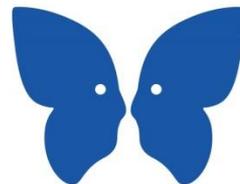


Poshan Abhiyaan

“Tech Thon” – Leveraging Technology for Convergence,
Partnerships and Jan Andolan

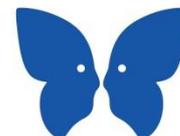
28 June 2018



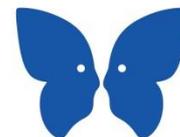
**Centre for
Social and
Behaviour
Change**



Poshan Abhiyaan is meant to be a “Jan Andolan” and a “People’s Movement”



“NNM is not a program but a Jan Andolan, this program incorporates inclusive participation of public representatives of local bodies, government departments of the state, social organizations and public at large”



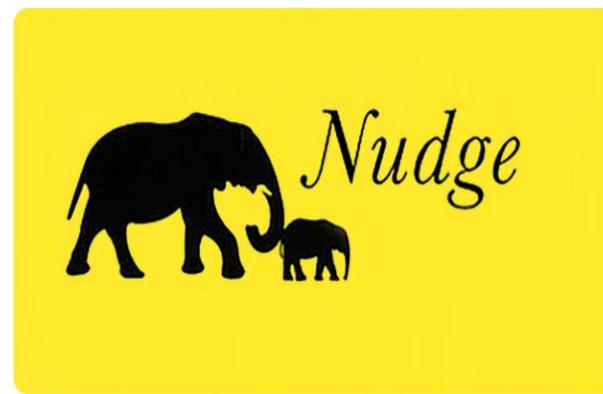
A successful Jan Andolan requires three things



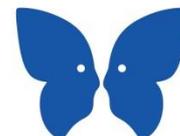
Aspiration



Shared Identity



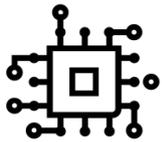
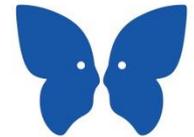
Intent – action



Communication is critical at all stages of a Jan Andolan

- 1 Recognize** –recognize the problem of malnutrition by creating public awareness (e.g. news media, mass media)
- 2 Organize** – create conversations among communities
- 3 Institutionalize** – creating actionable messages to change behaviour
- 4 Monitor** – measure outcomes to create a sustainable movement

We need to leverage tech platforms to enhance communication for change at all levels



- **Social Change: generate awareness of the problem**
- E.g. Facebook, Twitter, local IVRS for news, Whatsapp groups



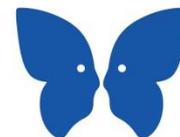
- **Individual Change: Actionable solutions** E.g. Kilkari (weekly nutrition messages related to mother and child well being)



- **Community Change: Training health workers using digital platforms**
- E.g. Mobile Kunji, Mobile Academy



- **Data for decision making: Using ICT to monitor and track behaviours**
- E.g. ICDS-CAS



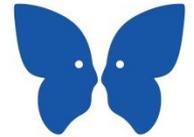
Social change: Creating conversations, sparking awareness



- **Gupshup Potli** – can be accessed through a toll free number that broadcasts a health message to spark conversations
 - For example, discussions between husband and wives to make family planning easier and more effective
 - Anganwadi workers use cue cards to start discussion
 - **Leverages Village Health Sanitation and Nutrition Days (VHSND) platform**

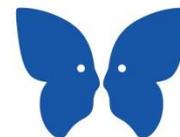
How can we use technology to create conversations about the importance of nutrition?

Social change: Creating conversations among communities



- IVRS system that allows people to call into a number and leave a message about their community, listen to messages left by others
- Deployed in Bihar and Jharkhand, with over 100,000 monthly unique users that call over 10,000 times per day, and discuss issues on culture, local updates and announcements

How can we leverage technology to create asynchronous conversations about the importance of nutrition?



Individual Behaviour Change: Timely Messaging

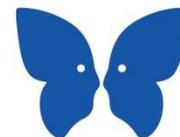


BILL & MELINDA
GATES *foundation*



- **Kilkari:** delivers free, weekly, time-appropriate audio messages about pregnancy, child birth, and child care directly to families' mobile phones from the second trimester of pregnancy until the child is one year old
- Reinforces in person counselling, delivers timely messages when people are most receptive

How can we leverage technology to leverage a key insight about behaviour change: timing matters!



