

Using technology to close the gap between data collection and decision making

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Outline

HIGHLIGHTS AND INSIGHTS

Data for decision-making: A case study

The development cycle

Paper vs electronic data

Hoji demo

Project showcase

Questions

1984

FIRST CASE OF HIV IS DIAGNOSED IN KENYA

KILLER DISEASE

The media calls it the "Killer Sex Disease". The condition is poorly understood.

A YEAR LATER

A man commits suicide because he was diagnosed with HIV/AIDS.

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GROWING PROBLEM

1 - 2%

ESTIMATED HIV PREVALENCE IN NAIROBI
IN 1987

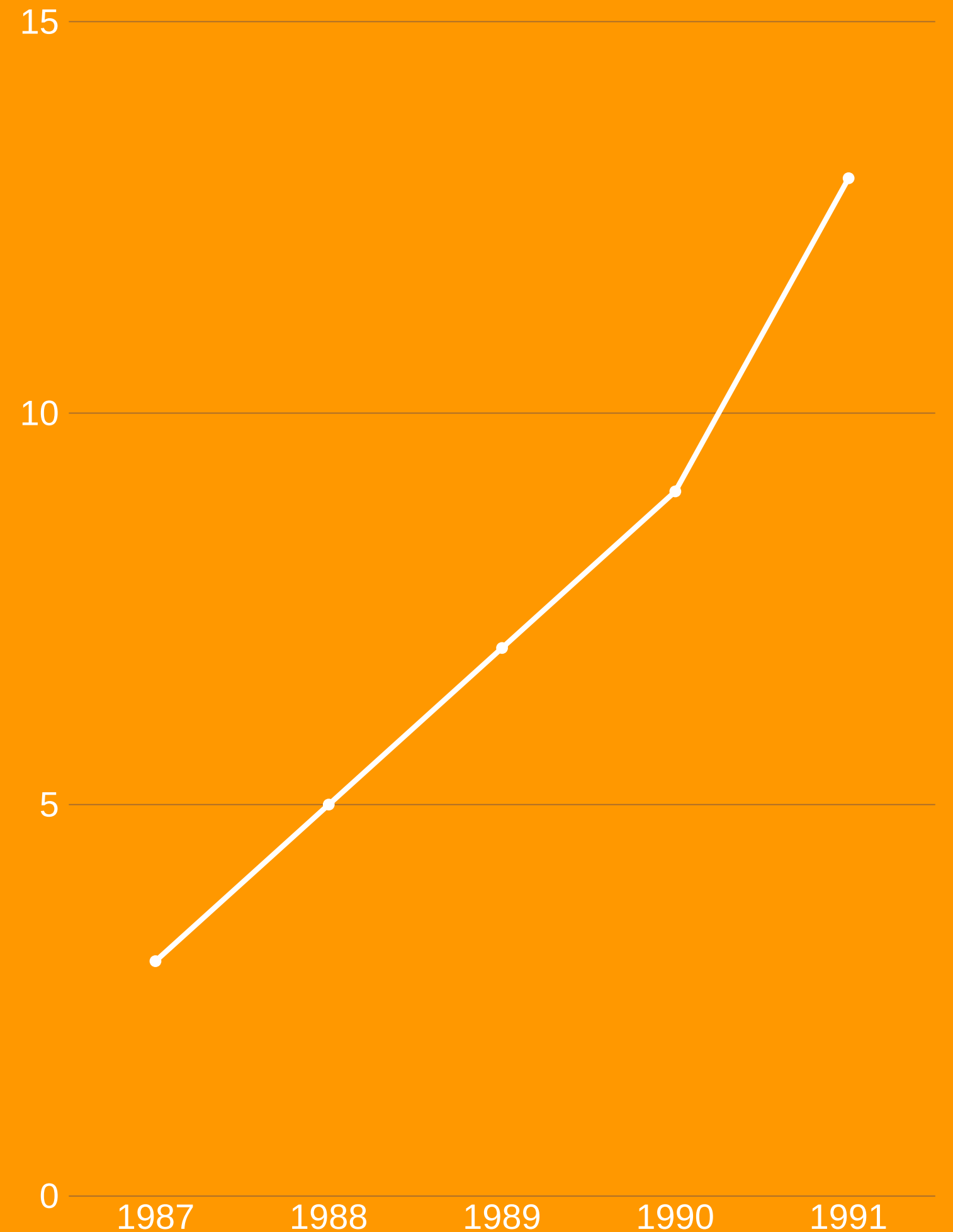
Bad to worse

1989 - 1991

Prevalence among expectant women in Nairobi rises from 6.5% to 13%!

