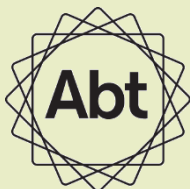# How Mobile Technology is Expanding Private Sector Resources for Family Planning

Pamela Riley

Strengthening Health Outcomes through the Private Sector (SHOPS) Project

Family Planning Conference, Dakar, Senegal
November 30, 2011

Overview

- Mobile's unprecedented reach provides new FP channels and partners
- Lessons from the SHOPS project
  - Drawing in first-time corporate donors: MAMA Bangladesh
  - Attracting free technology talent & resources: Mobiles for Quality Improvement
  - Increasing collaboration among family planning projects: mHealth Working Group

Mobile's unprecedented reach provides new FP channels and partners

- mHealth create efficiencies in FP service delivery through standardized and scalable solutions
  - Connects clients, providers, and program managers
- 5+ billion subscribers, majority in developing countries

Global Mobile Subscriptions 2000-2010
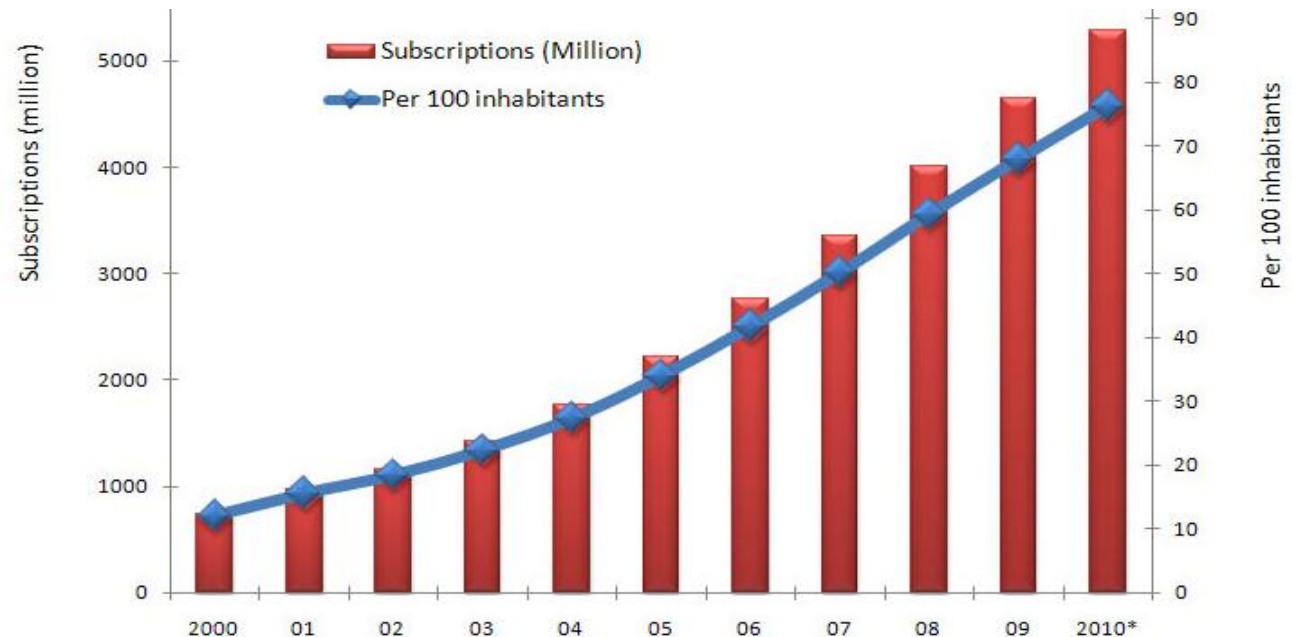
*Estimates
Source: ITU World Telecommunication /ICT Indicators database

Intersection of mobile technology and family planning

BETTER DATA ACCESS	**PHONE-BASED VIDEOS**	**MOBILE SONAGRAMS**
TRACK SUPPLIES	**CLIENT AUDIO DRAMA**	**PROVIDER JOB AIDS**

MAMA Bangladesh: partnership for reproductive and maternal child health

Expectant women/ new mothers sign up for service

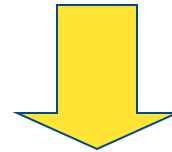**Users receive 2 health-related messages weekly**

Partner advertising and advocacy drive subscription levels

"It is best for you and your baby not to have another child for 2 full years"

"There are three types of birth control methods: short, medium and long term. Contact your health worker to learn more".

