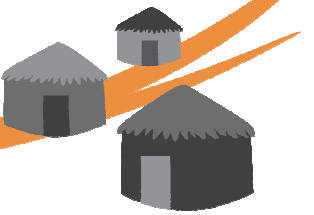
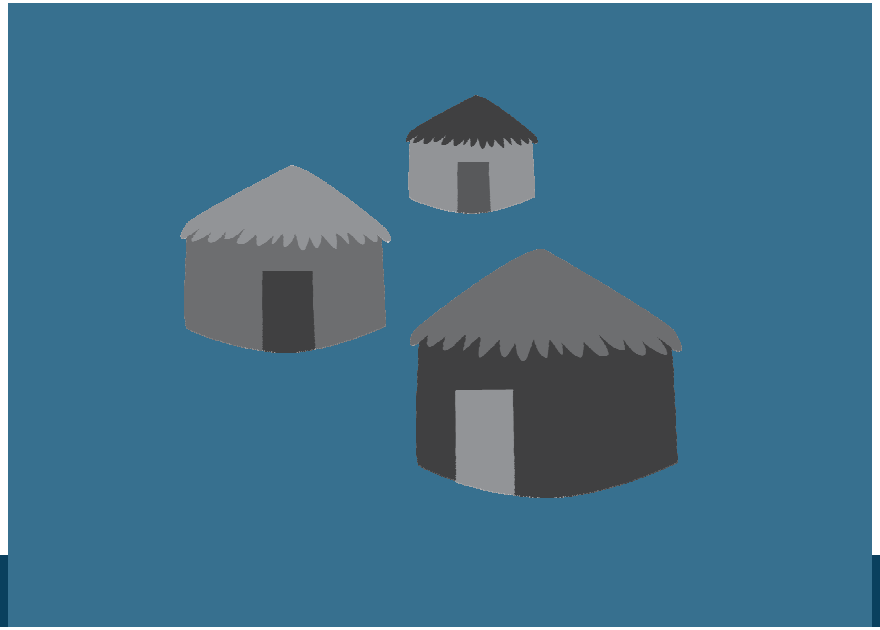
Institutionalizing Community Health Conference



27-30 March 2017 | Johannesburg, South Africa



#HealthForAll

ichc2017.org

Using ICTs for Engaging Communities for Social and Behavioral Change

Mike Bailey

mPOWERING
FRONTLINE HEALTH WORKERS

mPoweringHealth.org

ICHC 2017

mPOWERING
FRONTLINE HEALTH WORKERS

mPowering: Mission and Goals

Mission

Help end preventable maternal and child deaths by accelerating the use of mobile technology to improve the performance of frontline health workers

How we are doing this

Increasing government led collaboration, and building capacity in-country to ensure high quality, sustainable, and scalable health education and training for Frontline Health Workers (FHWs)

Addressing Sustainable Development Goals

SDG 3 (health); SDG 4 (lifelong training); SDG 5 (gender equality) and SDG 17 (partnership for the goals)

ORB by mPowering

Home | Browse Resources | Add Resource | Analytics | My ORB

Search

Advanced search

Connecting Frontline Health Workers to resources and each other to expand their knowledge, organize content into courses, and share their learning with the community.

ORB

Family Planning

62 resources

Antenatal Care

26 resources

Labor & Delivery

36 resources

Newborn Care

89 resources

Child Health

66 resources

Nutrition

50 resources

Leading Question: Community

1. List some advantages and disadvantages of health workers using mobile devices to deliver multimedia content to community members or clients in support of social
and behavioral change. (Address this question from the perspective of the ***client***).

