

mVAM: mobile technology for remote food security surveys

mVAM: technologie mobile pour effectuer des enquêtes à distance sur la sécurité alimentaire



World Food Programme

September 16, 2014



<http://www.wfp.org/videos/wfp-calling>

What is the mVAM project testing?

Que teste le projet mVAM ?

Live calls
Appels téléphoniques

Text
message
(SMS)

Interactive voice
response
Serveur vocal interactif

Why are we piloting remote surveys?

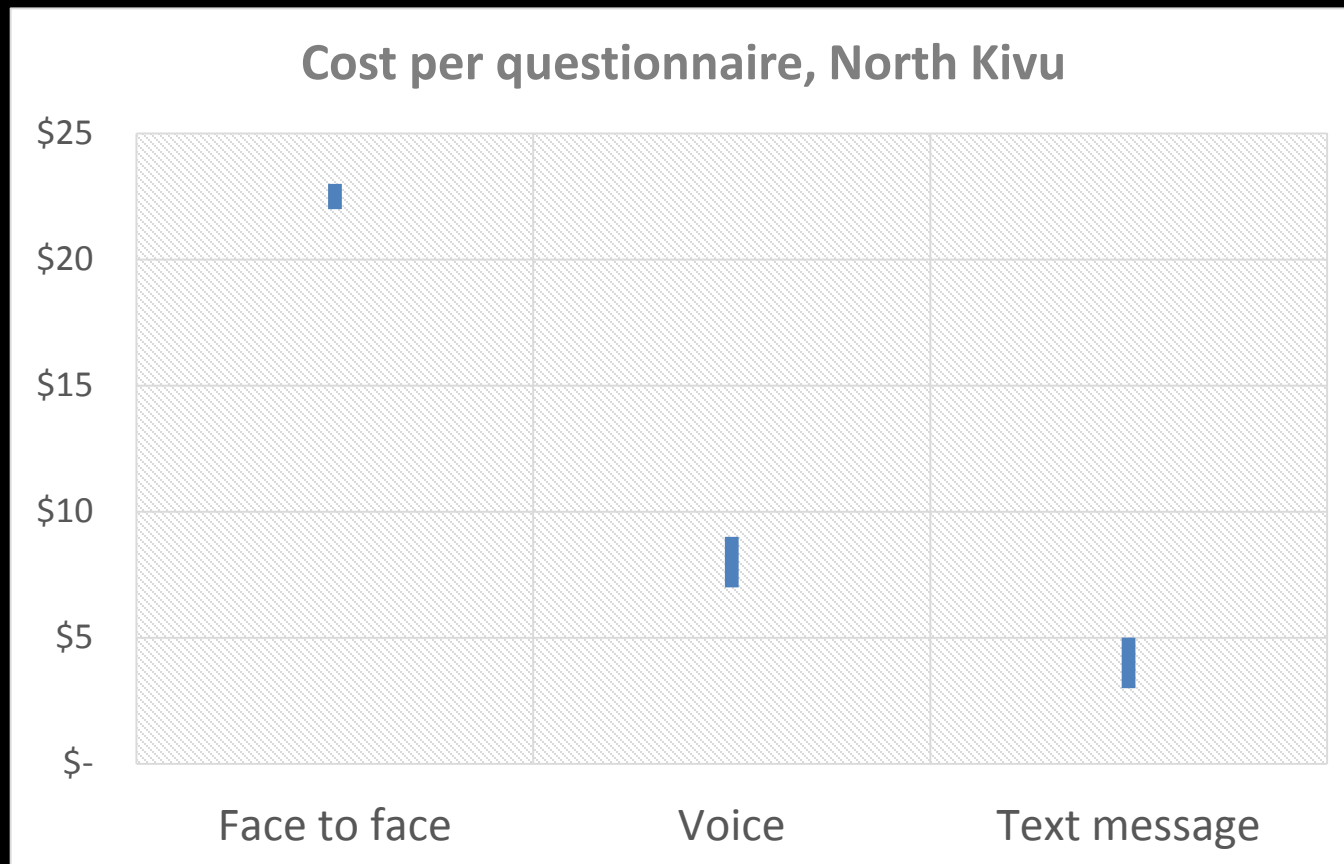
Pourquoi faire des enquêtes à distance ?

