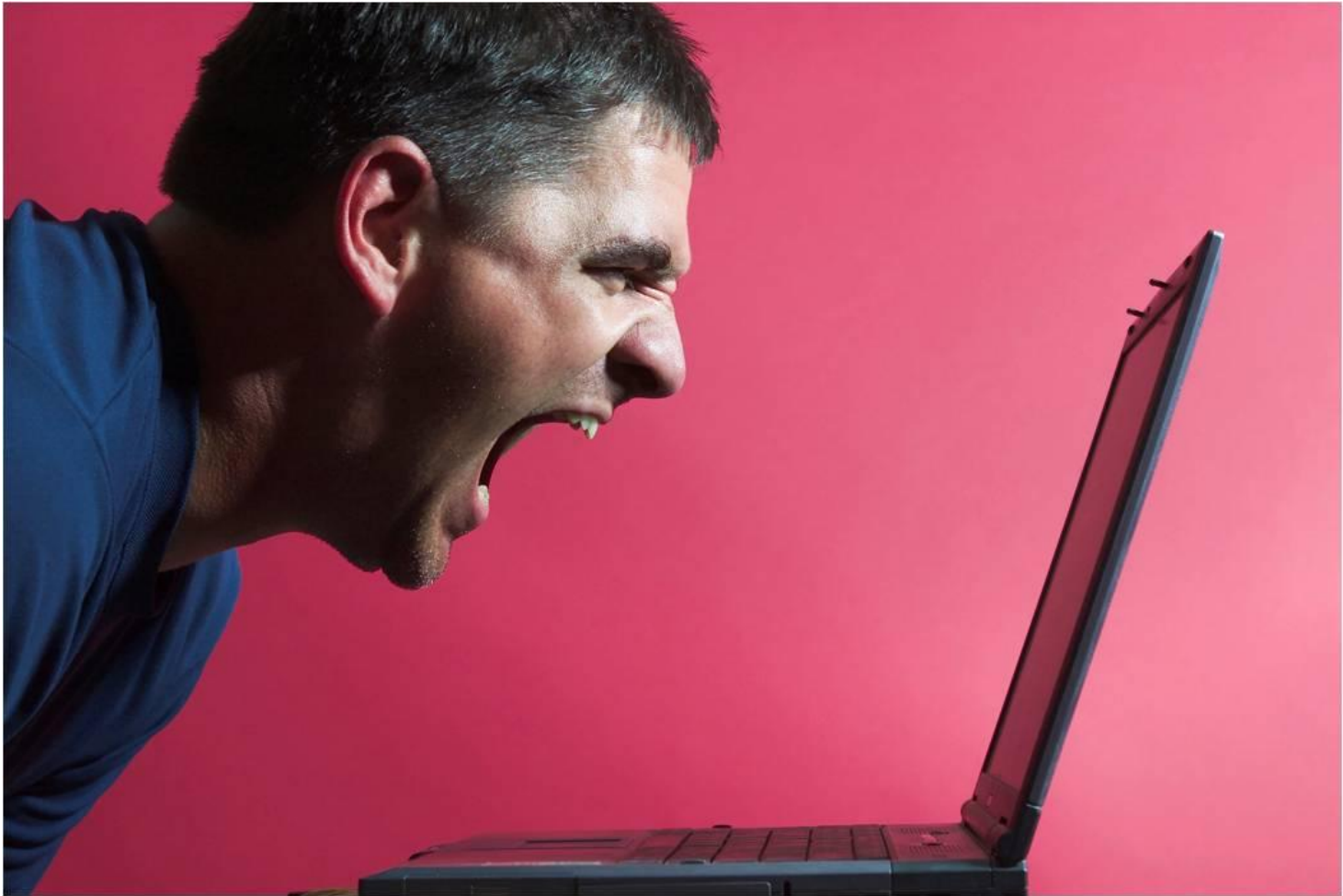
# Fascination



# Fear

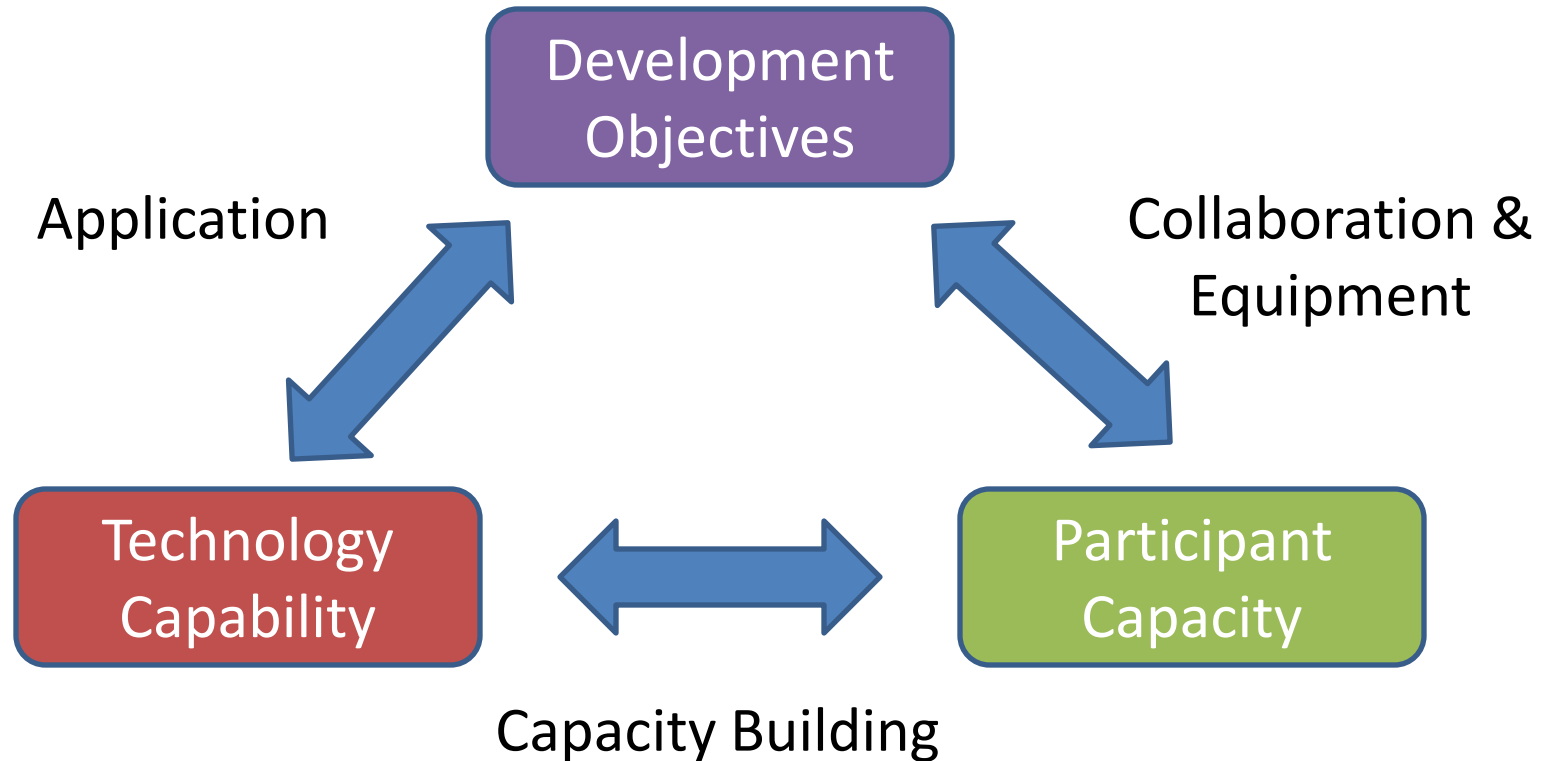


# Frustration



Limitations often relate to the user, not the technology itself

# Implication for Implementation



**Note: the more sophisticated the technology, the more expensive it will be to implement !**



## Mobile Phone Panel Concept

Key stakeholders as participants in the panel

# Surveillance / Monitoring Challenges

**Inaccurate or  
late  
reporting**

**Training  
difficulties**

**Lack of  
consistency**

**Lack of  
confirmation**

**High cost**

**Poor  
collaboration**

# What a Mobile Phone Panel can Offer



**Reliability**

**Accuracy &  
consistency**

**Cost  
effectiveness**