Case Study: Client SBC

India: (Gyan Jyoti)
FP decision support tool for client education & engagement creating effective mCounseling tool

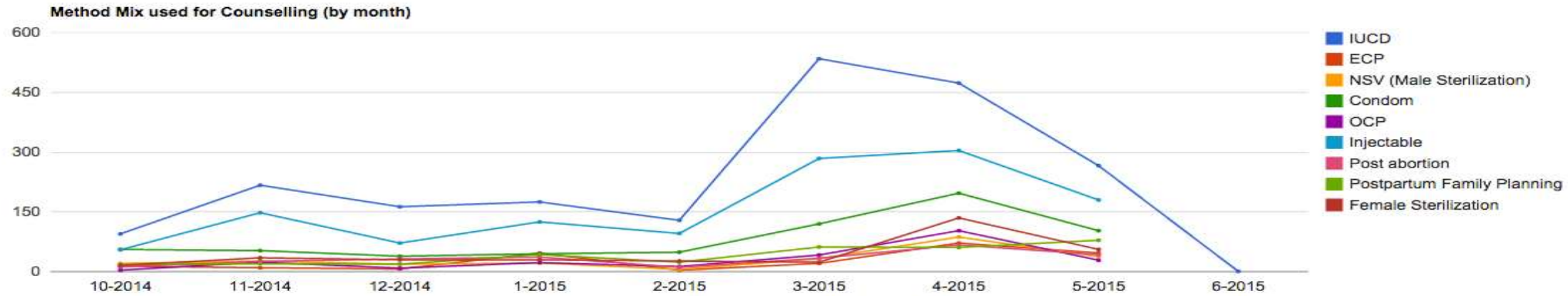
Specifically:
By making this validated health content available to the ASHAs on demand, Gyan Jyoti aims to address the knowledge and information gap which exists in low literacy settings and underserved areas in rural India.

Solution:
The ultimate aim of the app is to assist FHWs and clients in deciding on FP method during counseling sessions and accelerate the rate of adoption of spacing methods among young couples.

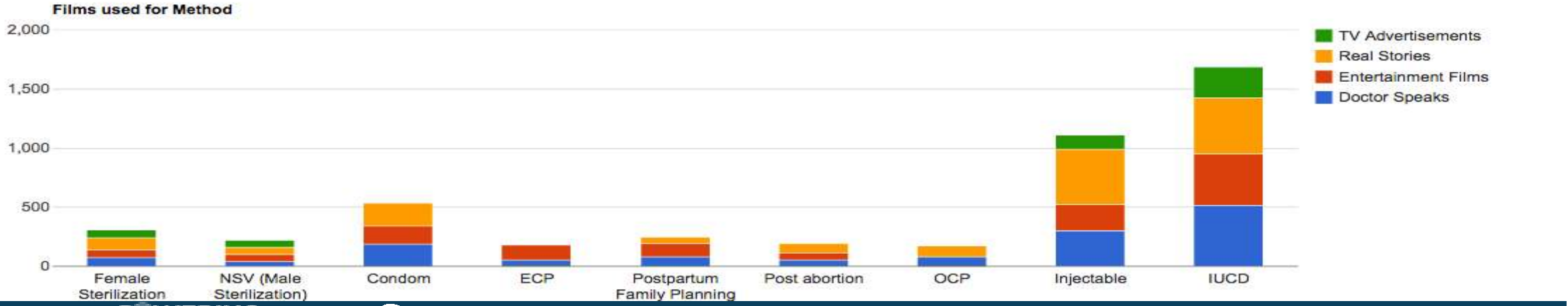
Gyan Jyoti: Flame of Knowledge FP Counseling Application

