



# PERFORMANCE MONITORING AND ACCOUNTABILITY 2020

Progress Report | November 2015



Performance Monitoring  
and Accountability 2020



JOHNS HOPKINS  
BLOOMBERG SCHOOL  
of PUBLIC HEALTH

Bill & Melinda Gates Institute for  
Population and Reproductive Health

# A Message from the Director



**Scott Radloff, PhD**  
Director, PMA2020

**P**erformance Monitoring and Accountability 2020 (PMA2020) represents a **pioneering effort** to advance the way we collect data, training women in their communities to use smartphones to administer rapid-turnaround surveys on a regular basis. We have launched this platform in 9 countries to date with more planned. Many have already conducted multiple survey rounds, **demonstrating the viability of this innovative approach.**

PMA2020 has made **significant progress** in the past two years, thanks to the collaborative efforts with our country partners and our network of enumerators. We look forward to providing you with progress updates in the future as we continue to **measure performance, inform policy** and **empower communities.**

# PMA2020 is...

A project that uses **innovative mobile technology to support low-cost, rapid-turnaround surveys** in order to provide annual updates on key indicators for family planning and water, sanitation and hygiene across 11 countries at both the national and subnational levels.

Overall direction and support is provided by the Bill & Melinda Gates Institute for Population and Reproductive Health at the Johns Hopkins Bloomberg School of Public Health. PMA2020 is funded by the Bill & Melinda Gates Foundation.





**KEY  
FEATURES  
OF  
PMA2020**



### SPEED

Data are collected within 6 weeks and results shared within another 6 weeks.



### FREQUENCY

Data are collected semi-annually for the first two years and annually thereafter.



### QUALITY

One-step data entry, with built-in logic checks and skip patterns minimize measurement errors.



### FLEXIBILITY

The PMA2020 platform can accommodate additional modules throughout the year to inform other health sector strategies.



### AFFORDABILITY

PMA2020 delivers national and subnational data for a fraction of the cost of other national surveys. As a recurring survey, the costs are reduced significantly after the first round of data collection, allowing additional modules to be launched more quickly and at lower cost.



### SUSTAINABILITY

Over time, country partners are able to implement all phases of the survey work with minimal technical assistance.

# Where PMA2020 works

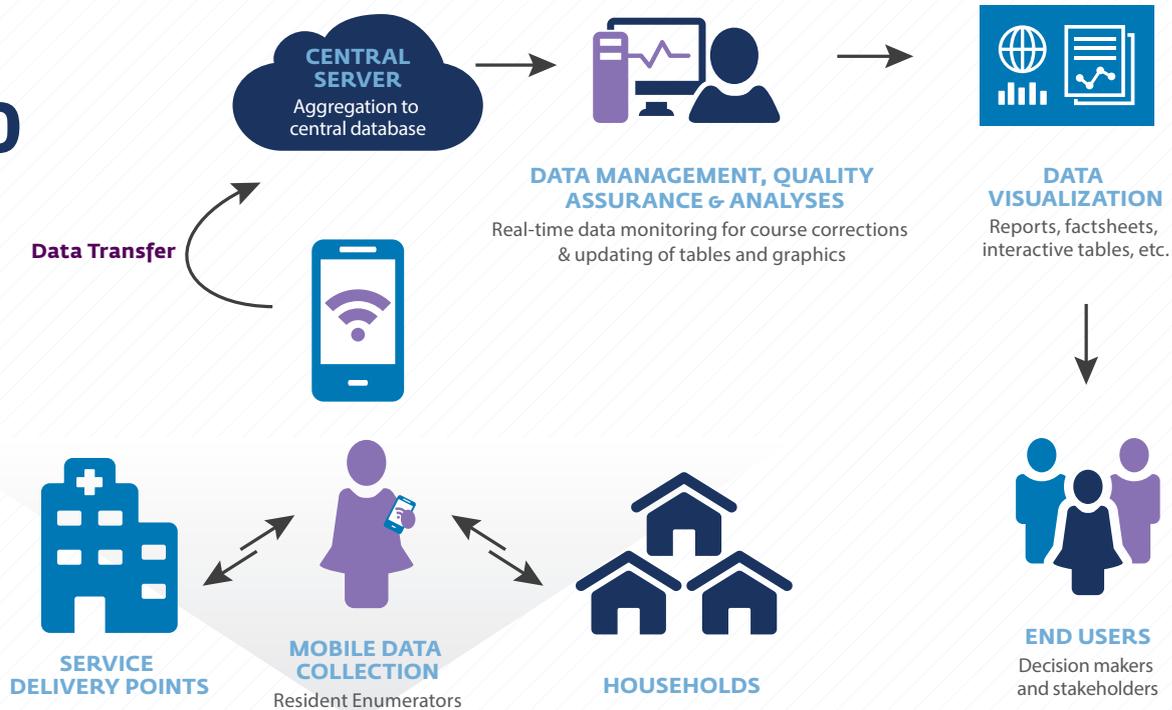
## PMA2020 COUNTRIES AND PARTNERS:

