



Digital for Maternal, Newborn & Child Health (MNCH)

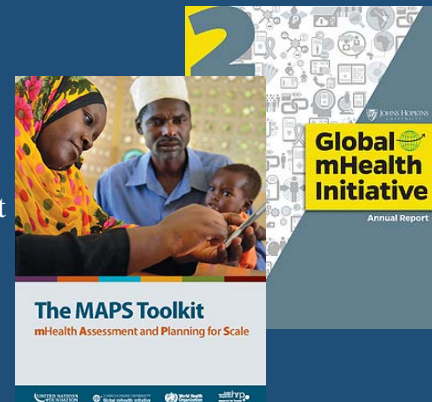
Assessment of World Vision's mHealth projects in Asia and Africa: Focus on Scalability and Sustainability

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BACKGROUND

- Joint Collaboration between World Vision (WV) and Johns Hopkins University (JHU) Global mHealth Initiative
- JHU-WV Fellowship program to assess scalability
- potential in 3 mature mHealth deployments (India, Sierra Leone & Uganda)
- Exercise carried out between June and September, 2017
- mHealth Assessment & Planning for Scale (MAPS) Toolkit





World Vision



World Vision

METHODOLOGY- MAPS TOOLKIT

MAPS Toolkit components:

- 1) Groundwork
- 2) Partnerships
- 3) Financial Health
- 4) Technology & Architecture
- 5) Operations
- 6) Monitoring & Evaluation





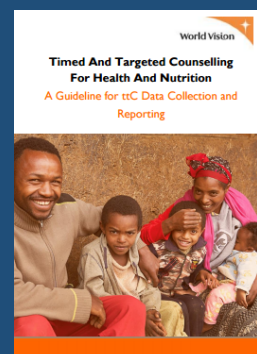
METHODOLOGY: DATA COLLECTION

- Individual and group interviews conducted of relevant World Vision employees (Technical, Administrative and HR officers)
- Interviews with external stakeholders such as Ministry of Health, mHealth advocates and other local NGO's deploying mHealth solutions taken whenever necessary
- Focused Groups Discussions (FGD) conducted with Community Health Workers
- Virtual engagement conducted in cases where direct interviews difficult



TIMED & TARGETED COUNSELING (ttC)

- World Vision's core Community Systems Strengthening intervention focused on Maternal, Newborn & Child Health and Nutrition
- Delivered by community health workers or volunteers; aligned with the national health strategies
- Targets pregnant women and caregivers of children up to 2 years of age
- Comprehensive behavior change counseling with key features
 - 1) Timed: Just in time messaging (pregnant mothers and children up to 1000 days)
 - 2) Targeted: Male involvement and family member support (broadening role of other members)
 - 3) Counselling: Barrier exploration and behavior change planning





WORLD VISION SIERRA LEONE

- Community management mobile & Health Data System
- Locations: Imperi, Sherbro islands, Bonthe
- Number of users: 215
- Number of beneficiaries: 500



MAPS TOOLKIT RESULTS





RECOMMENDATIONS

- Greater focus on taking leadership position in 'E-health Hub'
- Improvement in communication with technology partner 'Dimagi'
- Strengthen M&E activities for better program understanding and continuous quality improvement
- Solutions for challenges at the ground level



WORLD VISION INDIA



Shishu Janani Seva, Bengaluru

- Based in South & West zones of Bengaluru, Karnataka
- Number of users: 17;
- Number of beneficiaries: 988

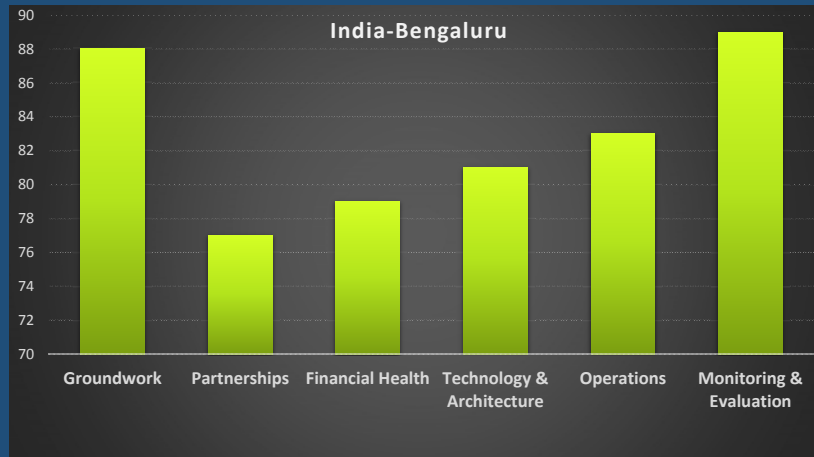


Starting Strong, Narsinghpur

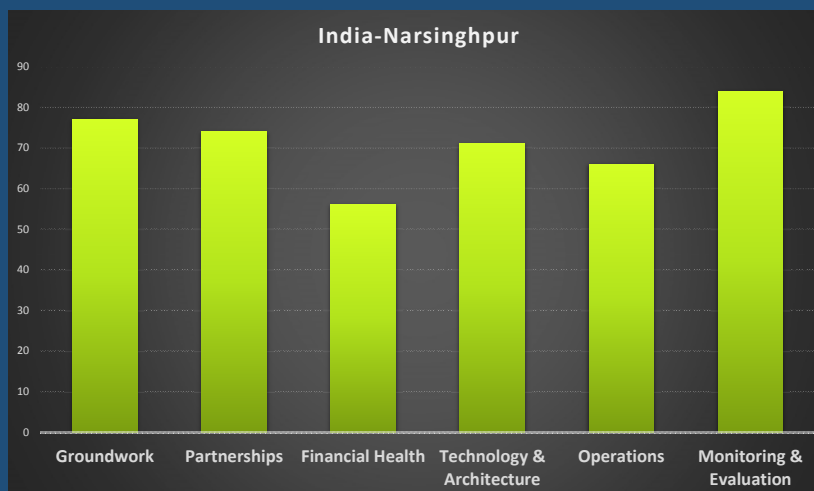
- Based in Narsinghpur block, Madhya Pradesh
- Number of users: 72;
- Number of beneficiaries: 4873