Method Mix/Film Activity

Method Mix Activity



Films Used for Method



Case Study: Results

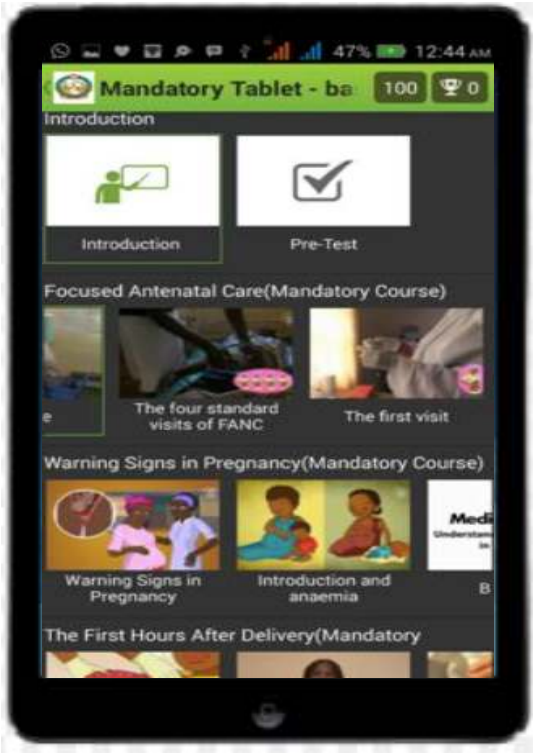
- Perceivable increase in the uptake of FP planning services in the block
- ASHAs are able to address client queries more efficiently
- Credibility to counseling sessions
- Instances of clients specifically taking appointments with ASHAs to view the content
- Active sharing of informational content in the community

Case Study: Health Worker & Client SBC

Ondo State: (Child Health Video Training)
Aims to improve FLHWs' knowledge and skills in the delivery of maternal health care using video-based training.

Specifically:
Health centres across Ondo State provided with video-based training in both English and Yoruba with a set of quizzes to test the users understanding of videos. The course content included topics on maternal care, obstetric care and newborn and child health care. The videos were presented via OppiaMobile installed on tablets held at the primary health care facilities.

Relation to SBC:
Cases of health workers sharing select videos with patients to address behaviors related to child health.



Ondo State: Child Health Video Training

Leading Question: Health System

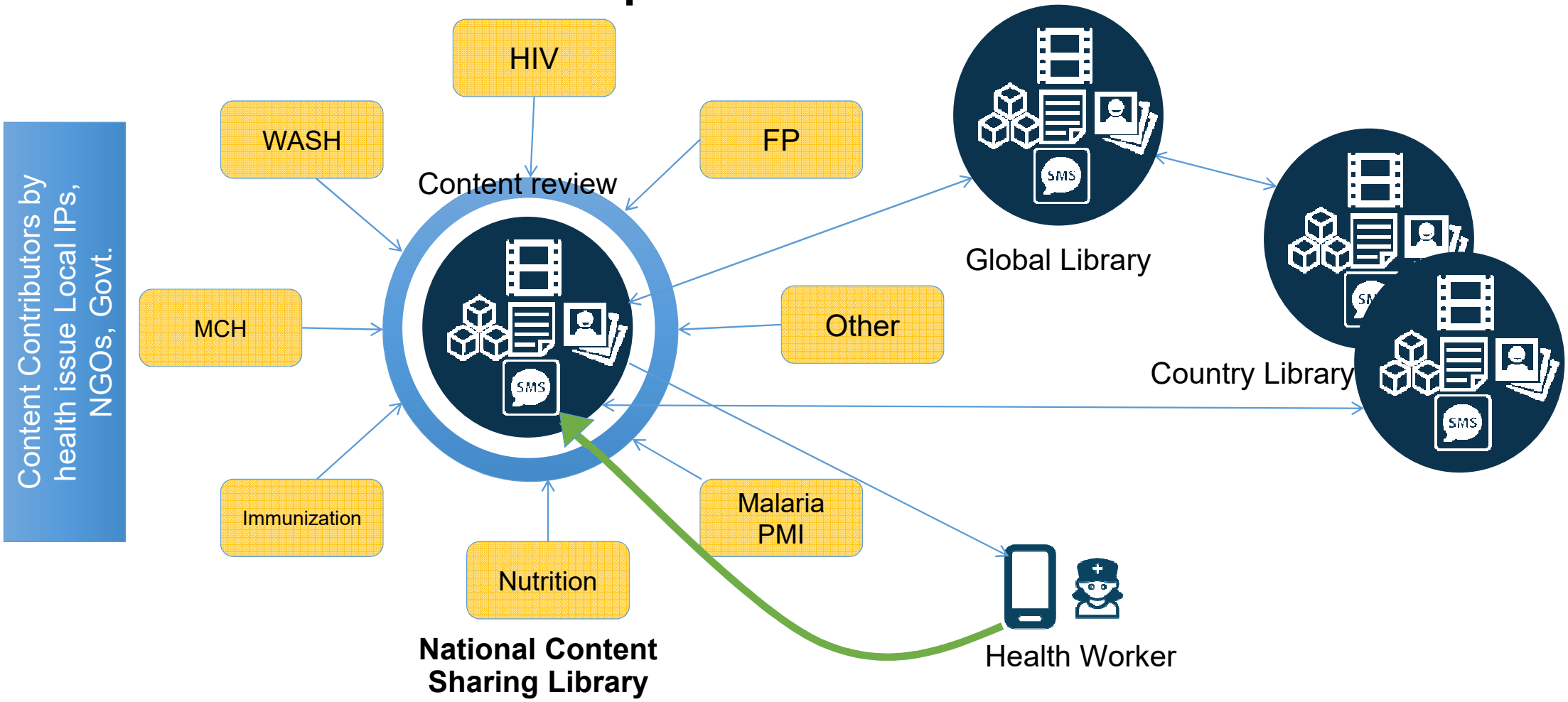
2. List some advantages and disadvantages of using mobile devices to deliver multimedia content to community members, clients, and health workers in support of social and behavioral change. (Address this question from the perspective of the ***health system***).