The project is implemented by local universities and research organizations and is currently active in **9 countries**, with plans to expand to additional countries and health modules in 2016.



**Ghana:** Kwame Nkrumah University of Science & Technology; **Ethiopia:** Addis Ababa University;  
**Uganda:** Makerere University; **DR Congo:** Tulane University in partnership with the School of Public Health at the University of Kinshasa; **Kenya:** International Center for Reproductive Health Kenya;  
**Burkina Faso:** Institut Supérieur des Sciences de la Population; **Nigeria:** Centre for Research, Evaluation Resources, and Development (CRERD) and Bayero University Kano (BUK); **Niger:** Institut National de la Statistique ; **Indonesia:** National Population and Family Planning Board; **India:** Indian Institute of Health Management Research; **Pakistan** (partner to be determined)

# How PMA2020 works



Female resident enumerators (REs) conduct interviews at households and health service delivery points, entering the data into Android smartphones that are equipped with a customized version of Open Data Kit (ODK).

REs transfer the data by phone to a central cloud server via the mobile data network. In real time, data are validated, aggregated, and prepared in tables and graphs, making them available to the end users more quickly than traditional paper-and-pencil surveys.

PMA2020 is also developing a cutting-edge data visualization platform that will provide a complete solution for users to create meaningful visualizations with PMA2020 data on [www.pma2020.org](http://www.pma2020.org).

# Perspectives on being a PMA2020 Resident Enumerator

“When our results are sent, I have this inner feeling that I am feeding them with the information that is used to help the people. So it is I who is contributing to that, and **I feel really proud** to be doing that.”

— ROSELYN VASHITNA, RE, PMA2020/GHANA

“**My job has now changed my status in my area of residence.** I am now known by majority of residents in my area. I now feel confident and more motivated to continue working in my enumeration area to collect and submit data, which I know that after analysis and presentation to the government, residents from my area will benefit from increased access to and quality of family planning services.”

— CHRISTINE WANGECI, RE, PM2020/KENYA

“You don’t sense any barriers between trainers [our supervisors] and enumerators. **You feel like you’re part of the family** and it’s this working environment especially that touched me.”

— DENISE RAGNANGUEWINDÉ DOAMBA, RE, PMA2020/BURKINA FASO

A woman wearing a purple headscarf and a purple patterned top is shown in profile, looking down at a smartphone she is holding in her hands. The background is a blurred, warm-toned interior setting.

**Resident Enumerators (REs)**, as our primary data collectors, are the backbone of the project. PMA2020 REs are a diverse group of young women with a wide range of educational and vocational backgrounds.

# PMA2020 is off to a quick start!

**9** Countries launched



**20** Rounds of data collection completed



MORE THAN  
**1,200**  
REs trained



MORE THAN  
**200,000**  
Forms completed



**NEW**  
**SURVEY  
MODULES**  
under  
development



# Tracking Progress Toward Family Planning 2020 (FP2020) Goals

PMA2020 is capturing trends in contraceptive method mix at more frequent intervals.

In every country, we are measuring increased use of long-acting and permanent methods of family planning, particularly implants.

**Percent of all women using long-acting and permanent methods has increased:**



**2.9 to 6.3**

**IN ETHIOPIA**

(between 2011 and 2015)



**5.5 to 14.8**

**IN KENYA**

(between 2008 and 2015)



**7.9 to 10.3**

**IN INDONESIA**

(between 2012 and 2015)

# PMA2020: Data to inform policy and program change

PMA2020 data are being used to track progress toward goals and inform policy at the **local** and **national** level.