Kenya's leadership still in denial about the extent of the problem.

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Peak Prevalence

LATE 1990'S

HIV prevalence peaks at an estimated 9 - 10%.

This finally triggers a coordinated government response.

Hope at last!

NATIONAL DISASTER - 1999

President Moi declares HIV/AIDS a national disaster.

The National AIDS Control Council is established to fight against the disease.

Fighting the Disease

PUBLIC HEALTH INTERVENTION

PREVENTION

Promotion of ABC i.e.
Abstain, Be faithful or use a
Condom

TESTING

People encouraged to test
for HIV and know their
status

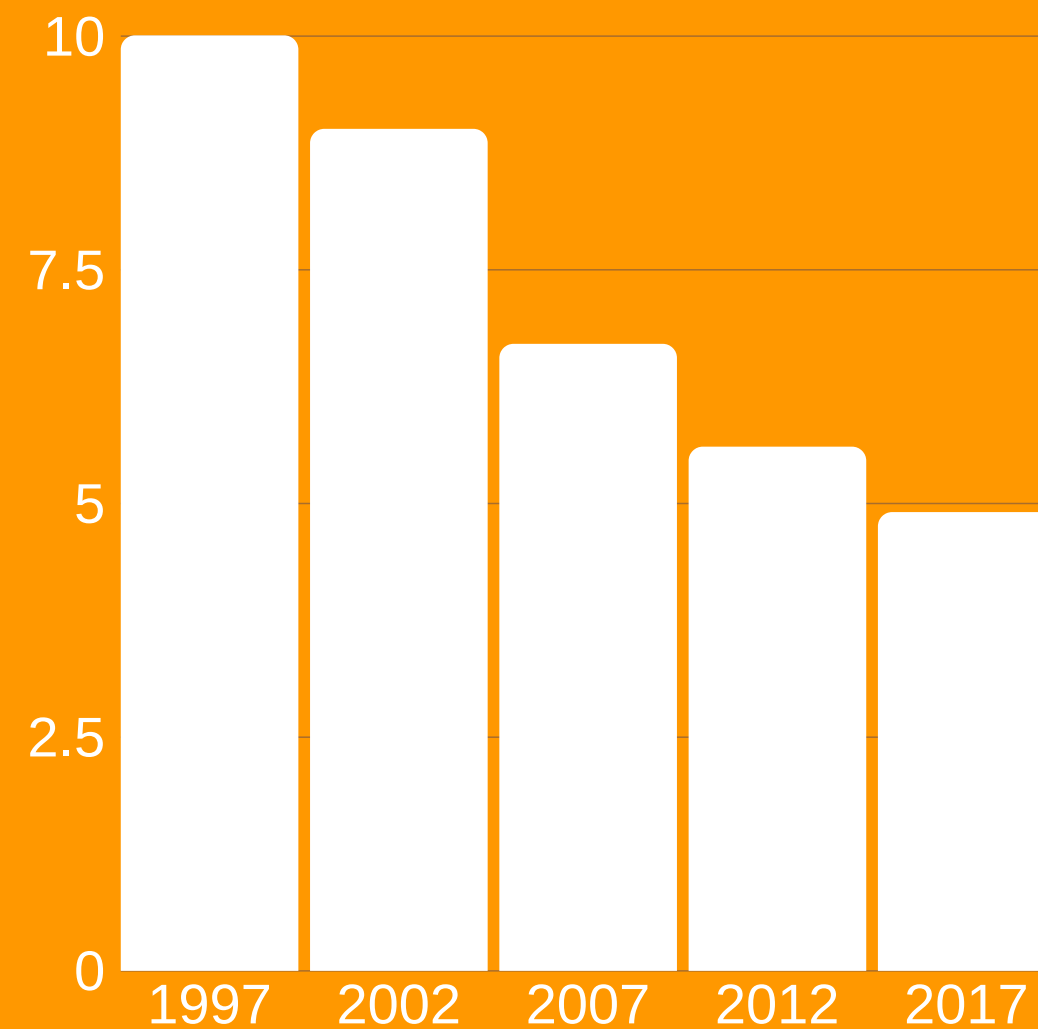
TREATMENT

Patients who test positive
are put on Antiretroviral
(ARV) therapy


Impact

HIV PREVALENCE BEGINS TO FALL

Coordinated efforts to fight HIV begin to pay dividends.