Improved health knowledge, behaviors, outcomes

আপনজন
স্বাস্থ্য হাতের মুঠোয়

Corporate sponsors share reasons for why they want to fund MAMA Bangladesh

- **Novelty**: Aligns with their desires to be cutting edge
- **Targeting:** Sponsorships for one region, one subgroup
- **Global visibility**: International press coverage
  Sustainable service: Not one-time campaign
- **Exclusivity**: Options for category sponsorship
- **Cost effective**: Messages lower cost than broadcast
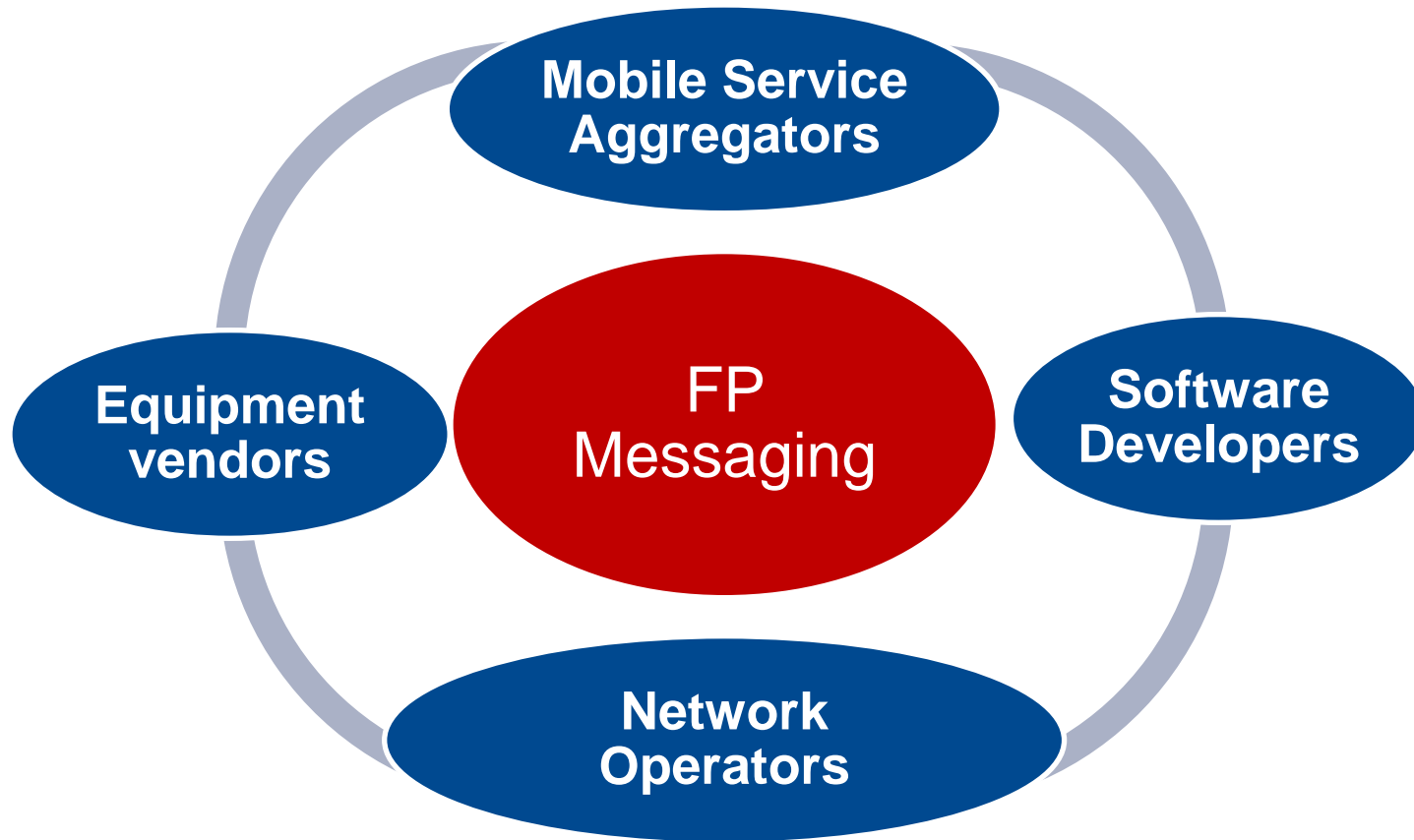
Multimode

UNITREND LIMITED
AFFILIATED WITH McCANN-ERICKSON WORLDGROUP

BEXIMCO

IMPLICATIONS: Greater reach for FP promotion campaigns

mHealth is attracting free technology and talent to support FP program needs

Example: Mobiles for Quality Improvement (m4QI)

True or False? Mixed chlorine solution must be kept in a closed container.

Problem: Lack of resources for follow-up training

Solution: SMS Platform

- Quiz feature with automated responses
- Advance delivery schedule

Pilot Design: Daily messages to 34 FP providers for 8 weeks on 4 topics

- Hand-washing
- Instrument decontamination
- Sharps disposal
- Vocal local (pain management)

m4QI Results: Sample User Self-Reports

- *"I was motivated* by reminders to adhere to hand-washing rules"
- *"I checked training manuals* when I could not answer a quiz question about treatment protocols"
- *"I re-learned steps* in instrument sterilization I had forgotten"

m4QI demonstrates tech partner interest in health "use cases" -- a win-win

Low cost local IT capacity widely available: **Appfrica**

- Budding developers want opportunities, e.g. Makerere University
- "Coded in Country" ensures local knowledge to design for local needs

Trend toward "open source" development offer online communities for support: **FrontlineSMS**

- Free software attracts developer collaboration to share problem-solving

Mobile operators seeking big opportunities

- Acted only as vendor in m4QI, more likely to support high volume initiatives with potential to generate network usage

IMPLICATIONS: Growing cadre of tech savvy volunteers ready to support humanitarian projects

mHealth increases collaboration among family planning projects

Uncommon level of sharing among health implementers on mhealth

- Examples: mHealth Working Group Field Guides, Mobile Mondays, Fail Fairs, mHealth Alliance
- SHOPS exploratory efforts on DMPA discontinuation
- BabyCenter content for LiveWell, MAMA, MoTech

Contributing factors

- Standardization of mobile services: everyone using the same tools
- mHealth is new to FP, territorial lines not drawn: everyone benefits from sharing lessons because no one is expert

IMPLICATIONS: FP programs able to do more with less, cost-share inputs

Conclusion

- Communications technologies foster behavior change in FP providers, clients, and program implementers.

- mHealth provides window for new partnerships, especially for high visibility national scale FP education.

- mHealth collaboration can strengthen integration of FP with other programs.

- Mobile phone interventions opens new avenues for private sector impact on FP outcomes