

TOOL 2

Benefits and challenges of selected data sources for NCD advocacy¹

Type of Data	Benefits	Challenges
National level statistics (i.e., registries)	<ul style="list-style-type: none"> → Comparable, can show trends 	<ul style="list-style-type: none"> → Not always reliable due to underreporting, etc. → Does not address root causes of problems
Country, regional level statistics from global bodies (i.e., WHO)	<ul style="list-style-type: none"> → From well-respected, non-partisan source → Easy to obtain 	<ul style="list-style-type: none"> → Provides overall snapshot, but does not explain root causes → Findings may be presented in lengthy, technical reports
Focus groups	<ul style="list-style-type: none"> → Provides attitudinal and anecdotal information → Shows participants' emotions, motivations 	<ul style="list-style-type: none"> → Small sample sizes make it difficult to generalize → May be time consuming to conduct and analyse
In-depth interviews	<ul style="list-style-type: none"> → May establish rapport with participants to gain insights → May provide understanding of attitudes, perceptions, motivations 	<ul style="list-style-type: none"> → Time consuming to transcribe, organize, analyse, report → May be costly → Need to avoid participant selection bias
Surveys	<ul style="list-style-type: none"> → Provides statistical baseline → Provides behavioural information → May be from respected institution (e.g., University) 	<ul style="list-style-type: none"> → Findings may be subject to widely differing interpretations → Depth may be constrained by closed-ended questions
Local clinic or project reports or surveys	<ul style="list-style-type: none"> → May highlight trends → Provides information on patient services 	<ul style="list-style-type: none"> → May be subject to errors in collection and analysis → May be costly

¹ Adapted from "Social Mobilization for Reproductive Health, A Trainer's Manual." CEDPA, 2000, session four, p. 39.