6.7%



NATIONAL PREVALENCE IN 2007 -
KENYA AIDS INDICATOR SURVEY

5.6%



NATIONAL PREVALENCE IN 2012 -
KENYA AIDS INDICATOR SURVEY

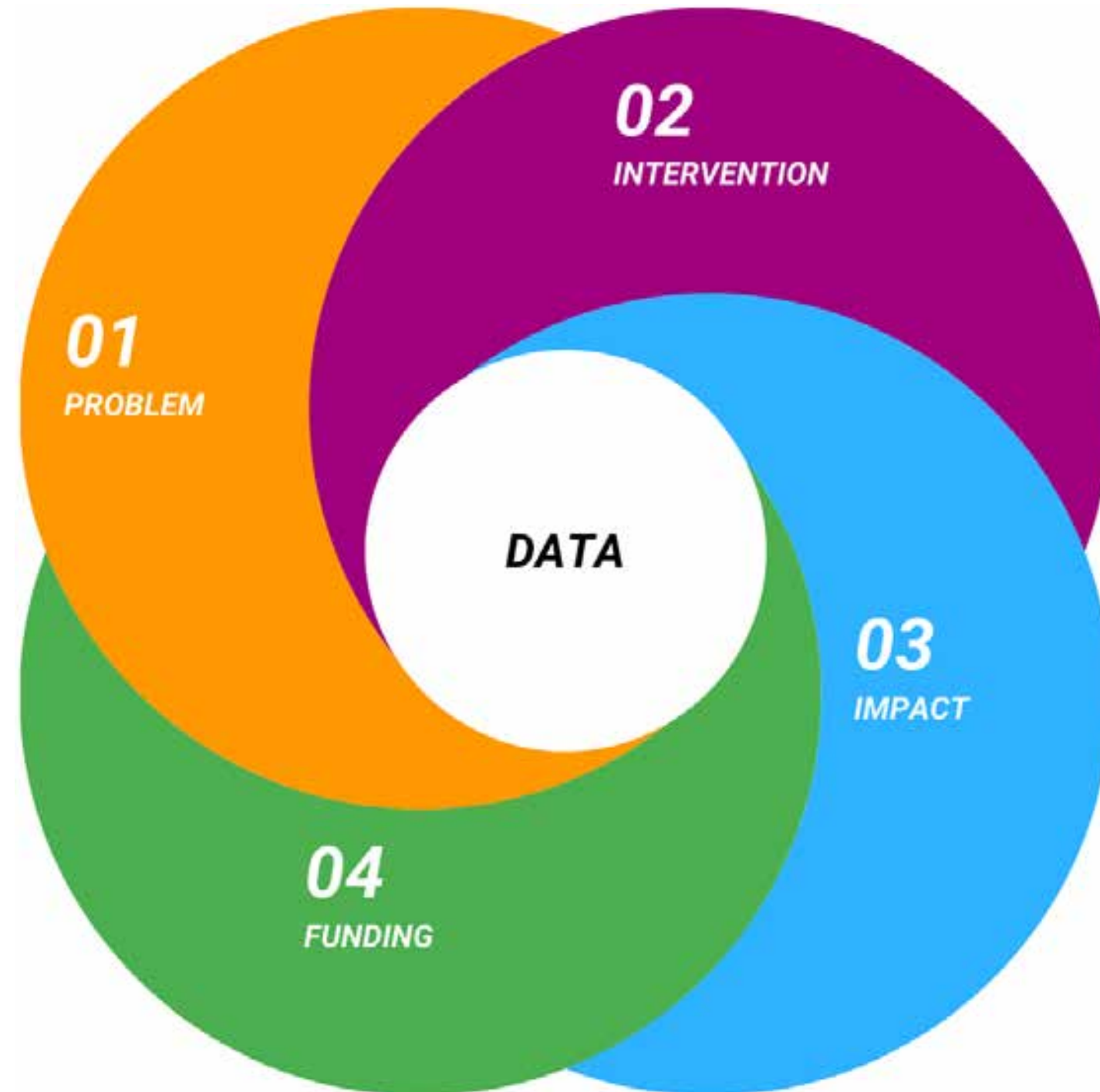
4.9%



ESTIMATED PREVALENCE IN 2017
-KENYA HIV ESTIMATES REPORT



Development Cycle



QUANTIFY PROBLEMS

Through baseline
surveys

OPTIMIZE INTERVENTIONS

By conducting routine
Monitoring and Evaluation