MAPS TOOLKIT RESULTS



MAPS TOOLKIT RESULTS





RECOMMENDATIONS

WORLD VISION INDIA, BENGALURU:

- Cultivate opportunities for Public-Private Partnership
- Diversify and develop cost-sharing opportunities

WORLD VISION INDIA, NARSINGHPUR:

- Finalize newer mHealth technology (SJS)
- Develop a concrete business plan with strategy to address scale-up
- Design the plan with timeline and associated benchmarks
- Quantify the scale up plan in terms of performance

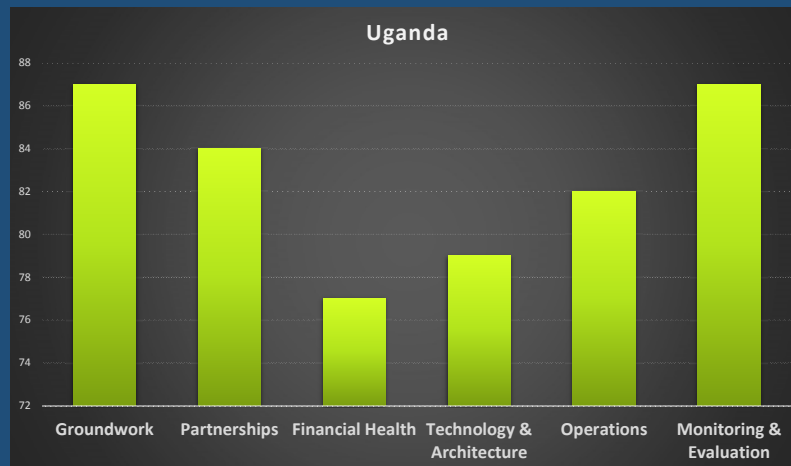


WORLD VISION UGANDA

- Community based model focusing on MNCH, HIV and nutrition
- AIM mHealth project
- Location: Hoima and Busia districts
- Number of users: 896
- Number of beneficiaries: 48,125



MAPS TOOLKIT RESULTS



RECOMMENDATIONS

- Identify diverse funding streams for financial sustainability
- Focus on drafting comprehensive operational policy regarding 'stolen/ lost' mobile phones
- Perform technical tests like 'Latency' and 'Stress' test for determining scalability of technology
- Coordinate with Ministry of Health and other stakeholders for speeding up the Standards & Interoperability tracking process

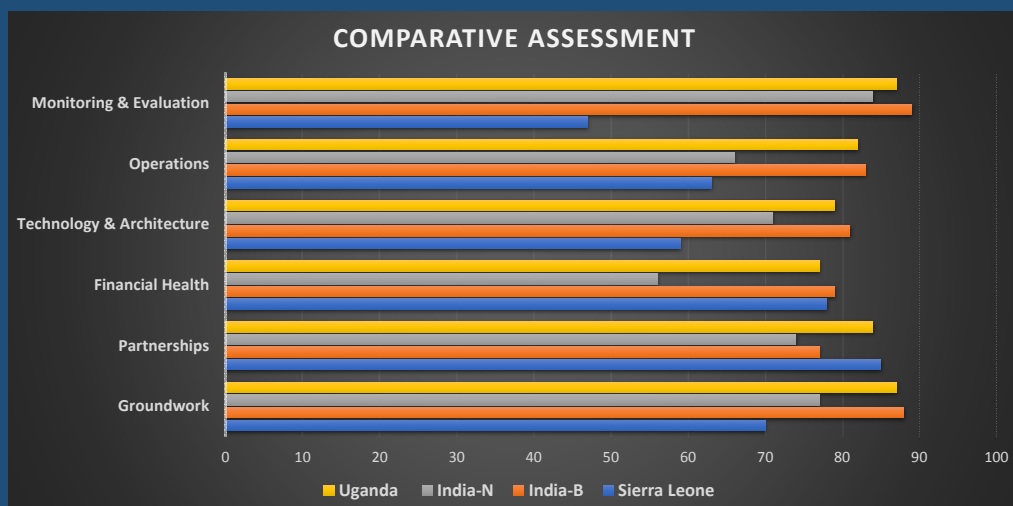


INDIVIDUAL PERFORMANCE

AXES OF SCALE	SIERRA LEONE	INDIA (B)	INDIA (N)	UGANDA
<i>Groundwork</i>	70%	88%	77%	87%
<i>Partnerships</i>	85%	77%	74%	84%
<i>Financial Health</i>	78%	79%	56%	77%
<i>Technology & Architecture</i>	59%	81%	71%	79%
<i>Operations</i>	63%	83%	66%	82%
<i>Monitoring & Evaluation</i>	47%	89%	84%	87%



COMPARATIVE ASSESSMENT





SUMMARY

- Priority on developing Cost Sharing Opportunities to support deployments
- Strengthen health systems through greater focus on evaluating 'Effectiveness'
- Perform technical tests such as 'Latency test' and 'Stress test' to evaluate status of technology
- Explore opportunities to develop common 'mHealth' platform with local partners for better coordination



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THANK YOU