Performance criteria	Face to face survey	Text message (WFP proof of concept, DR Congo *)	Live calls (WFP pilot in DR Congo and Somalia)
Survey turnaround time (<i>délai d'exécution</i>)	6 weeks	1-2 weeks	2 weeks
Cost per questionnaire	\$22	\$3 - \$5	\$7 - \$9
Security	Exposes enumerators to risk	No 'boots on the ground', data collection possible in conflict areas	

*Source: WFP article in ODI's Humanitarian Exchange magazine, 2014

An affordable way to implement simple surveys

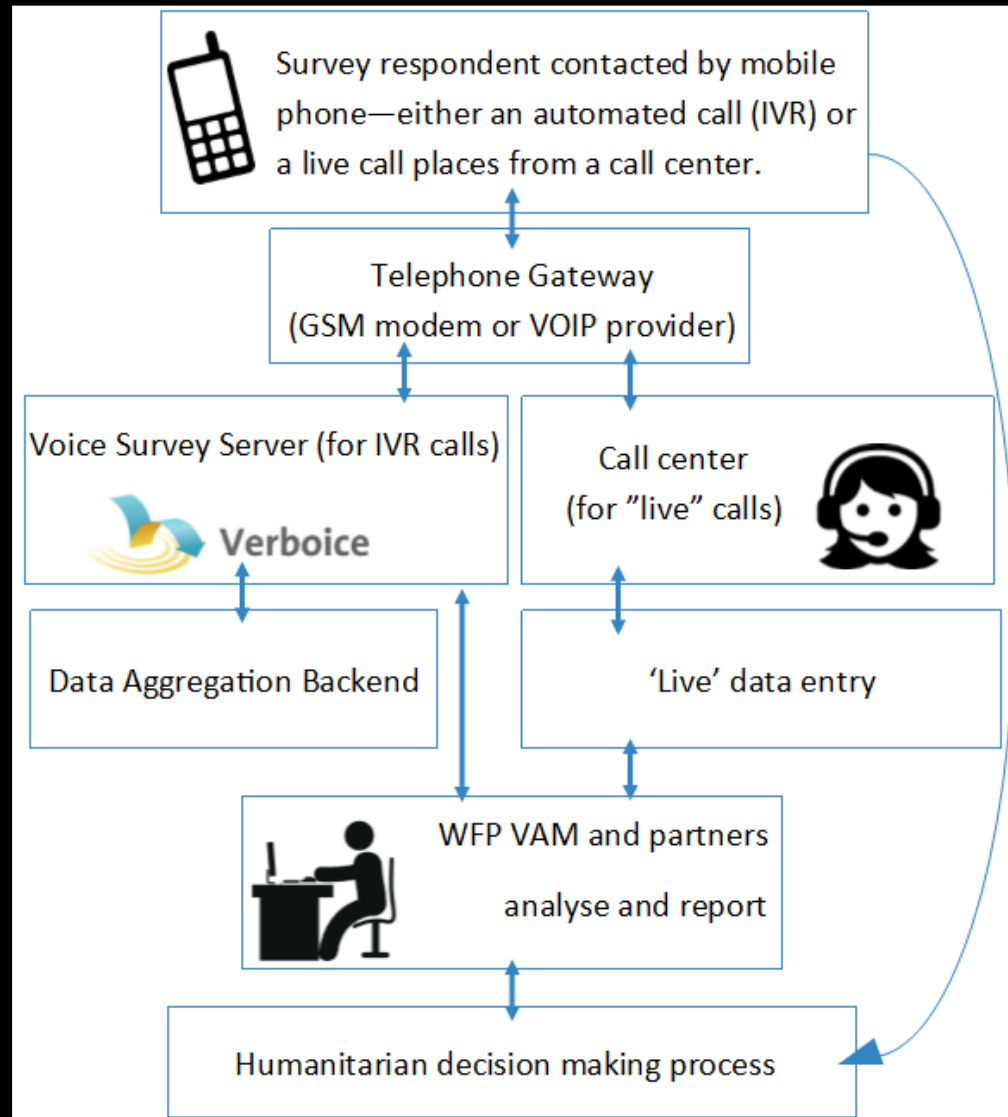
Une façon abordable d'effectuer des enquêtes



Source: WFP data on actual costs from surveys conducted in 2013-2014

How does mVAM's voice project work?