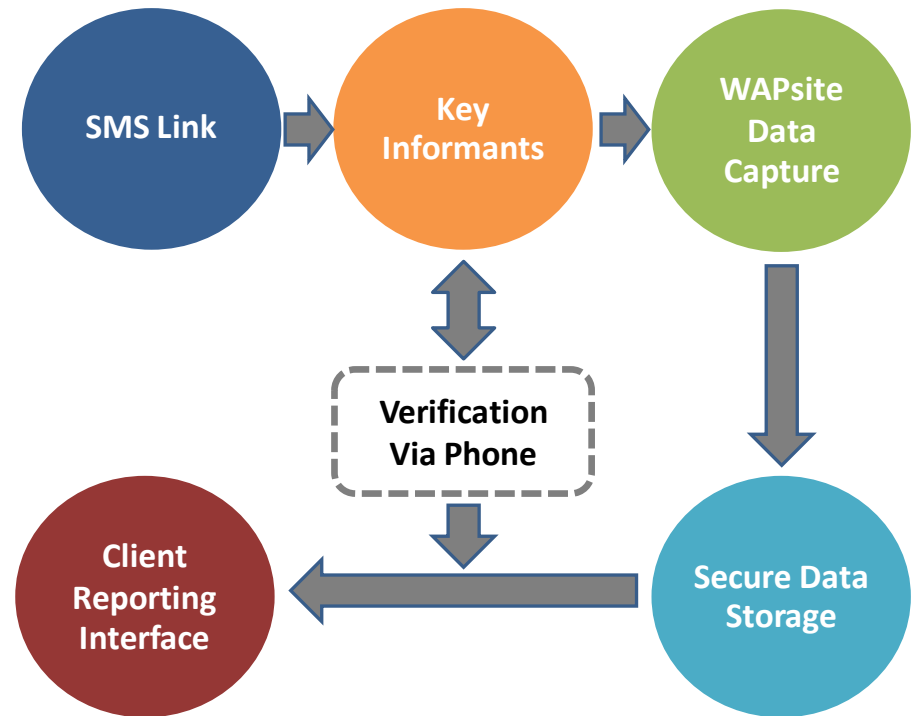
**Flexibility**

**Speed**

**Good  
coverage**

# SMS MonSys Concept

- ▶ Recruit key informants in target areas.
- ▶ Send out 'SMS Link' with unique identifier (eg. *XYZ SMS Poll*) with link to a WAP Site.
- ▶ Data capture on WAP Site
- ▶ Server with secure data storage in co-location.
- ▶ Follow up and verification from a central call center function.
- ▶ Reporting interface.



# Recruitment of Panel Participants

- ▶ Recruiting and managing a panel of participants requires special knowledge and skill in the areas of:
  - ▶ Coverage and representation
  - ▶ Recruitment and training
  - ▶ Pilot testing and panel calibration
  - ▶ Predicting and handling panel 'drop outs'
