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Title of Abstract:

## Using mobile based M&E framework to improve data collection in advocacy: The NAYA Experience



### Background

Monitoring and evaluation of advocacy activities is a challenge that is misunderstood and misinterpreted. Since it is an emerging field with limited formal ways of monitoring and evaluation. NAYA works in the advocacy space in Kenya, which is unique, and the process involves several activities, which are systematic, coordinated and organized. The activities sprout from the community to the wards, to sub county, county and national level.

The use of mobile technology offers new capabilities that can help to drive important aspects of the M&E system and support collection of quality timely and accurate data. To achieve this, a framework that supports both development and evaluation is needed to capture aspects of monitoring of activities. The framework incorporates aspects of the indicators tracked, time and location, which are important to translate to accountability and accuracy.

### Methodology

The intervention is designed to address quality, accountability and timeliness. The indicators were coded and scripted to run as a programme on a basic android phone. This is because most of the youth advocates do not have regular access to computers. However the same software is installed on computers for the programme staff and advocates who have access. The software has all the output and process indicators that NAYA tracks for

the Closing the Gap project.

The process of developing the system was conducted between June 2015 and February 2016. CtG Project objectives, milestones were translated into code. A framework for mobile application design was developed and the refinement of the framework across the six CtG advocacy focus areas i.e. NGO collaboration, Decision makers, Technical assistance, emails and publications.

### Results

In a follow-up assessment conducted by NAYA, 90% of the youth advocates found the mobile application friendly and easy to understand and were able to use it. This increased participation of the youth advocates in data collection, analysis and review. This has made it easier for them to participate in data handling processes, improve the quality of implementation and follow up on advocacy interventions at the community and county levels.

has a validation criteria and a skip logic set. The user is notified if they enter data that does not conform to the logic set or is incomplete.

Timeliness and use of data for decision-making has improved. This was made possible by the real-time transmission of data to the central server created for the system.

The quality and completeness of data has increased since hardcopy questionnaires were no longer used. Data capture is done straight into the application, which

With 90 percent adoption rate, high level of convenience, lowered cost of data collection and analysis, increased data quality and confidentiality all led to an efficient M&E system for the project.

### Conclusions & Recommendations:

The framework and its design elements enable replicable M&E system development for reproductive health projects. It may also provide a foundation for the digital health industry to systematically expand mobile health M&E interventions and validate their efficiency and effectiveness across multiple project implementation settings and areas.

### Keywords: M&E framework,

Mobile applications, Codes, M&E framework