Use of ICT for SBC: Background Health System

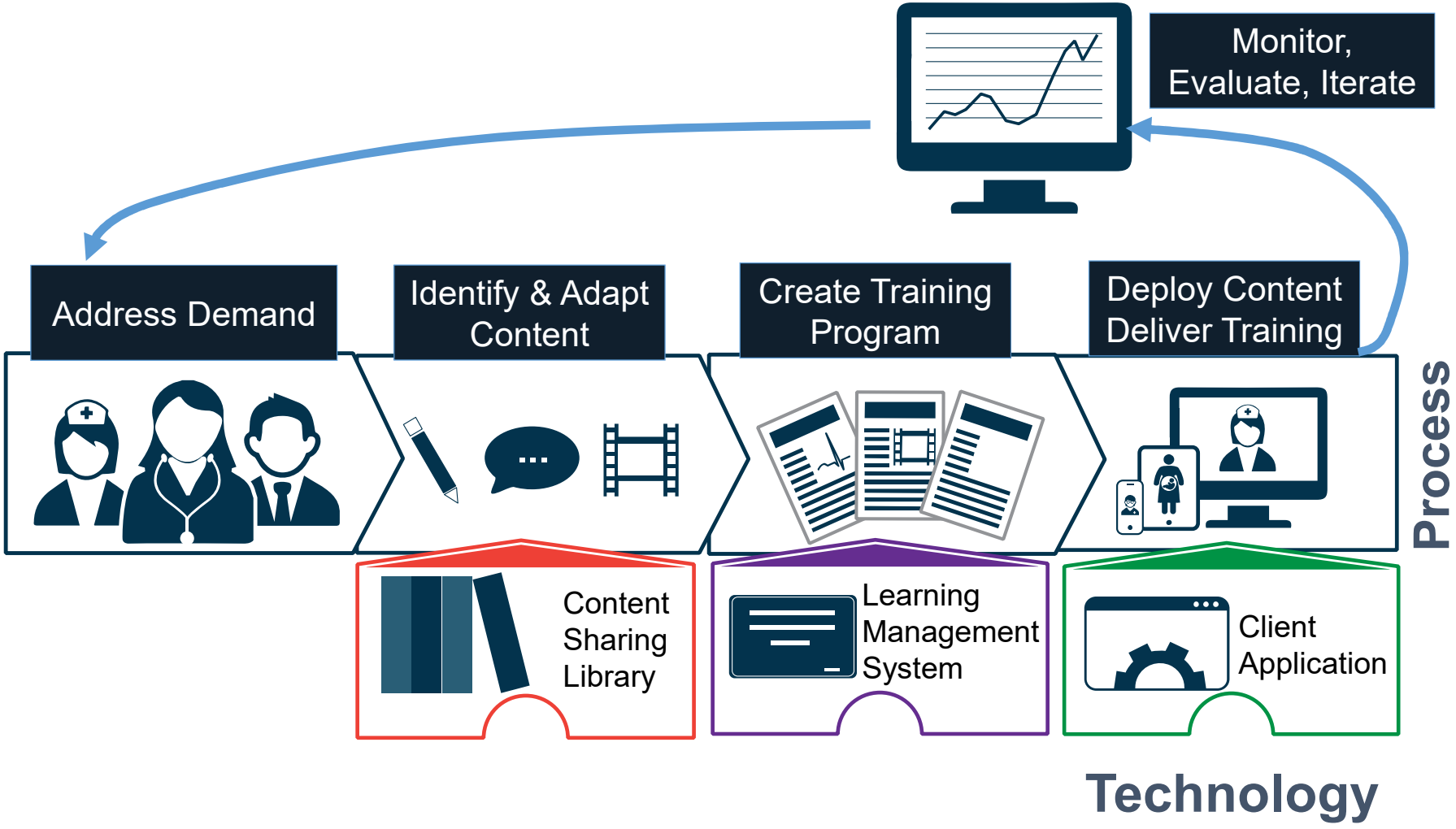
- Need to centralize and standardize approaches to enable scale
- Ability to align with national curricula, context, and priorities
- Consistency in training methodologies and durations
- Prevent inequitable distribution of education and health services (SDG #3 and #4)

