



Credit: RAMP

Education and Awareness

Project 1: Freedom HIV/AIDS Project

Country: India

Sponsoring Organization and Partners: ZMQ Software Systems and Delhi State AIDS Control Society

Application Area: Education and Awareness

Communicating information in an engaging, fun way is a critical ingredient of success in mHealth programs. The Freedom HIV/AIDS games—launched in India in December 2005—have effectively enhanced HIV/AIDS awareness by applying this principle. The games are tailored to target users from different social and demographic groups and run on more than 100 types of mobile phones, from the most basic to the most sophisticated. ZMQ Software Systems, the maker of the games, believes the “Play-and-Learn method [the games employ]...makes learning not only exciting and engaging but helps in the enhancement and retention of knowledge.” This belief has been confirmed by the games’ popularity: by March 2006, only four months after the launch date, more than ten million games had been downloaded, many by mobile phone subscribers in small cities and towns, the most vulnerable populations.

Reference sources:

<http://www.freedomhivaids.in/FreedomHivAids.htm>

<http://www.zmqsoft.com/>

Project 2: Learning About Living

Country: Nigeria

Sponsoring Organization and Partners: The UK charity OneWorld, ActionAid International Nigeria, Action Health Incorporated, Education as a Vaccine Against AIDS (EVA), Butterfly Works Netherlands, MTN Foundation and Federal Ministry of Education and Federal Ministry of Health, Nigeria

Application Area: Education and Awareness

mHealth programs that take a holistic approach to public health challenges often have the best chance of success. Learning about Living, a collaborative pilot program, does this by providing young Nigerians with an anonymous forum to learn about health, AIDS, sex, relationships, personal development, and living skills. The program includes an interactive eLearning tool based on the Nigerian Family Life and HIV/AIDS Education (FLHE) curriculum, as well as the mobile phone-based programs MyQuestion and MyAnswer. With MyQuestion, Nigerian youth can submit questions via text message, a telephone hotline, or online. Questions are promptly answered by trained volunteers. MyAnswer sends out a monthly question (e.g., what is the difference between HIV and AIDS?) and selects winners based on responses submitted via the web or text message. The two-year project, launched in February 2007, was piloted in three locations in Nigeria, and saw early success. The service received more than 2,500 questions in the first five days and received 10,000 questions in the first month.

Reference sources:

<http://blog.whoiswho.de/stories/31872/>

<http://mobileactive.org/ask-about-sex-text-teenagers-learn-about-living-nigeria>

<http://uk.oneworld.net/article/archive/9789>

<http://www.comminit.com/en/node/269380/38>

<http://www.learningaboutliving.com/south/about>

<http://www.youtube.com/watch?v=UCHPH-Nx-hc>

Project 3: HIV/AIDS Video Distribution by Mobile Phone

Country: Georgia

Sponsoring Organization and Partners: Save the Children and UNICEF

Application Area: Education and Awareness

HIV/AIDS receives little attention in regions such as the Caucasus, where the topic is taboo and many people are uninformed about the disease and its causes. Save the Children and UNICEF collaborated in January 2008 to produce a 20-minute film about HIV/AIDS aimed at educating young people in Georgia. The film content is compelling, featuring well-known young actors who portray the potential health risks of everyday decisions and behaviors. Taking advantage of the popularity of mobile phones among young Georgians, Save the Children and UNICEF converted the film into a format that is viewable on mobile phones, at which point it was sent to thousands of young people around the country, who were encouraged to pass it on to friends. The project was praised for its novelty and the ease of dissemination. This innovative social distribution model for health information had never been used in Georgia before, but is sure to be replicated in future initiatives.

Reference source:

http://www.unicef.org/ceecis/media_8237.html

Project 4: HIV Confidant

Country: South Africa

Sponsoring Organization and Partners: Dimagi, Inc. (privately held software company)

Application Area: Education and Awareness

In places where HIV-positive status remains a stigma, successful outreach efforts must address people's privacy and confidentiality concerns. The HIV Confidant project aims to encourage HIV/AIDS testing by ensuring secure distribution of test results through the use of handheld computers and standard encryption techniques. Dimagi, a US-based software company, implemented the HIV Confidant project in 2003 at the Africa Centre for Health and Population Studies in South Africa. In the pilot, 45,000 adults were tested for HIV, and results were shared with participants through a secure PDA-based system. People who were tested were provided with a unique ID code, and results were given only to those who provided the code. The HIV Confidant system runs on Palm m500 and Handspring Visor PDAs, but can be adapted for non-Palm devices for greater flexibility and extended reach.

Reference sources:

<http://www.dimagi.com/content/hiv-confidant.html>

<http://www.technologyreview.com/computing/13776/?a=f>



Credit: UN Tim McKulka



Credit: Vital Wave Consulting

Project 5: Project Masiluleke

Country: South Africa

Sponsoring Organization and Partners: Praekelt Foundation, iTeach, National Geographic, Nokia Siemens Networks, MTN, Ghetto Ruff, Children of South African Legacies, Aricent and frog design

Application Area: Education and Awareness

See case study on page 22.

Reference sources:

<http://newsvote.bbc.co.uk/2/hi/technology/7688268.stm>

http://www.poptech.org/project_m/

<http://opensourcepbx.tmcnet.com/news/2008/10/24/3730564.htm>

<http://www.frogdesign.com/press-release/poptech-unveils-project-masiluleke.html>

Project 6: Text to Change (TTC) - HIV Prevention Through SMS Quiz

Country: Uganda

Sponsoring Organization and Partners: Text to Change (TTC), Zain (previously Celtel), the local NGO AIDS Information Centre (AIC), the Dutch Ministry of Foreign Affairs and Merck

Application Area: Education and Awareness

See case study on page 25.

Reference sources:

<http://www.texttochange.com>

Interviews with the Text To Change team

Remote Data Collection

Project 7: Cell-PREVEN

Country: Peru

Sponsoring Organization and Partners: Universidad Peruana Cayetano Heredia (Peru), Imperial College (London), University of Washington (Seattle) and Peru's Ministry of Health

Application Area: Remote Data Collection

When it comes to effective data collection in remote areas of the developing world, less is often more. Cell-PREVEN was created to allow access to real-time data to members of the healthcare ecosystem in Peru. This interactive voice response system enables health workers in the field to collect and transmit data via basic mobile phones. The data is aggregated in a centralized database and made available to medical professionals, and the system is designed to send SMS or e-mail alerts if certain symptoms are recorded. During a three-month pilot test, 797 reports were collected and 374 adverse events were recorded—30 severe enough to trigger an SMS alert to a team leader. The pilot researchers believe that Cell-PREVEN demonstrates that “cell phones are a feasible means of collecting and reporting data in real-time in remote communities...it's not necessary to have the latest Palm Pilot or Tablet PC to create a sophisticated public health surveillance system.”

Reference sources:

<http://www.prevenperu.org/preven/>

http://www.prevenperu.org/preven/presentation_curioso.pdf

<http://faculty.washington.edu/wcurioso/cellpreven.pdf>