Comment fonctionne le projet mVAM (partie vocale)?



Who are our partners?

Qui sont nos partenaires ?

Humanitarian
Innovation
Fund

InSTEDD

Information
and research
firm

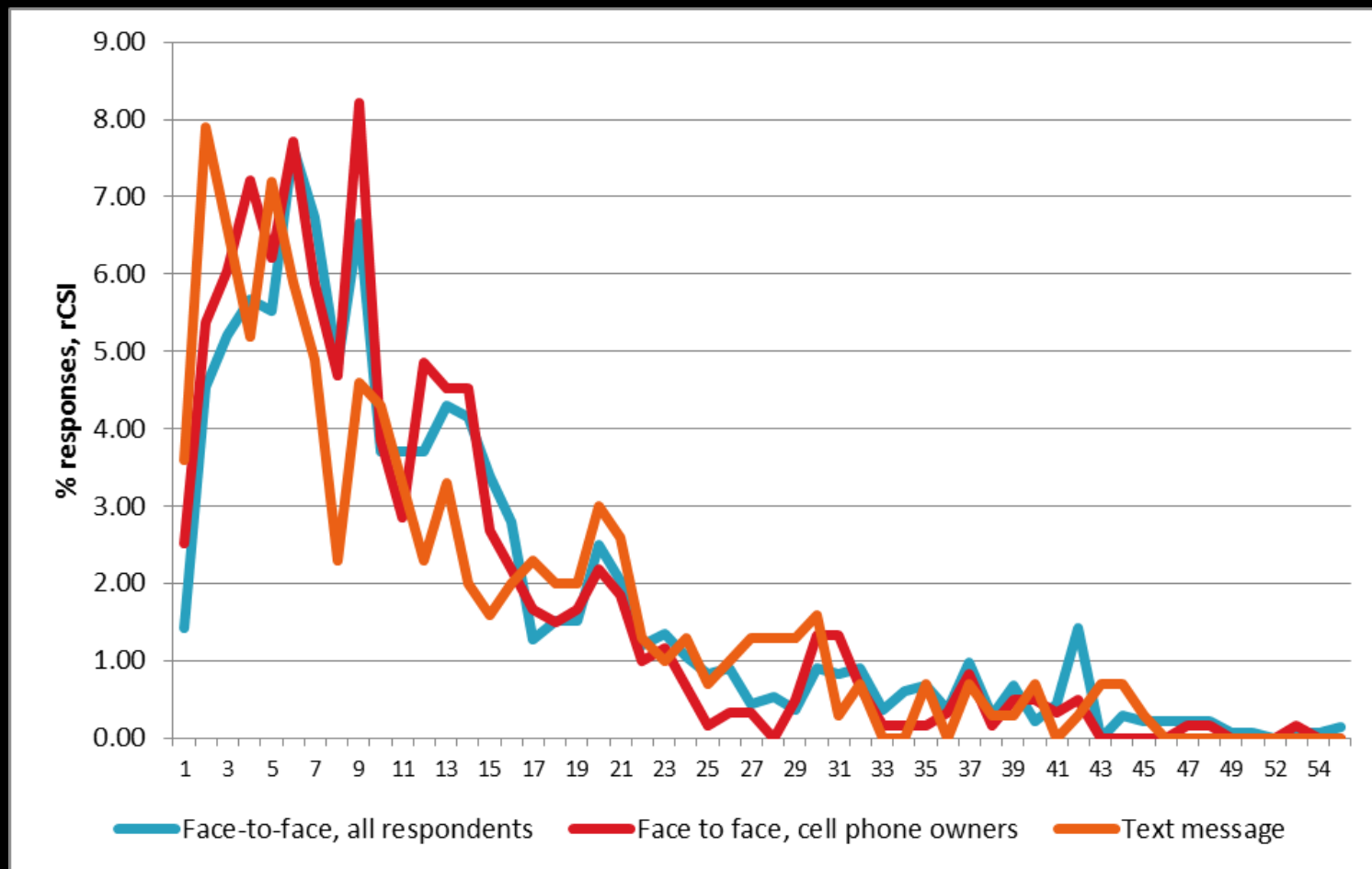
USAID

GeoPoll

Tulane
University