Photo: Karen Kasmauski/ MCSP

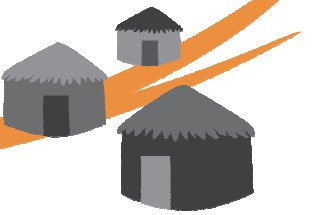
Centralizing Management of Digital Resources enabling Institutionalization and Equitable Access at Scale -



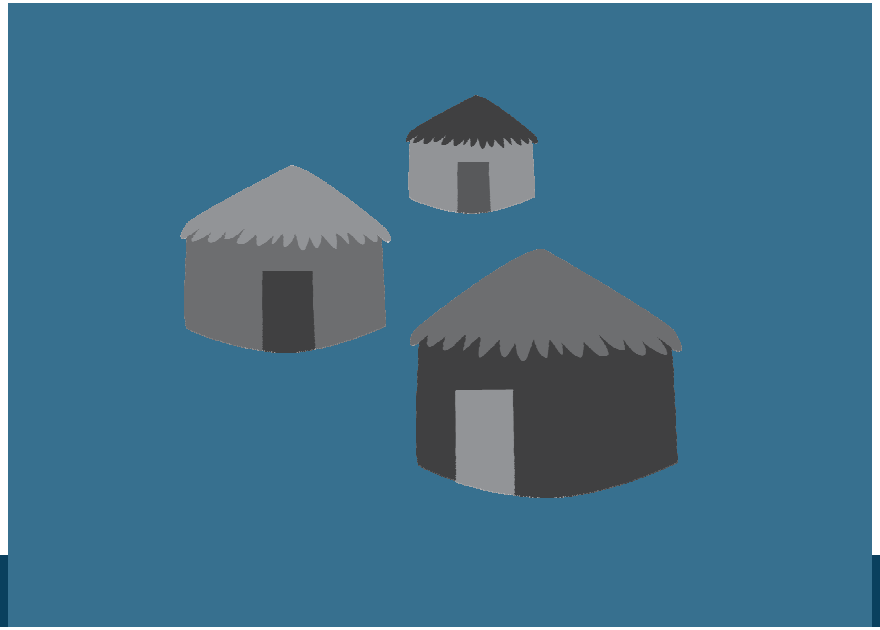
Open Deliver



Institutionalizing Community Health Conference



27-30 March 2017 | Johannesburg, South Africa



#HealthForAll

ichc2017.org