Community Change: Training health workers

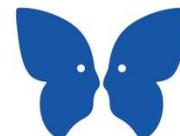


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- **Mobile Academy** to expand and refresh Community Health Workers knowledge of 10 life saving health behaviours and to enhance their communication skills
 - Delivered via Interactive Voice Response (IVR) and can be accessed from any mobile handset
 - Initially launched in Bihar, but scaled up across the country by GoI in 2016
- **Mobile Kunji** – multimedia service that brings together IVR based mobile service and a deck of cards on a ring
 - Each card has a unique mobile shortcode printed on it, which corresponds to a specific audio health message
 - When a health workers dials a number, they can play a health message, voiced by a character called Dr Anita

How can we leverage technology to deliver training in bite-sized, digestible pieces to busy healthcare providers?

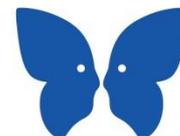


Data for Decision Making (1)



- **ICDS Common Application Software (ICDS-CAS) to monitor Anganwadi staff's work**
 - Comprises a mobile application installed on a smartphone for use by Anganwadi workers and sector supervisors
 - Data can be reviewed at different administrative levels
 - Can draw nutrition profile at village level to ensure individualized targeting and localized priorities
 - Auto registration of ICDS registers to save time in data entry

How can we use data to drive insights and decision making?



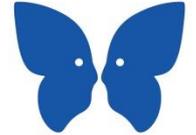
Data for Decision Making (2)



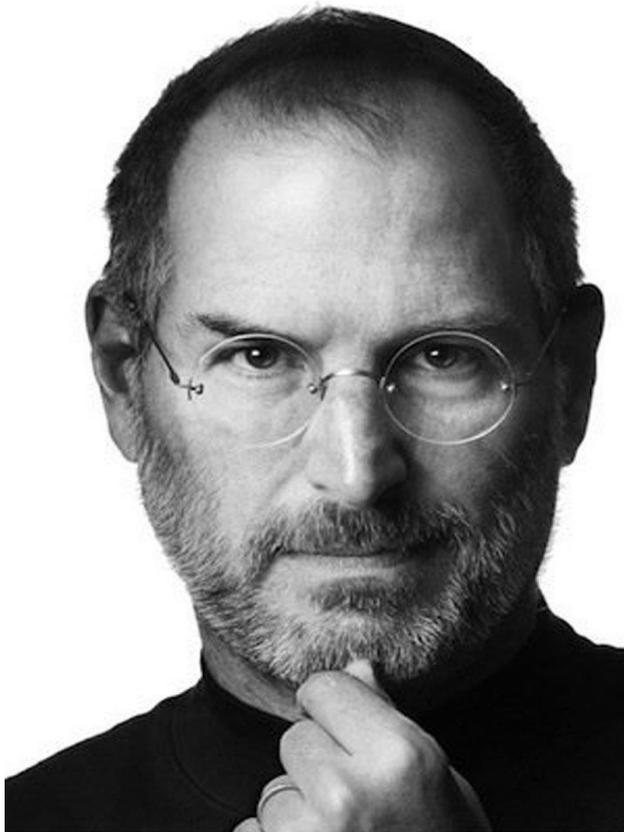
- In Vietnam, the Stop TB Partnership's TB REACH program supports CellScope, a project that mobilizes health workers at communal health posts to take pictures of sputum smear slides using camera-enabled phones
- Images are sent to diagnostic hubs where they are analysed and results are sent back to the community health worker with minimal delay
- This helps community health workers deliver their diagnosis while with the patient

How can we use data to drive real time insights and decision making?

But in the end, let's remember...



Steve Jobs by Walter Isaacson



Technology is nothing. What's important is that you have a faith in people, that they're basically good and smart, and if you give them tools, they'll do wonderful things with them. It's not the tools that you have faith in — tools are just tools. They work, or they don't work. It's people you have faith in or not.