Scaling your research: Engaging with remote communities using mobile technology

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In Sub-Saharan Africa, 65-89% of adults own a mobile phone and of those, 80% use them for texting. The ever increasing reach of mobile phones in hard to reach parts of the world have made mobile messaging a valuable tool for conducting mHealth research and interventions. Aimee Leidich of mSurvey will present strategies for engaging with remote communities using mobile phones including recruitment and retention of study participants, relevant technologies, data privacy, and data management using real world examples of mHealth research conducted at Harvard, UCSF, and University of Washington. She will also engage attendees in a discussion of the pros and cons of mobile methods such as accessibility of study participants, speed of data collection, data integrity, and participant literacy. Anyone interested in conducting research through mobile messaging is encouraged to attend.

About the speaker:
Aimee Leidich Leads Health and Academic Research projects at mSurvey, a mobile data collection company based in Nairobi, Kenya. In this role, Ms. Leidich works closely with researchers in the design and successful operation of mobile survey research being conducted in Africa, the Caribbean, and Southeast Asia.

Prior to this position Ms. Leidich worked for UCSF Global Health Sciences providing technical support for HIV prevention and treatment programs, specializing in the use of technology for improving global health research and service provision. In this position she spent extended periods of time in South Africa, St. Kitts & Nevis, Rwanda, Swaziland, Tanzania, Zambia, and Zimbabwe. Ms. Leidich is an Emory Rollins School of Public Health graduate, class of 2011.