What we have learned: short SMS questionnaires and traditional surveys compare well – DR Congo, 2013

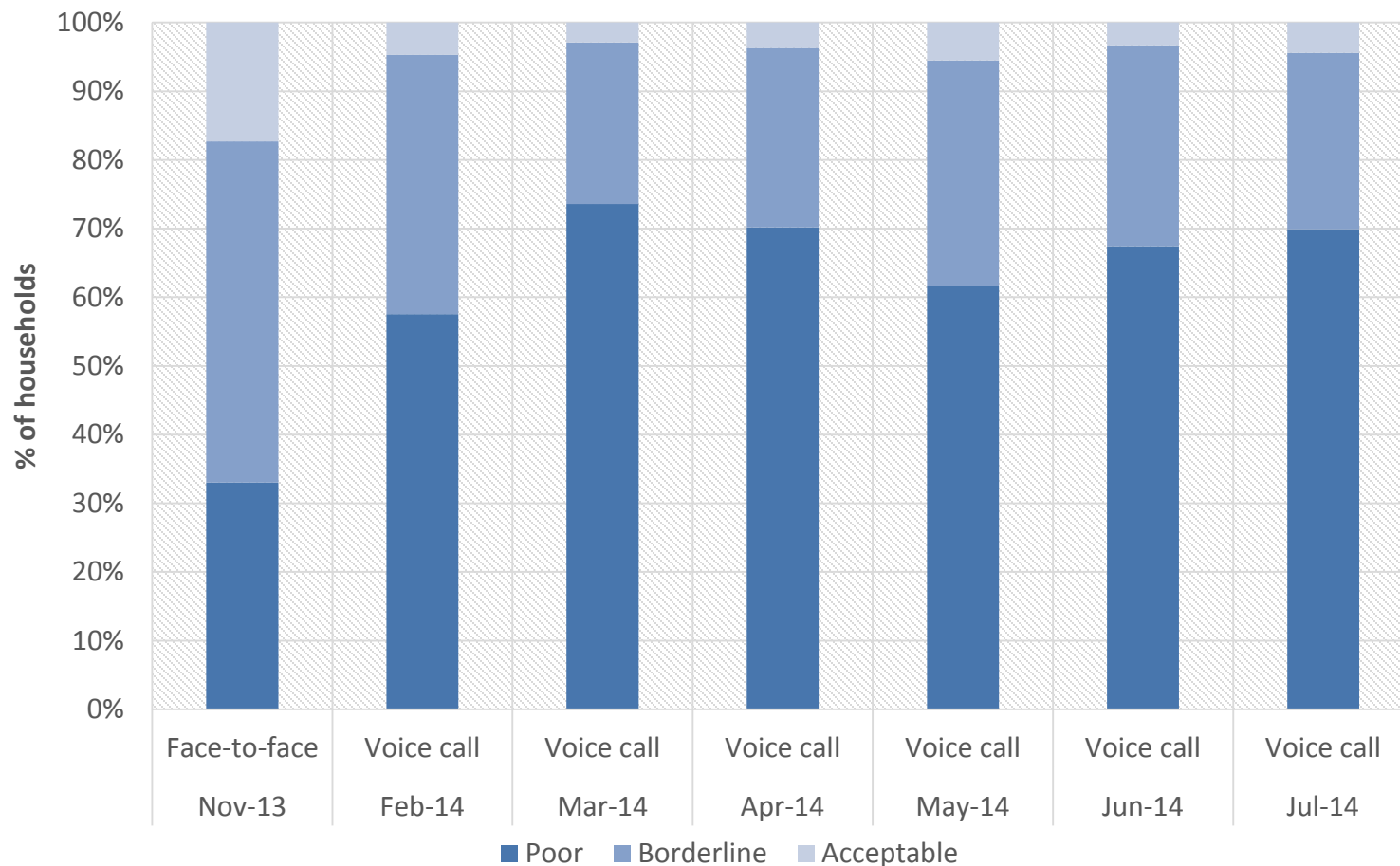
Nos résultats: les enquêtes par SMS concordent bien avec les résultats des enquêtes traditionnelles – RDC, 2013



