



## **Precision Agriculture for Development - COVID-19 Phone Survey Protocol**

6 April 2020

Welcome to the PAD'S COVID-19 phone survey protocol! This document was written to help surveyors understand the project's protocol and guidelines. If you have any questions, please reach out to your Supervisor.

[Summary of surveying process](#)

[How to address different call scenarios](#)

[Common respondent questions and answers](#)

[Materials](#)

## I. Summary of surveying process

### **Before starting each call, please make sure that:**

1. Your team has provided you with a tracking sheet with the list of respondents you need to call that week. This list should have the respondents' unique ID only. You should aim to call all of the numbers on the list.
2. You have a fully charged phone, tablet or computer with the correct version of the survey in ODK. If you are unsure about which version of the survey you should be using, please ask your team
3. Your device has the correct date and time.
4. You are in a quiet environment and that your headphones are working

### **When attempting each call, please follow these steps:**

1. Record each call attempt in the tracking sheet and submit a survey for each call attempt. If a respondent does not answer or is busy, please try again at least 3 hours later. If a respondent does not answer or is busy on the second attempt, try again on the next day. **Please try a maximum of three times.**
2. If the respondent does not answer or is busy on the third attempt, move on to the next respondent. At the end of the week, you should have at least one but up to three surveys submitted for each respondent. This should be reflected on both the tracking sheet and survey.

### **When you begin a call, please follow these steps:**

1. Introduce yourself and read out the introductory statement as per the survey.
2. Confirm the respondent's identity by asking them their name and checking that it matches the name in the survey. If you are speaking with the correct respondent, continue the survey. If the respondent's identity does not match, ask if you can speak to the person listed in the survey:
  - a. If the respondent says that the person listed in the survey is not available at this time, ask if you can call back later.
  - b. If the respondent says that the person listed does not live with them or is unknown to them, thank them for their time and record this in the survey (**Section Z**)
3. Read out the consent statement exactly as written. If the respondent has any further questions, please refer to the section below (*Common questions and answers*) and respond as closely as possible.
4. Next, ask the farmer if they understood you completely. If the farmer says no, ask them what they did not understand and attempt to explain. However if the farmer still does not understand, do not proceed with the survey and record this in **Section Z**.
5. Next, ask the farmer their age. If they are under 18 or refuse to tell you their age, please thank them for their time and say you cannot continue with the survey and record this in **Section Z**.
6. Next, ask the farmer for their consent in **Section Z**. If they give their consent, continue. If they refuse, then ask them their reason and try to address it if possible (e.g. they are concerned about confidentiality). If they still refuse, thank them for their time and record this in **Section Z**.
7. Next, ask the farmer for permission for recording (if your team is recording). If they give their consent, continue with the recording. If they do not consent, continue with the survey but stop the recording and delete it immediately.

**At the end of every day, please ensure that:**

1. You have a submitted survey per each attempt you made.
2. Your tracking sheet is correctly filled with all attempted calls - you should know who you need to attempt to call again tomorrow.
3. You provide a summary to your supervisor of any issues that you faced that day. If you have any incomplete surveys, you should also provide a summary of why.
4. You have transferred all required recordings to your supervisor via Dropbox or WhatsApp and **deleted them from your phone.**

II. How to address different call scenarios

*Remember:* you need to submit a survey for every attempted call. This means that there could be up to 3 surveys submitted per respondent.

1. What do you do when you call a respondent and the phone is turned off, the respondent is not picking, or the telephone has no network?
  - If you do not reach a respondent on the first attempt, make 1 more attempt at least 3 hours later (for example, call at 9am, 12pm). If you do not reach a respondent on the second attempt, try again on the next day.
  - If you have tried 3 times to reach a respondent over two days and still cannot reach them, move on to the next assigned respondent.
2. What do you do when a respondent says they are too busy to participate in the survey?
  - Ask the respondent if you can call back later. If they say no, record this in **Section Z**. If they say yes, then call back at least 3 hours later.
3. What do you do when there is a poor network connection during a call/phone hangs up?
  - Politely ask the respondent to move to a place with better network connection.
  - If the connection is still bad ask the respondent if you can call back later. If they say no, record this in **Section Z**. If they say yes, then call back at least 3 hours later.
4. Respondent unwilling or doesn't trust PAD
  - If the respondents declines to consent because they are worried about confidentiality, the enumerator should first assure the respondent about our confidentiality policy, explain the purpose of the study again and the huge importance of their participation. Emphasize that no one will know if they have taken the survey or their responses.
  - If this doesn't help and the respondent still refuses to participate, thank the respondent for their time and record the reason for their refusal on the survey form.

