What are the information needs? What type of data do you want to collect?

1. Household food security data from the general population
2. Information from specific population groups or areas
3. Information through community level key informants (market prices/access etc.)

What is the literacy level of your target population?

1. Low
2. Ok
3. High

How many languages does your target population speak? Is there a main language everyone speaks?

1. There is no common language used by the majority of the people.
2. There is only one language / one common language spoken by the majority

How long is the questionnaire you would like to ask?

1. Long (More than 12 questions)
2. Short (Between 0 and 12 questions)

How complex are the questions you would like to ask?

1. Very complex (might require operators explanation)
2. Very easy (do not require explanation)

Your best tool is voice calls!

You can use either SMS or Voice Calls!

Your decision can be based on the following considerations:
- Are there partners or service providers that can offer one of the two services?
- Which solution is cheaper in your country?
- What are quality expectations? Note that voice calls usually give better data quality.
- In-house SMS are difficult to bring at scale (see decision tree number 3)