

## mVAM guidance:

# Collecting Phone Numbers for Mobile Monitoring (mVAM)

## Principles

1. Put the phone number collection module at the end of the questionnaire. Participants might be more inclined to participate after they have experienced the questionnaire and built rapport with the interviewer.
2. Before asking a participant for their phone number, we need to explain to the participants:
  - why we want to call them.
  - how often do we plan on calling them
  - how long will the questionnaire take
  - what does the participant gain from participation or what are the monetary (phone credit) and/or intrinsic (providing information to better plan aid their community) incentives
  - calls will be planned around the participants availability
  - their phone number will be safely stored and never shared or used outside project purpose
  - their information will be kept anonymous and we will never publish information which can be used to identify an individual
3. To minimize data entry error - collect phone numbers twice and use validation rules ensure the two phone numbers are matching.
4. Ask the participant when they are most available to be reached. It could be that many participants are available after standard business hours.
5. Ask participants what language they prefer to be interviewed in.
6. While not asking names, consider collecting information about the individual such as age, sex, nickname which can be used to reach the respondent in the case a phone is shared or the respondent is not the primary user of the phone.
7. Finally, be responsible with data which contains phone numbers. For more information consult: <https://resources.vam.wfp.org/sites/default/files/Phone%20number%20collection%20and%20storage.pdf>

## Example of mVAM follow up module from EFSA Nigeria

15 ADDITIONAL MODULE: MOBILE MONITORING FOLLOW-UP					
<p>NOTE FOR THE RESPONDENT: To monitor how conditions evolve over the next year, we would like to follow up with a phone survey every three months for one year. This information will help us understand the situation in your community. The phone survey will be a shorter version of the questions we just asked now and will take about 10 minutes each time. If you accept, we will try to find the best time to call you and if you are not available at that time we will try to find another time that fits your schedule. If you accept, your phone number will be kept secure, meaning we will never share or publish your phone number with any reason. Just as in this survey, we will also anonymize your responses so that it will not be possible to identify you in the survey report.</p> <p>As compensation for your time, we will also offer you a small amount of phone credit after completing the call. The credit will start with 100 Niara which will increase by 100 Niara every round you participate. So if you completed all 4 survey rounds you will receive 400 Niara for your last round.</p>					
0.3	Are you interested in participating in this survey? -Yes (move to question 0.4)				
	-No (Thank respondent for their time and participation and conclude interview)				
0.4	What is the mobile phone number we can best reach you at?	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>			
0.4b	Please repeat the number so we can confirm that we entered it correctly	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>			
0.4c	What time of the day can you best be reached at?	8 – 11 a.m.  __	11 – 2 p.m.  __	1 – 4 p.m.  __	4 – 7 p.m.  __
0.4d	What language would you prefer we use if we call?	Hausa  __	Kanuri  __	English  __	Other _____
0.4e	We would like to use a way of identifying you but would not like to use your name. Do you have or could you propose a nickname we could use to identify you or ask for you on the phone? If no, leave blank and conclude the interview.				