5. What do you do when the person that answers the call has a different name to that in the tracking sheet?
  - Ask if you can speak to the person that is listed in the tracking sheet. If the respondent says that the person listed in the tracking sheet is not available at this time, ask if you can call back later.
  - If the respondent says that the person listed in the tracking sheet does not live with them or is unknown to them, thank them for their time and record this in the survey (**Section Z**)
6. What do you do when the person doesn't answer but calls back?
  - Please thank the person for calling back and provide a brief summary of your reason for calling. Please inform them that they are on the list for call back and you will be reaching out to them to request their participation in the survey soon. Do not complete a survey and do not record this as an attempt.
7. What to do if you complete a survey half way and the call cuts or gets disconnected?
  - In this case, please keep the form on edit and do not submit. If it was your 1st attempt, make two more attempts to call (following the spacing rules set out above). If it was your 2nd attempt, make one more attempt to call. If this was your third attempt, you should still make one more attempt to call back and complete the survey. However, if you cannot connect and complete the survey, please indicate incomplete in **Section Z** and submit. Do not record a separate attempt for completing the survey.

### III. Common respondent questions and answers

This section provides responses to some common questions that may be raised by respondents. Please try to follow these responses as closely as possible.

1. What is Precision Agriculture for Development?

Precision Agriculture for Development is a non-governmental non-profit organization that supports smallholder farmers through providing customized agricultural advisory. We partner with local organizations or governments to provide these services to farmers across many locations. In [project state/country], we work with [partners] and provide the [service name] that you are subscribed to.

2. Is this service provided by the government?

[Project dependent]

We have partnered with the local [state/central] government in order to provide the [service name].

3. Will my information or responses be shared with the government?

[Project dependent]

We will never share names or individual responses with anyone. Your responses, along with many other farmers' responses from different parts of the state and country, might help the government to understand the challenges you and others are facing.

4. [Respondent name] is not here but I am his [relation] and I can answer any questions. Why can't I complete the survey?

I understand, however, it is important for us to ensure that we are speaking with the same farmer that is registered onto our service. Please could you try to call the respondent to the phone, or I am happy to call back at another time.

5. What will I receive for completing this survey?

Your responses will allow us to better understand what challenges you are facing and may help to improve state-level or country-wide responses to this situation. Unfortunately, we will not be able to provide any other benefit for taking this survey, but please remember that the survey will only last up to 20 minutes and will ensure that your voice and challenges are heard.

6. Why do you need to know my age?

I understand your concern. Please be assured that we are only requesting your age in order to make sure that you are able to provide consent for taking this survey. We will not use your age for any other reason. Unfortunately, if you are unable to share your age, we cannot move forward with the survey.

7. Will you provide me information related to the coronavirus?

We cannot promise that we will be able to provide this information, but we will try our best to understand your information challenges and needs, and will try to work with our local partners and agronomists to try to improve our service and provide advice and information that is useful for you in this situation.

8. Will you provide me information related to government schemes or aid?

[Project dependent]

We cannot promise that we will be able to provide this information, but I want to assure you that we will try our best to understand your information challenges and needs, and will try to work with our local partners to provide information that is useful for you in this situation.

9. I already received a call from someone from the same organization, why are you calling again?

I understand, please could you confirm the name of the organization or number from which you received a call? If not, could you let me know the general questions that you were asked. I would like to confirm that it was the same survey, so that we do not need to repeat the process.

*If you are calling for back checks:*

I understand that you have already completed a survey with our organization. Thank you for taking the time for that. I am calling today to ensure that you were contacted and to ensure that your responses were recorded accurately. This will only take 10 minutes of your time and will ensure that your responses were understood correctly.

#### IV. Materials

[Surveyor tracking sheet - template](#)