Reduced CSI module (5 questions). Source: EFSA, mobile text survey

What we have learned: voice surveys produce good quality, high frequency data – DR Congo 2014

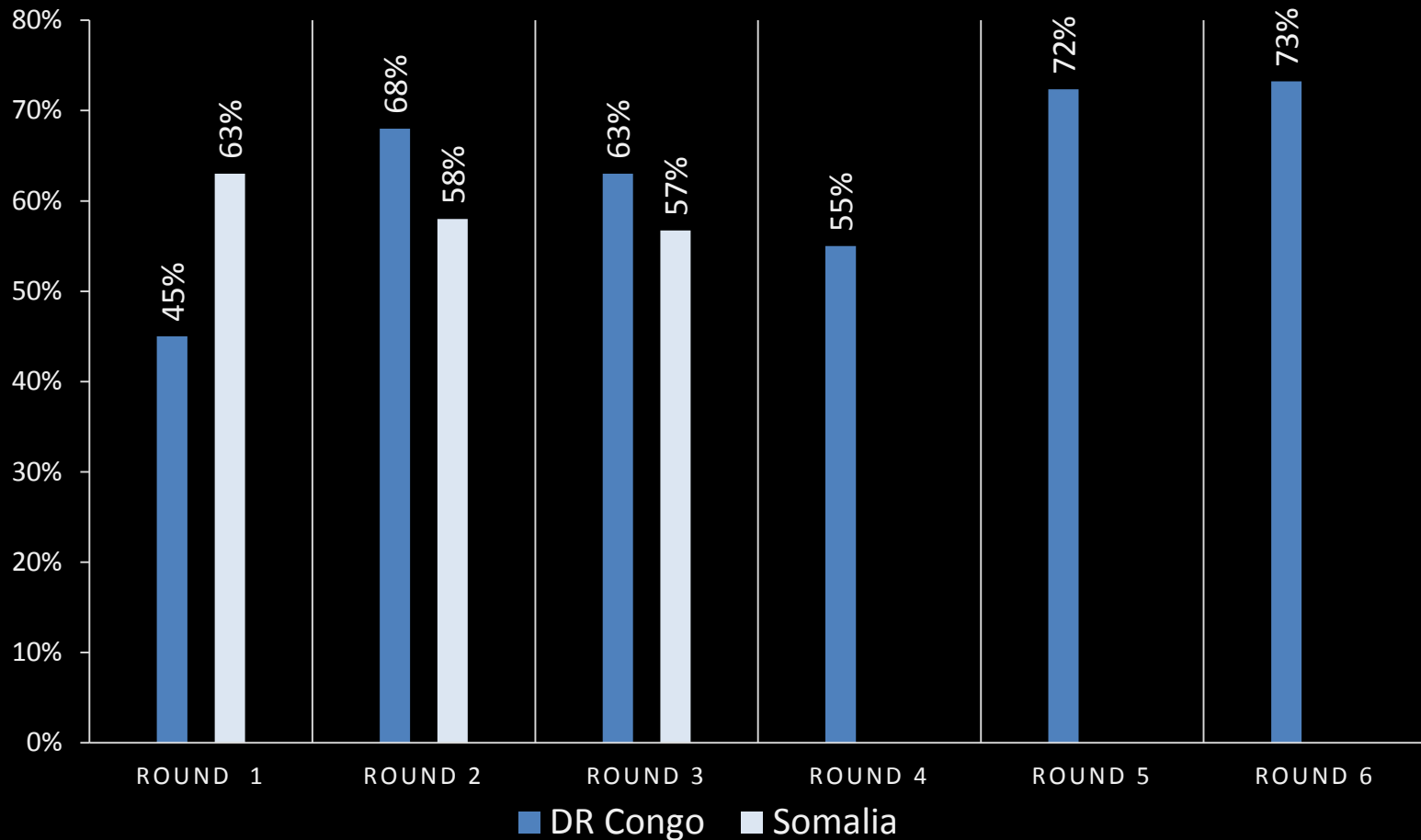
Nos résultats : les enquêtes par téléphone donnent des résultats de bonne qualité et à fréquence régulière