  - ▶ Provision of incentives
  - ▶ Process for non-response or non-compliance
  - ▶ Panel management and continuation, especially in rural areas
  - ▶ Analysis and reporting



## Case Study

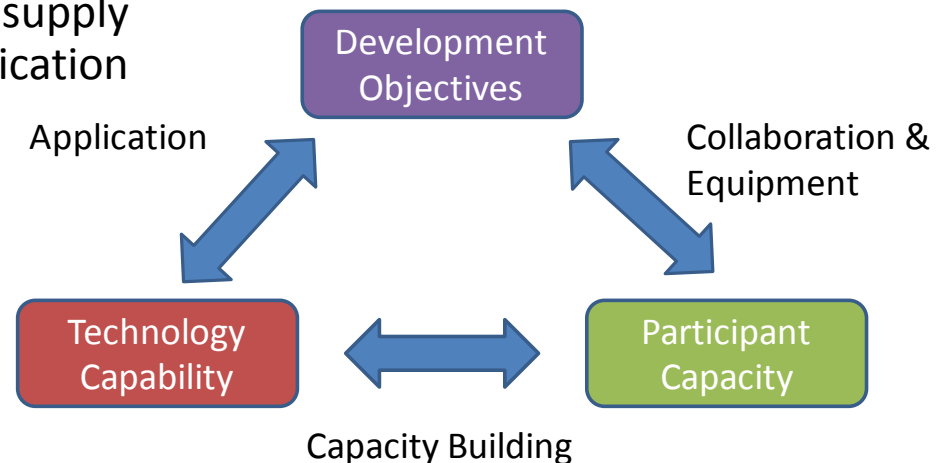
Monitoring H1N1 Vaccination launch in the Philippines for AED

# Overview

- ▶ DOH launch new H1N1 vaccine in the Philippines
- ▶ 1<sup>st</sup> stage vaccination of HCWs
- ▶ 2<sup>nd</sup> stage vaccination of high risk groups:
  - ▶ Pregnant women
  - ▶ People with chronic illnesses
  - ▶ Children under 5 years
  - ▶ Elderly over 60 years
- ▶ Participants: HCWs who administer the vaccine
- ▶ AED responsible for panel recruitment
- ▶ Weekly data collection
- ▶ Funding from USAID