MAXIMIZE IMPACT

By implementing optimal
interventions

AUDIT DATA

Through Data Quality
Assessments

DEMONSTRATE ROI

Through impact
assessments

MOBILIZE FUNDING

By backing project
proposals with evidence

Where is the data?

OUT THERE IN THE FIELD

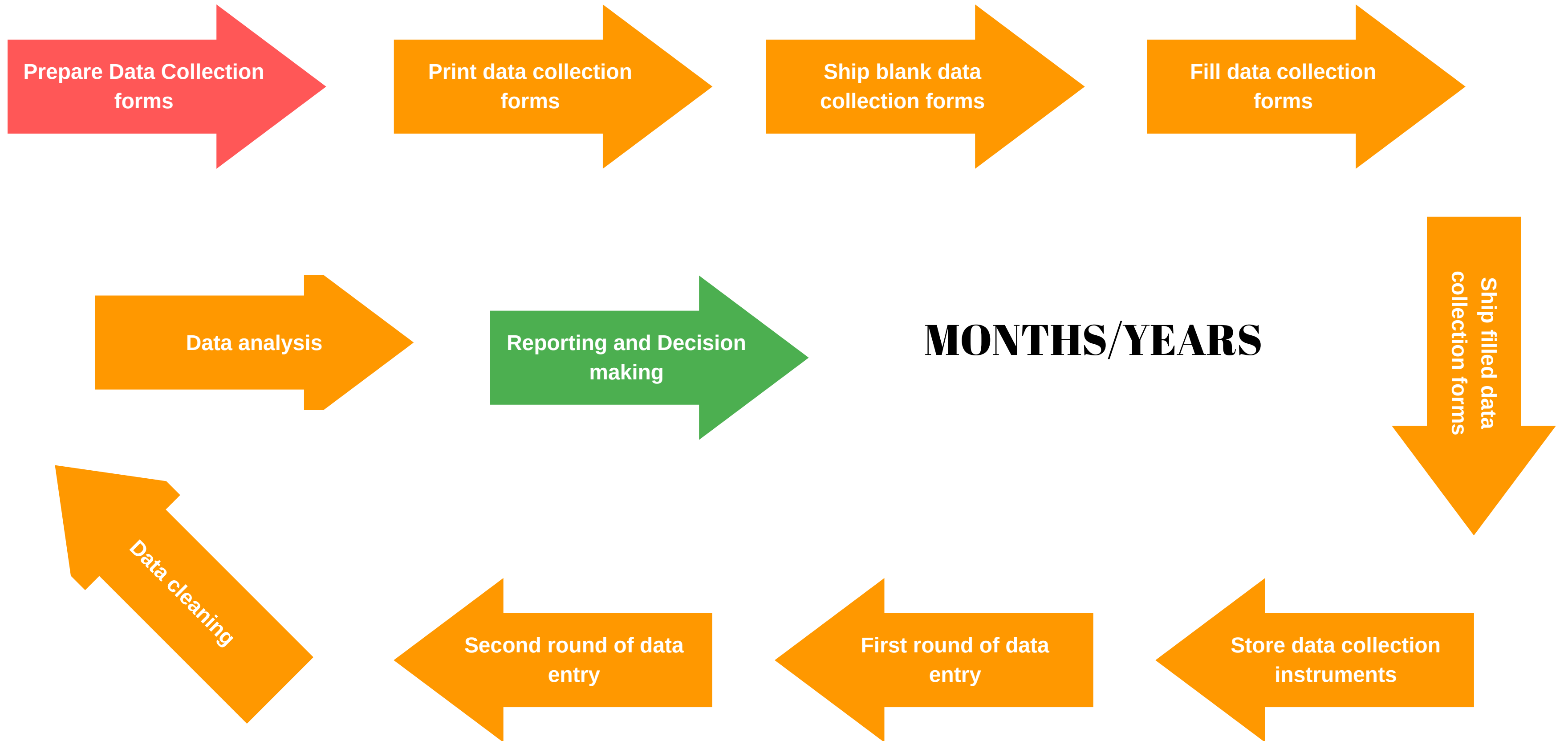
RESPONDENTS

As a researcher, you have to go out and interview respondents.

