

# **SURVEY DATA IS ONLY AS GOOD AS THE PROCESS!**

There is a very good reason to **Focus on the Process that Creates the Results**. In view of this, training of enumerators is critical for data quality assurance. It is important to ensure that all members of the field team are familiar with the survey purpose, design and protocol. Training provides enumerators with a clear overview of the context, objectives, and relevance of the impact of the survey results. It is recommended to train more enumerators than are required for the field data collection, then select the best enumerators at the end of the training, based on rigorous assessments of their performance, demeanor (conduct, behavior and attitude), interpersonal personal skills, and technology skills.



**Dr. Oliver Vivian Wasonga (LARMAT), Cynthia Asafi Wechabe (Action Aid Kenya) and Aphayo Lutta (LARMAT) in a joint training of survey enumerators for the second phase of data collection in Isiolo County under Down2Earth Project.**

The training was interactive and was structured into the following components: Objectives, planning, content, structure, and enumerator assessment. The enumerators were made to clearly understand the purpose of the study; survey protocols; survey instruments; how to elicit response from respondents and note taking (pen-and-paper personal interviews (PAPI)).

After the first day of training, participants were given a chance to administer the survey instruments under the supervision of principal researchers and research assistants (RAs). Upon piloting, participants were taken through a feedback session where they shared their experiences and responses from the field. At the end, they were trained on data transcription to ensure all the gathered information is recorded accurately and none is lost. Lastly, participants were briefed on the need to seek Free, Prior and Informed Consent (FPIC) of the respondents and assure them of the confidentiality on all nature of information gathered.



**Enumerators Conducting Pilot Study Using Visual Aids and Proportional Pilling in Burat Ward, Isiolo County**