



ADVANCING MOBILE PHONE SURVEYS FOR RMNCAH&N:

INSIGHTS, CHALLENGES, AND OPPORTUNITIES

JAN 2025



OUTLINE

- Organizing team
- Background
- Objectives
- Reflections for webinar series
- Agenda of the webinar series
- Introduction to the PMA Team
- Introduction to the CRC Team
- Wrap up

ORGANIZING TEAM – GFF & JHU



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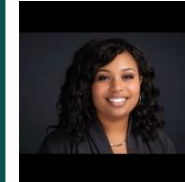
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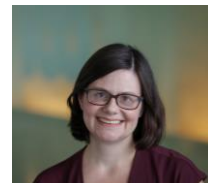
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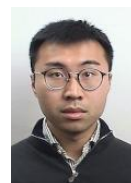
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BACKGROUND

- Despite global progress, preventable maternal and child deaths remain alarmingly high, predominantly in Low- and Middle-Income Countries (**LMICs**)
- Strengthening primary health care (**PHC**) systems is critical to achieving sustainable improvements in reproductive, maternal, newborn, child, and adolescent health and nutrition (**RMNCAH&N**) outcomes
- A well-functioning PHC system ensures timely access to essential services, equitable coverage, and continuity of care—key drivers of reductions in maternal and child mortality
- To support these goals, innovative approaches are needed to **generate timely, actionable data** on key demand side metrics including **population coverage and the experience of care**

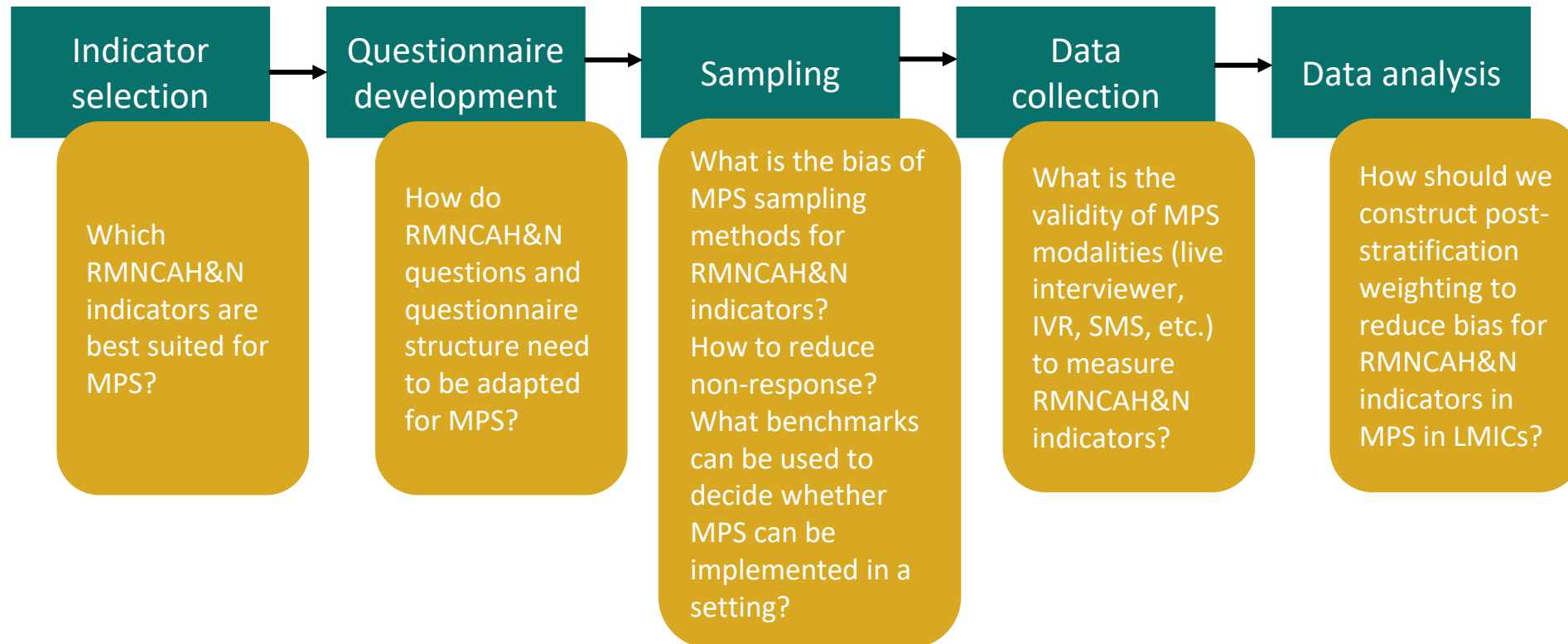
BACKGROUND (cont'd)

