Digital Public Health: A Community Engagement Model

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PATH
A catalyst for global health
Identifying a need
Managing behavior change: the ideal pathway

Behavior Change Management Framework from Kumar et al., 2010
Social and behavior change communication (SBCC)

Traditional SBCC Tools

- Printed materials, media campaigns, inter-personal communication with health workers
- Lack of community engagement and ownership
- SBCC messages are often generic and not tailored to the local context

From Global to Local

- Balance of community perspectives with scientific evidence

Community Participation

- Evidence-based interventions are promoted through messages that are specific and appropriate for the community
- Facilitated group meetings encourage discussion, sharing, and reflection
- Group dialogue used to engage key influencers and address social norms, in addition to reaching the key audience
Digital Green: low-cost community video education

Video based education where content is both created and presented by the community

- Localization of content and messaging
- Community engagement and empowerment

Enabled by low-cost consumer digital video technology

Source: www.digitalgreen.org
Adapting the model: Agriculture to health

Leverage similarities between agriculture and health

- Importance of community based programs
- Value of community created content
- Many health topics relate to livelihood

Filling a gap

- Focused education on more challenging practices
Phase 1: Determining Feasibility of the Digital Public Health model

- Partnership with Digital Green and University of Washington
- Project:
  - July 2012 – June 2013
  - Raebarelli District, Uttar Pradesh, India
  - Local partner, Gramin Vikas Sanstham (GVS)
- Build on structures from PATH Sure Start project
- Key components
  - Dissemination venues
  - Video topic identification
  - Active community advisory board
  - Refresher trainings for ASHAs
Phase 2: Measuring impact

• Expanded project with additional partner
  – Nehru Yuva Sangathhan Tisi (NYST)
  – Two additional blocks in same district
• July 2013 – Nov 2014
• Increase from 55 to 136 mothers’ groups
• Three video teams and CABs
• Follow up visits by ASHAs
• End line evaluation
  – Video intervention
  – Mothers’ group intervention
  – No intervention
The Digital Public Health process

- Topic identification by community
- Training sessions and technology transfer
- Key message development
- Storyboard development
- Video production and editing
- Dissemination and dialogue sessions
- Upload video and tracking data to COCO

Review and approval

Table:

<table>
<thead>
<tr>
<th>Name of Video</th>
<th>Education</th>
<th>Type of video</th>
<th>Purpose of video</th>
<th>Video production and editing</th>
<th>Dissemination and dialogue sessions</th>
<th>Upload video and tracking data to COCO</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPT Vaccine</td>
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<td>Iron Tablet</td>
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</tr>
</tbody>
</table>

- A slogan, temporary health planning schedule, or a health clip should be developed as a basis for the target audience for health planning
- A health product can be introduced
- The number of health messages can be increased
- A health product can be added
- The health product can be modified
- The health product can be reduced
Project goal: To generate evidence on Digital Public Health as a new model for community-driven behavior change communication for maternal/neonatal health issues in a targeted region in India

Objective 1: Strengthen capacity of community based support through DPH messaging

Objective 2: Expand the concept of integrating DPH model into a community support program

Objective 3: Increase maternal awareness, knowledge and behaviors on key MNH practices from method of messaging

Monitoring and evaluation

• Impact study
  – Digital Public Health sites
  – Comparison sites
• Process indicators
• ASHA performance
• Health outcomes and service utilization
• Knowledge retention
• Practices associated with key messages

Sept 12, 2013
Digital Public Health
### Digital Public Health: Mobile videos to improve behavior change communication