Source: WFP phone surveys

What we have learned: response rates to live calls, DR Congo and Somalia, 2014

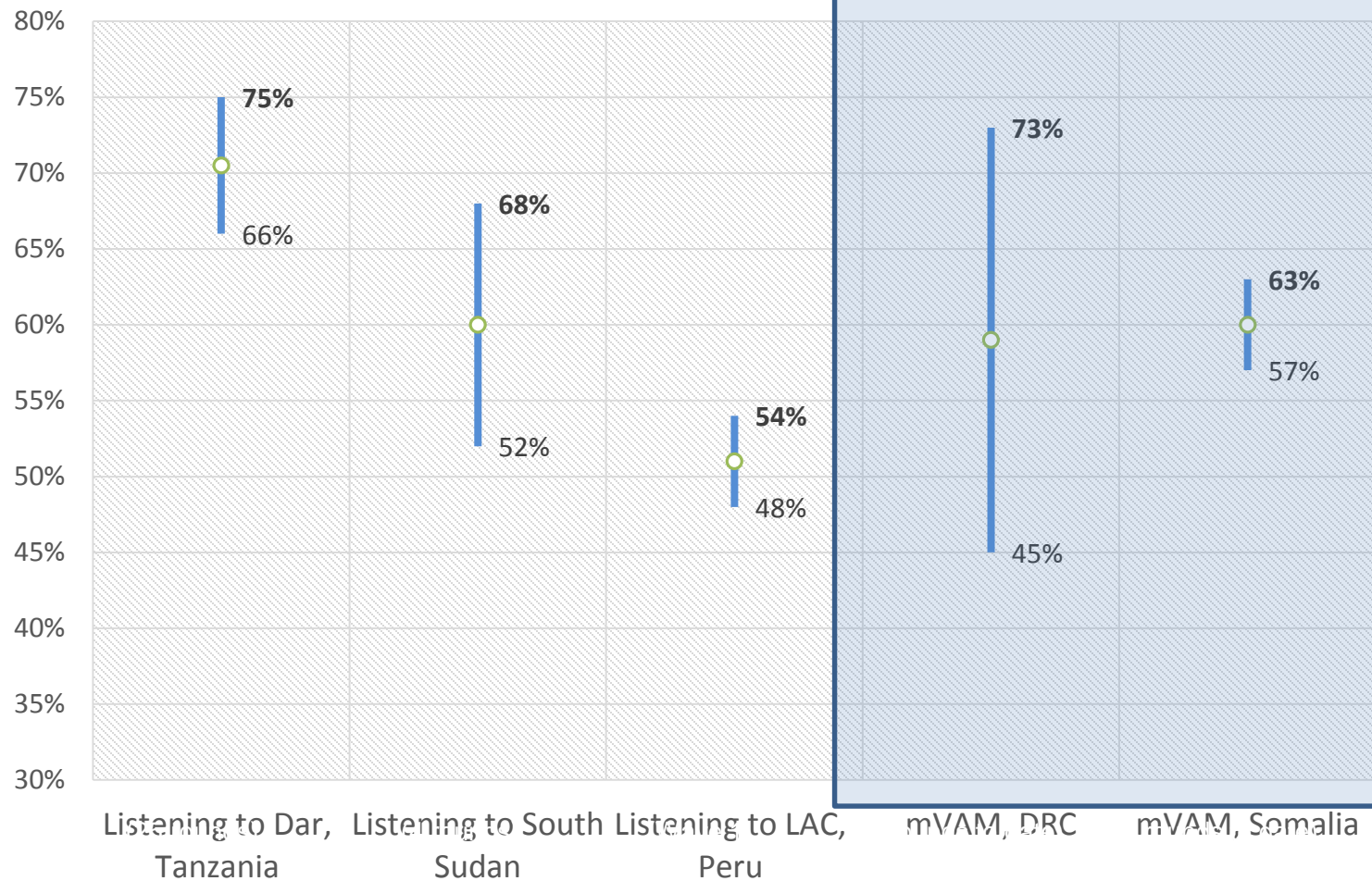
*Nos résultats : taux de réponse aux appels
téléphoniques, RDC et Somalie, 2014*