- In-person HH surveys are the predominant mechanism for collecting data on RMNCAH&N coverage and health and nutritional status in LICs and some MICs
 - These surveys are resource-intensive, time-consuming, and infrequent
- The rapid rise of mobile phone technology presents a potential opportunity to collect rapid, cost-effective data on RMNCAH&N interventions
 - There is emerging experience in using mobile phone surveys (MPS) to measure health indicators more quickly and inexpensively
 - There are also questions about when and how to use MPS to obtain valid measures of health indicators in LMICs

WHY RMNCAH&N?

- RMNCAH&N survey questions have overlapping target populations:
 - Women of reproductive age (15-49 years)
 - Women who have given birth in the last 2 years
 - Mothers and caregivers of young children
 - Adolescent girls
- There is strong evidence of a gender gap in mobile phone ownership, making it more challenging to reach women
- Socio-demographic inequities in mobile phone ownership are reproduced among women, creating the potential for selection bias
 - Mobile phone ownership is higher among wealthier, more educated women, and those living in urban areas, relative to women in poorer households, with less education, or living in rural areas

Issues in conducting MPS for RMNCAH&N



OBJECTIVES OF WEBINAR SERIES

- Share experiences, learning, and methodologies used in MPS, especially as they relate to RMNCAH&N
- Identify methodological gaps in MPS for RMNCAH&N
- Prepare for a convening on MPS & RMNCAH&N (Washington DC & online)
- Outputs of the convening
 - A set of use cases for MPS for RMNCAH&N
 - A research agenda on MPS for RMNCAH&N

AGENDA OF WEBINAR SERIES

(all times US Eastern)

Time & Date	Agenda Item
9am ET, Jan 14 th , 2025	Session 1 Welcome, Objectives Experiences measuring RMNCAH&N with MPS
9am ET, Jan 21 st , 2025	Session 2 Experiences measuring RMNCAH&N with MPS (cont'd) Measuring patient's experience of care with MPS
9am ET, Jan 28 th , 2025	Session 3 Experiences, successes and challenges in field implementation of MPS MPS methodology – learning from other initiatives
9am ET, Feb 04 th , 2025	Session 4 MPS methodology – learning from other initiatives (cont'd)
9am ET, Feb 11 th , 2025	Session 5 Experiences with MPS from global survey programs Use of MPS to measure RMNCAH&N- results of an upcoming literature review Preparation for the hybrid convening

Your Perspective: Identifying Key Research Priorities

Q1. What do you think is the most critical knowledge gap to address for effectively leveraging mobile phone surveys for RMNCAH&N in LMICs?

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INTRODUCTION TO PMA TEAM

PMA- Performance Monitoring for Action

Phil Anglewicz

Director, William H. Gates Sr. Institute for Population and Reproductive Health
Principal Investigator and Director of the Research Program, Performance Monitoring for Action Project (publication list)
William G. Robertson, Jr. Professor in Population and Family Planning

Johns Hopkins Bloomberg School of Public Health
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INTRODUCTION TO CRC TEAM

CANADIAN RED CROSS (CRC)

Luay Basil

Canadian Red Cross, International Operation Department, Advisor on Planning, Monitoring, Evaluation and Reporting

Jeiran Rahmanian

Canadian Red Cross, International Operation Department, Advisor on Planning, Monitoring, Evaluation and Reporting

Bintou Coulibaly

Canadian Red Cross, Technical Health Advisor

REFLECTIONS FOR WEBINAR SERIES

- **Q2. What are the current successes of MPS in tracking:**

- Health indicators, broadly, and
- RMNCAH&N indicators, more specifically?

- **Q3. What are the methodological shortcomings and “unknowns” that need further examination?**

- **Q4. In one word, how would you describe the potential for mobile phone surveys in the RMNCAH&N landscape?**

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1. Use the above website/QR code to access the questions.
2. Enter your response and click **Submit**.
3. Enter additional responses as desired and click submit to send a response.
4. Click on **Next question** when ready to move to the next question.

WRAP UP

- Reflections on today's content
- **SESSION 2: 9am ET, Jan 21st, 2025**
- Experiences measuring RMNCAH&N with MPS (continuation of Session 1)
- Measuring patient's experience of care with MPS

- **Webinar Resources**

<https://gffklportal.org/learning/advancing-mobile-phone-surveys-for-rmncahn/>

Learn more about the GFF's  **FASTR** rapid-cycle analytics and data use initiative:

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