The PMA2020 platform is also transforming data collection for national surveys.

At the **global** level, PMA2020 provides a platform that can be used to track the new Sustainable Development Goals (SDGs) to inform various targets. The platform can also be built out to provide sample civil and vital registration systems.

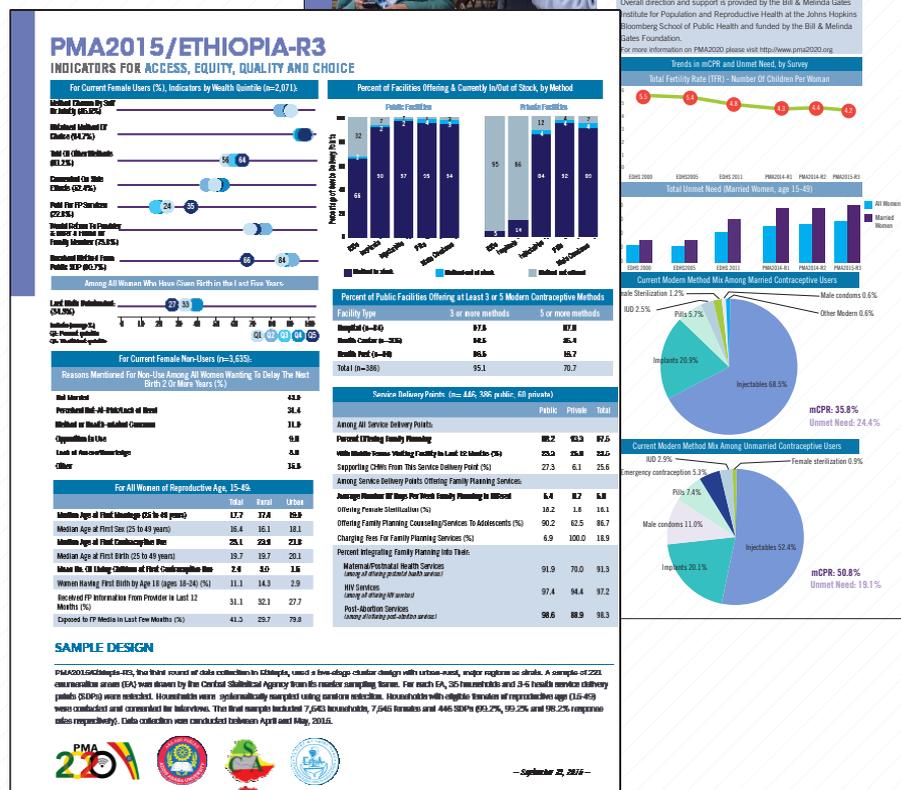


## PMA2015/ETHIOPIA-R3

### PERFORMANCE, MONITORING & ACCOUNTABILITY 2020

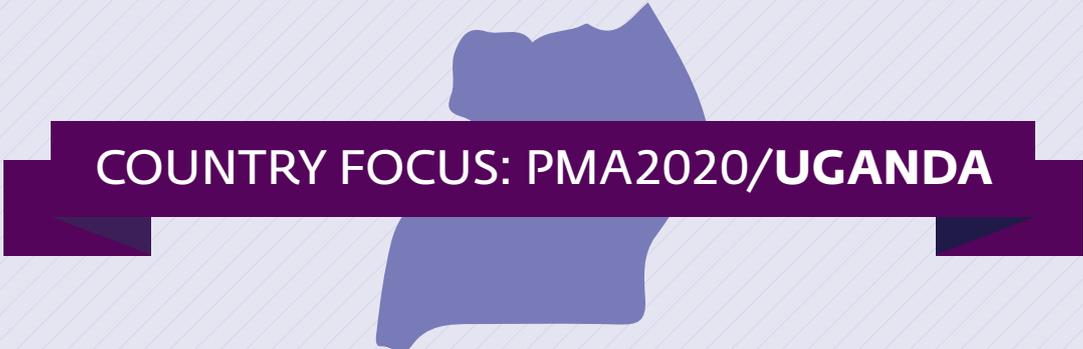
PMA2020 is a five-year project that uses innovative mobile technology to support low-cost, rapid-turnaround, national-representative surveys to monitor key indicators for family planning. The project is implemented by local university and research organizations in ten countries, deploying a cadre of female resident enumerators trained in mobile-assisted data collection. PMA2020/Ethiopia is led by the Addis Ababa University's School of Public Health at the College of Health Sciences (AAUS/SPHCS), in collaboration with regional universities, the Federal Ministry of Health and the Central Statistical Agency. Overall direction and support is provided by the Bill & Melinda Gates Institute for Population and Reproductive Health at the Johns Hopkins Bloomberg School of Public Health and funded by the Bill & Melinda Gates Foundation.