Source: WFP phone surveys, 2014

How do our response rates compare to other surveys?

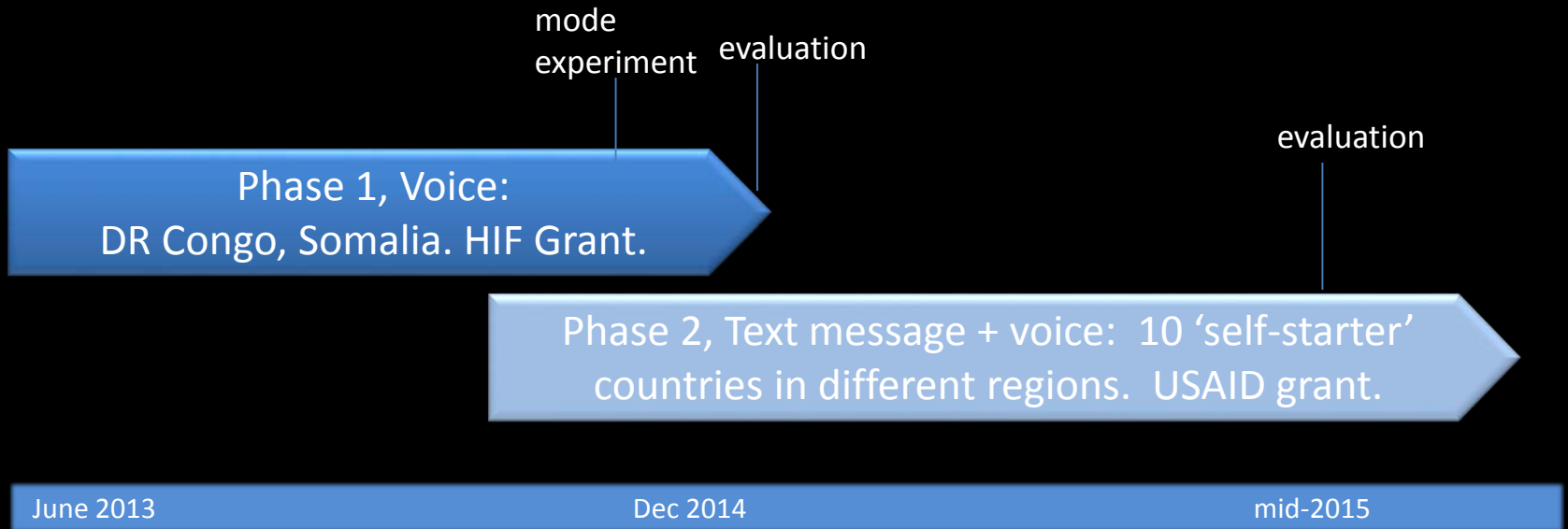
Comparaison de nos résultats avec d'autres méthodes



Source: World Bank, 2012; WFP 2014

What are our plans?