#### M&E Framework

<table>
<thead>
<tr>
<th>3. Increase maternal awareness, knowledge and behaviors on key MNH practices from method of messaging</th>
<th>1. Integrate the use of DPH videos into existing mothers' groups format</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Collect data on ASHAs’ understanding and referencing standardized messages from videos during follow-up visits with mothers</td>
<td>1. Number of participants that demonstrate improved knowledge of key MNH behaviors presented in videos</td>
</tr>
<tr>
<td>3. Collect facility data on health outcomes and service utilization</td>
<td>Illustrative examples:</td>
</tr>
<tr>
<td>4. Collect data on knowledge retention of mothers</td>
<td>Knowledge:</td>
</tr>
<tr>
<td></td>
<td>• Number of women able to list 3 or more key messages as presented in videos</td>
</tr>
<tr>
<td></td>
<td>Behaviors:</td>
</tr>
<tr>
<td></td>
<td>• Number of targeted mothers that report following appropriate care giving steps reviewed in video</td>
</tr>
<tr>
<td></td>
<td>• Number of participants adopting practices highlighted in video key messages</td>
</tr>
<tr>
<td></td>
<td>Topic - Breastfeeding:</td>
</tr>
<tr>
<td></td>
<td>• Number of women that fed baby water after birth</td>
</tr>
<tr>
<td></td>
<td>• Number of women that fed baby other foods after birth</td>
</tr>
<tr>
<td></td>
<td>• Time of first breastfeeding</td>
</tr>
<tr>
<td></td>
<td>• Number of women who fed colostrum</td>
</tr>
<tr>
<td></td>
<td>1. Increase in utilization of key maternal and newborn health services/practices including, but not limited to:</td>
</tr>
<tr>
<td></td>
<td>• Family planning</td>
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<tr>
<td></td>
<td>• ANC visits</td>
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<td>• IFA supplementation</td>
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<tr>
<td></td>
<td>• Seeking care after danger signs for maternal or neonatal health</td>
</tr>
<tr>
<td></td>
<td>• Breastfeeding practices</td>
</tr>
<tr>
<td></td>
<td>• Infant feeding practices</td>
</tr>
<tr>
<td></td>
<td>2. Increase in mothers who can name appropriate care giving steps, and have followed steps accordingly</td>
</tr>
<tr>
<td></td>
<td>3. Improved knowledge in mothers on key MNH behaviors</td>
</tr>
</tbody>
</table>

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**PATH**
Thank you

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Extra slides
# Project reach

## Table 1. Digital Public Health (DPH) coverage in Bachhrawan.

<table>
<thead>
<tr>
<th>Block name</th>
<th>Bachhrawan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block population</td>
<td>133,811</td>
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<tr>
<td>Population of DPH area</td>
<td>50,671</td>
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<tr>
<td>Gram panchayat</td>
<td>20</td>
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<tr>
<td>Villages</td>
<td>27</td>
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<tr>
<td>Mothers’ groups</td>
<td>55</td>
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<tr>
<td>Village health and sanitation committees</td>
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</table>

## Table 2. Digital Public Health (DPH) coverage in Khiro and Sareni.

<table>
<thead>
<tr>
<th>Block name</th>
<th>Khiro</th>
<th>Sareni</th>
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</thead>
<tbody>
<tr>
<td>Block population</td>
<td>137,722</td>
<td>155,559</td>
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<tr>
<td>Population of DPH area</td>
<td>41,056</td>
<td>40,752</td>
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<tr>
<td>Gram panchayat</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Villages</td>
<td>27</td>
<td>30</td>
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<tr>
<td>Mothers’ groups</td>
<td>40</td>
<td>41</td>
</tr>
<tr>
<td>Village health and sanitation committees</td>
<td>15</td>
<td>15</td>
</tr>
</tbody>
</table>
Videos

GVS: Birth Preparedness
00:08:23   Produced On: 20 Aug 2012
1569 viewers   | 106 Adoptions

Exclusive Breastfeeding
00:07:51   Produced On: 20 Oct 2012
1680 viewers   | 45 Adoptions

LAM (Lactational Amenorrhea Method)
00:10:15   Produced On: 08 Nov 2012
1836 viewers   | 11 Adoptions

Thermal Care
00:10:21   Produced On: 15 Aug 2013
1333 viewers   | 0 Adoptions

Optimal Breastfeeding Practices
00:11:55   Produced On: 30 Nov 2012
1807 viewers   | 0 Adoptions

Maternal Nutrition
00:14:43   Produced On: 15 Mar 2013
1739 viewers   | 0 Adoptions

Birth Preparedness
00:06:25   Produced On: 11 Jul 2013
69 viewers   | 0 Adoptions

Maternal Danger Signs
Duration:NA   Produced On: 30 Dec 2012
1705 viewers   | 0 Adoptions

Newborn Danger Signs
00:12:08   Produced On: 22 Dec 2012
1887 viewers   | 0 Adoptions

Community Based Emergency Transportation System
00:11:24   Produced On: 22 Feb 2013
0 viewers   | 0 Adoptions

Permanent Methods of Family Planning
00:08:59   Produced On: 23 Mar 2013
1777 viewers   | 0 Adoptions

Temporary Methods of Family Planning
00:10:46   Produced On: 25 Mar 2013
1727 viewers   | 0 Adoptions

Immunization
00:11:39   Produced On: 05 Apr 2013
1689 viewers   | 0 Adoptions