OBSERVATIONS

You can also visit the field to make and record observations.

Pen and Paper Data Collection



Paper-based data collection is:

INEFFICIENT

The cycle is long and slow.

EXPENSIVE

Printing, transportation, data entry, storage.

POOR QUALITY

Cannot prevent enumeration or data entry errors.

Electronic Data Collection



REALTIME



Electronic data collection is:

EFFICIENT

Shorter and faster cycle.

COST-EFFECTIVE

No printing, data entry e.t.c. costs.

HIGH QUALITY

Enumeration errors can be prevented.

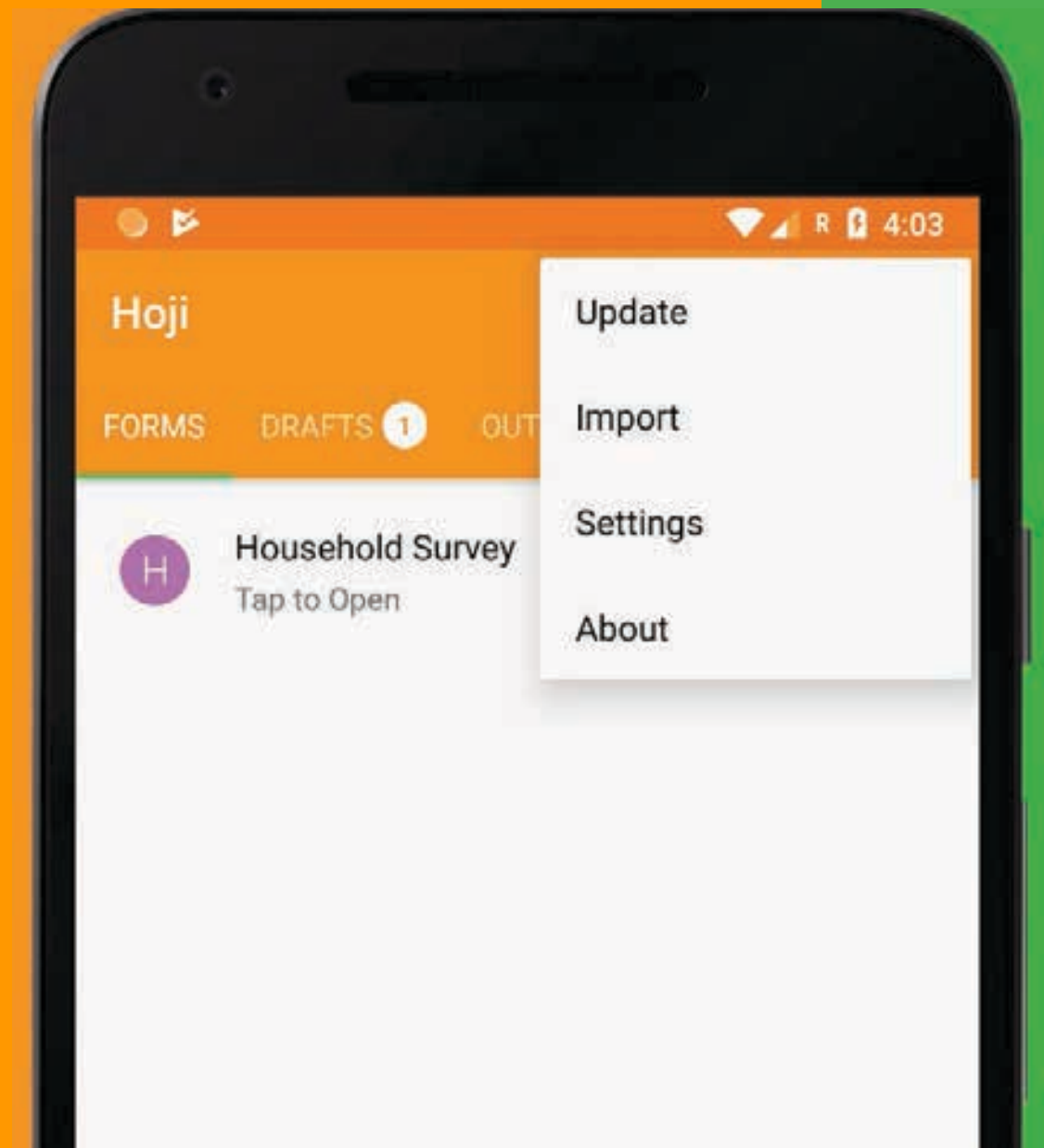
RICH

GPS, timestamps, photos, calculations.