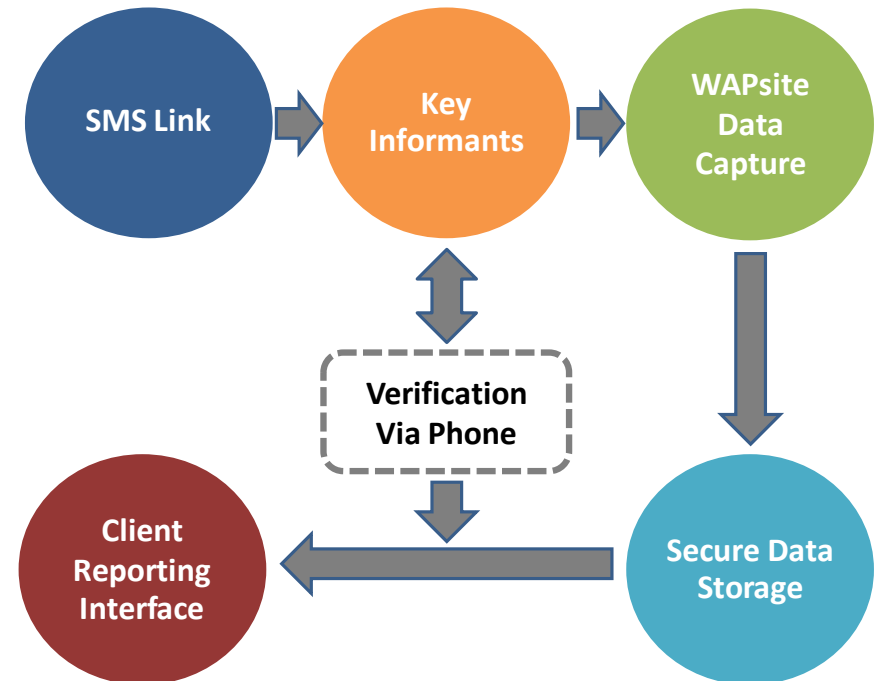
# Development Objective

- ▶ Project scoping with AED
- ▶ Held initial meeting with DOH
- ▶ Focus on 6 key objectives
  - ▶ Extent of uptake amongst HCWs
  - ▶ Early uptake amongst vulnerable groups
  - ▶ Incidence of refusals
  - ▶ Reason for not taking the vaccine
  - ▶ Communication about the vaccine to general public
  - ▶ Problems experienced (e.g. supply shortage, storage, lack of communication material etc.)



# Technology Capability

- ▶ Some 95% of phones are GPRS enabled
- ▶ Customized 'SMS link' was sent out to the panel participants: *Welcome to the AED Health Worker H1N1 Vaccine text survey. Please click "Next Page" to continue.*
- ▶ Flexible question development with ability to change questions
- ▶ Capability of real time data delivery
- ▶ Phone follow up:
  - ▶ Non-response
  - ▶ Confirm results



# Participant Capacity

- ▶ Participant screening
- ▶ Group training
- ▶ Collect participant details
- ▶ Connectivity test
- ▶ If not already connected (Most were NOT!), download settings etc.
- ▶ Submission of test data
- ▶ Incentive
- ▶ On the ground support through AED Master Trainer



# Question Protocol

- ▶ When people use mobile phones they are 'time poor'
- ▶ Few questions but regular feedback
- ▶ Simple, Clear, Relevant
- ▶ Avoid open-ended
- ▶ Can always call for clarification or send follow up link
- ▶ Suitable question formats:
  - ▶ Numeric – e.g. How many patients did this clinic vaccinate in the past 7 days?
  - ▶ Single choice – e.g. Have you experienced anyone resisting to be vaccinated?
  - ▶ Multiple choice – e.g. What are their reasons for not wanting to be vaccinated?

# Lessons learned

- ▶ HCW are highly motivated and ideal participants for this type of panel
- ▶ Group training works well and can be completed in a few hours
- ▶ The system worked on a wide variety of different phone brands and models
- ▶ Connectivity quality vary between service providers
- ▶ Non-response is low, but a drop out rate of around 10-15% can be expected
- ▶ Response turnaround improved over time
- ▶ AED is looking to set up similar panels in other countries

# Comment from Implementation Partner

*“This project has the potential for expansion especially that you (have) already identified people who are likely to respond quickly and with interest.*

*If you are part of a panel, you become more critical and observant to the 'why's' so getting used to being a respondent is a training in itself. I hope there are more activities like this in the future.”*

*Implementation Partner, Philippines*



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