Planification du projet



Priorities for 2014-2015

- Evaluation of the voice pilot (Tulane University)
- Mode test (research and information firm)
- Ebola response pilot (Guinea, Liberia, Sierra Leone)
- Continued compilation and dissemination of evidence



mVAM and the Ebola food security response

mVAM et la sécurité alimentaire dans le cadre de l'épidémie Ebola

- Strong case for remote data collection, due to restrictions to physical access and a need for higher frequency information

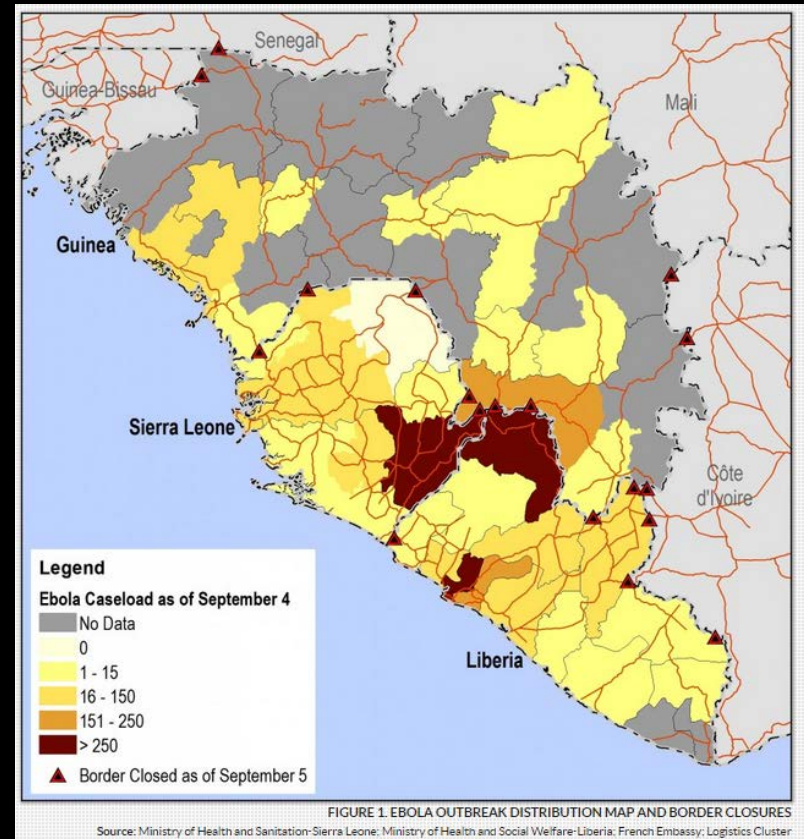
Fort besoin d'enquêtes à distance, vu les restrictions au travail de terrain et le besoin d'informations régulières
- WFP will carry out 3 monthly rounds of remote data collection, from September to November, in each country

Le PAM va collecter des données dans chaque pays durant 3 mois, de septembre à novembre
- Technologies will first include IVR and SMS, then live calls

Les méthodes par serveur vocal interactif et SMS seront d'abord utilisées, les appels téléphoniques ensuite
- Food security and market indicators

Sécurité alimentaire et indicateurs de marché
- Learning component

Composante d'apprentissage



Thank you

Merci

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- mVAM [Video](#), “WFP calling: what did you eat today?”
- [mVAM page](#) on WFP site
- [mVAM blog](#) on **Humanitarian Innovation Fund** website
- **Nesta** [guest blog](#), “Home-grown innovation at WFP”
- [Article](#) in the **Guardian**, “Using mobile phones to better understand refugees' food needs”
- **CDAC Network** [guest blog](#), “WFP Calling! Lessons from Voice Surveys in the Democratic Republic of Congo and Somalia”
- **Daily Development** [guest blog](#), “Press 1 if you have not eaten today”
- **Humanitarian Practice Network** [article](#), “A new tool in the toolbox: using mobile text for food security surveys in a conflict setting”
- [Article](#) in the **Africa Policy Journal** (pp. 36-53), “Tracking vulnerability in real time: Mobile text for food security surveys in eastern Democratic Republic of Congo”



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