DEMO TIME!

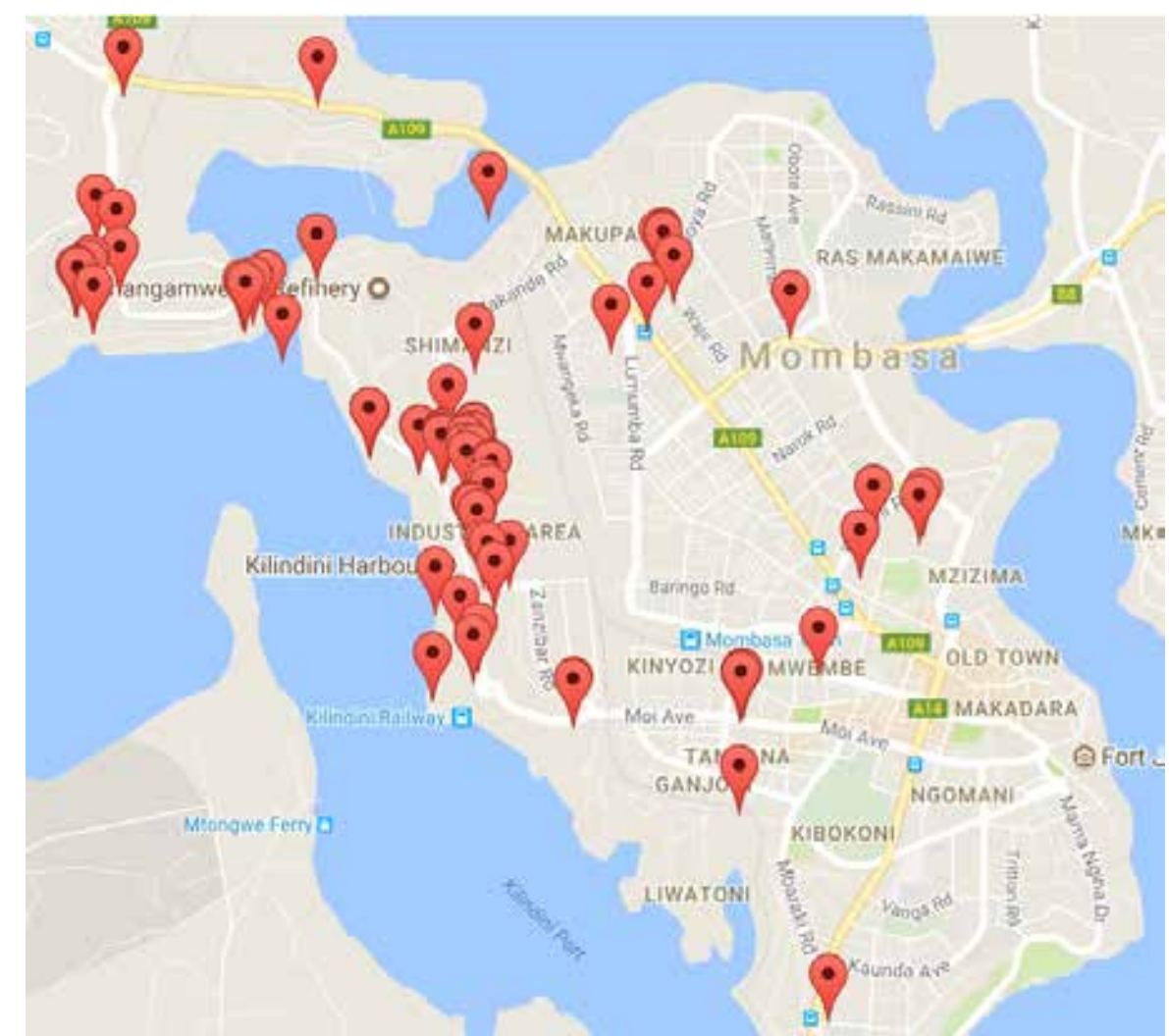
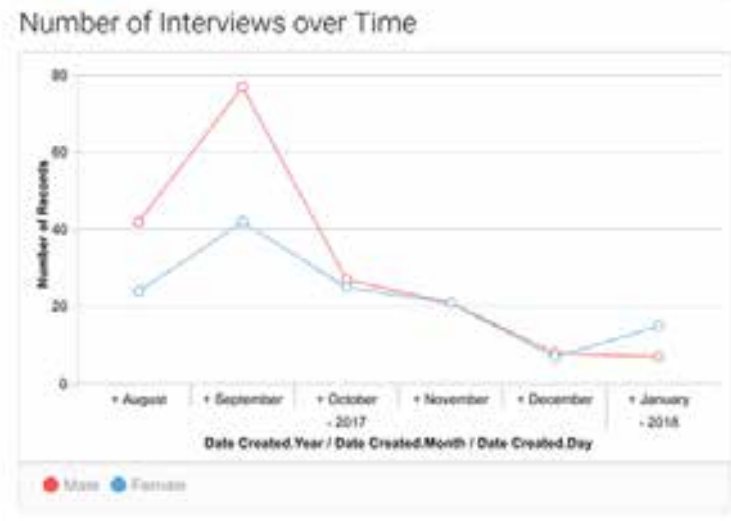
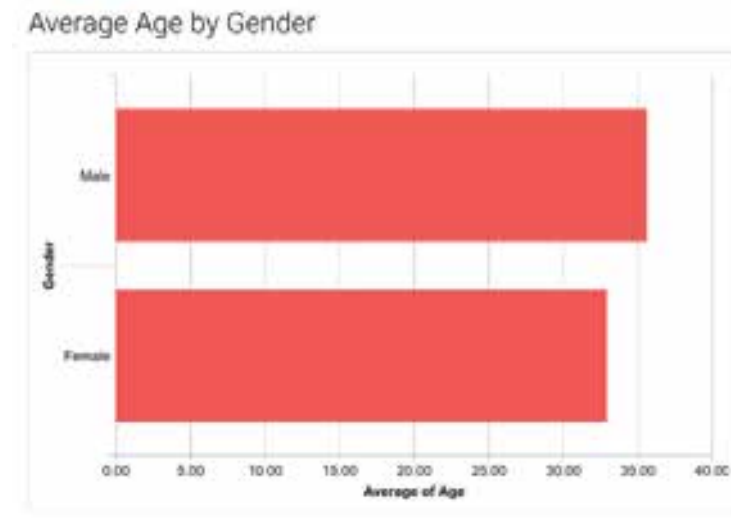
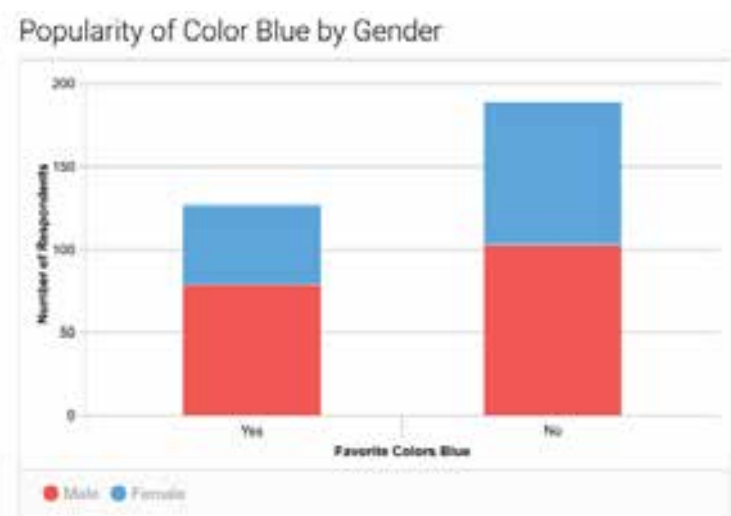