For more information on PMA2020 please visit <http://www.pma2020.org>



WWW.PMA2020.ORG/PUBLICATIONS

# Data used to inform policy change



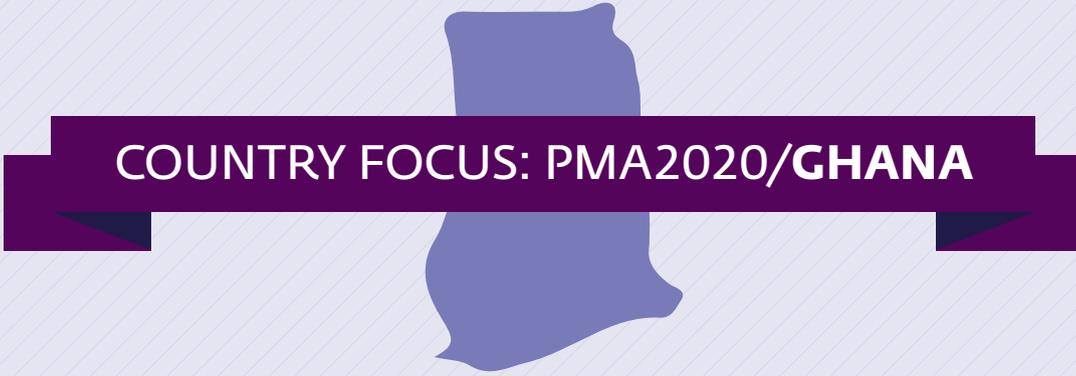
## COUNTRY FOCUS: PMA2020/UGANDA

In Uganda, PMA2020 data have been used by the Ministry of Health to develop key family planning policy and program goals in their Costed Implementation Plan for the 2015-2020 period.

PMA2020/Uganda data is a key data source in the annual performance management plan meetings for tracking targets and goals of the CIP and the overall family planning policy agenda, thus contributing to policy formulation at the Uganda Ministry of Health.

Recent comparison of results between PMA2020 data and the Uganda Bureau of Statistics panel survey showed similar data. As a result, UBOS now uses PMA2020 as a reference for analysis on family planning indicators.

# Data used to inform policy change



## COUNTRY FOCUS: PMA2020/GHANA

The family health division of the Ghanaian Ministry of Health, the Ghana Health Service, has used PMA2020/Ghana data to revise key family planning health targets.

Ghana Health Service has set policy and program goals in their targeted five-year plan using PMA2020 estimates for contraceptive prevalence rate and total fertility rate.

# Data used to track program goals and targets

## INTERNATIONAL FOCUS

- The United Nations Population Fund (UNFPA) has requested to conduct the Reproductive Health Commodity Security (RHCS) survey with the PMA2020/Ethiopia platform.
- The Clinton Health Access Initiative (CHAI) and FHI 360 use PMA2020 data to track progress on implant use and provision of family planning methods and services.
- In the coming year, PATH and other partners will be tracking the introduction of Sayana Press, a subcutaneous injectable, using the PMA2020 platform.



**“Until recently, developing countries have tended to conduct national health surveys every five years or so... But now a new smartphone-based system called PMA2020 has started giving governments a better version of this information every six to 12 months. In addition to collecting more data more frequently, PMA2020 also cuts in half the time it takes to analyze the data, so insights reach decision-makers faster. Governments have begun to act on what they’re learning.”**

**Melinda Gates, co-chair of the Bill and Melinda Gates Foundation**

*Better data has the power to save more lives, says Melinda Gates.*

WIRED MAGAZINE, UK (NOVEMBER, 2015)

**Performance Monitoring and Accountability 2020**

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