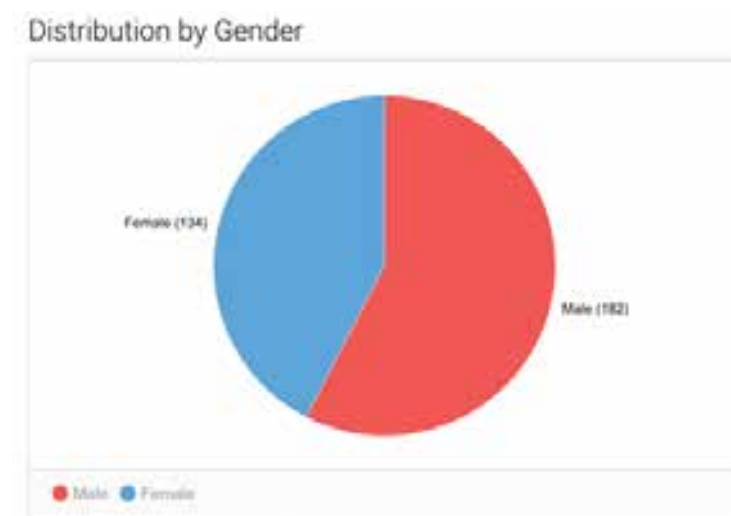
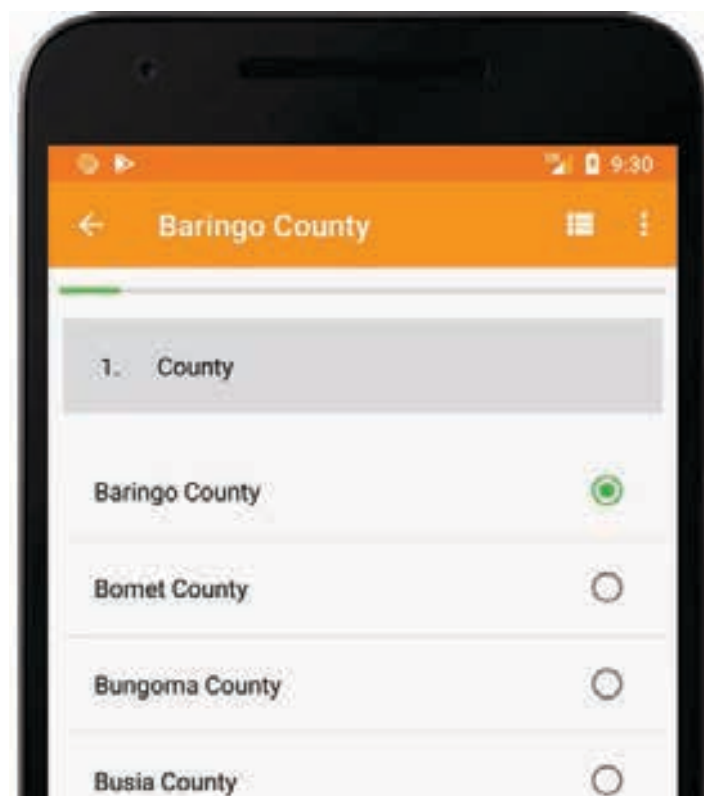
Collecting, analyzing and consuming field data in real-time

PLEASE TAKE OUT YOUR
SMARTPHONE





MOBILE DATA COLLECTION AND ANALYSIS PLATFORM



Industry agnostic

OUR PLATFORM COVERS:

Health, Education, Agriculture, WASH,
Economic empowerment e.t.c.

BASELINE SURVEY

Maternal health access
survey with RCTP/FACES

NEEDS ASSESSMENT

Infrastructure needs
assessment with MOH/WB

INDEX SURVEY

HIV stigma Index survey
with NACC

SITUATION ANALYSIS

NCDs situation analysis
with CPH/JICA

DATA QUALITY ASSESSMENT

Annual DQAs with
NAS COP since 2016

LONGITUDINAL DATA COLLECTION

Tracking a school feeding
program with Bright Hope

Our Coverage

6 COUNTRIES AND COUNTING

Successfully executed projects in Kenya, Uganda, Tanzania, South Sudan, Somalia and Zambia.

@reallygreatsite #UnderstandingHappiness



What can we do for you?

ENUMERATOR-DRIVEN, FIELD-BASED DATA COLLECTION

- **SURVEYS**
Both cross-sectional and longitudinal.
- **MONITORING AND EVALUATION**
Routine monitoring and evaluation.
- **DATA QUALITY ASSESSMENTS**
Auditing data pipelines.

Questions?

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