

Digital Public Health: A Community Engagement Model



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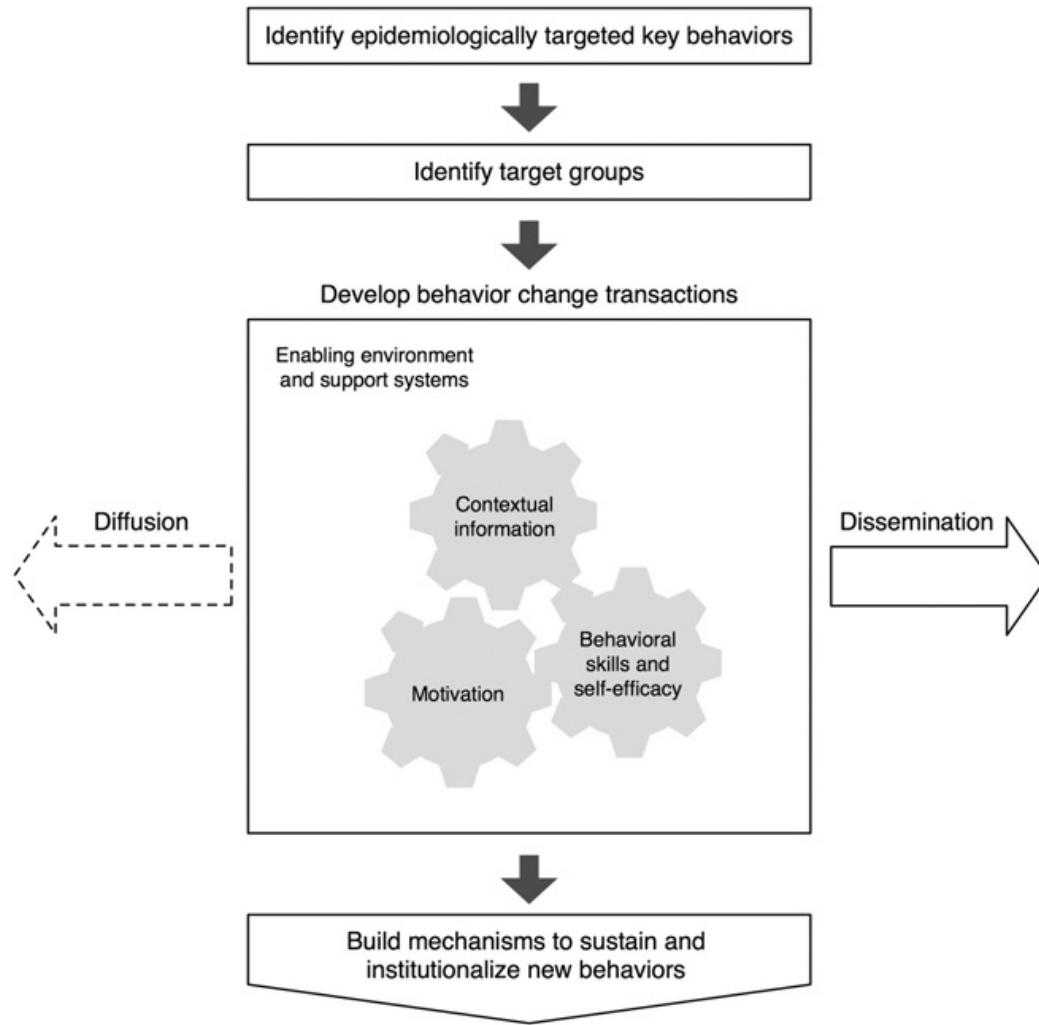


Identifying a need



Brittany Fiore-Silvast

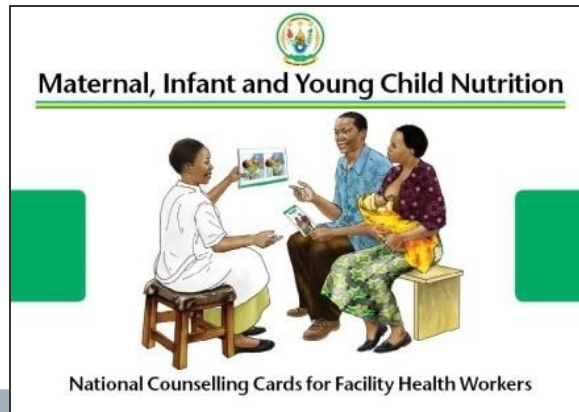
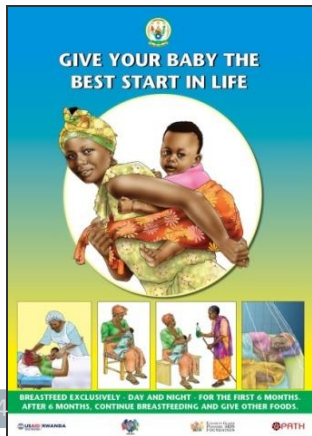
Managing behavior change: the ideal pathway



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

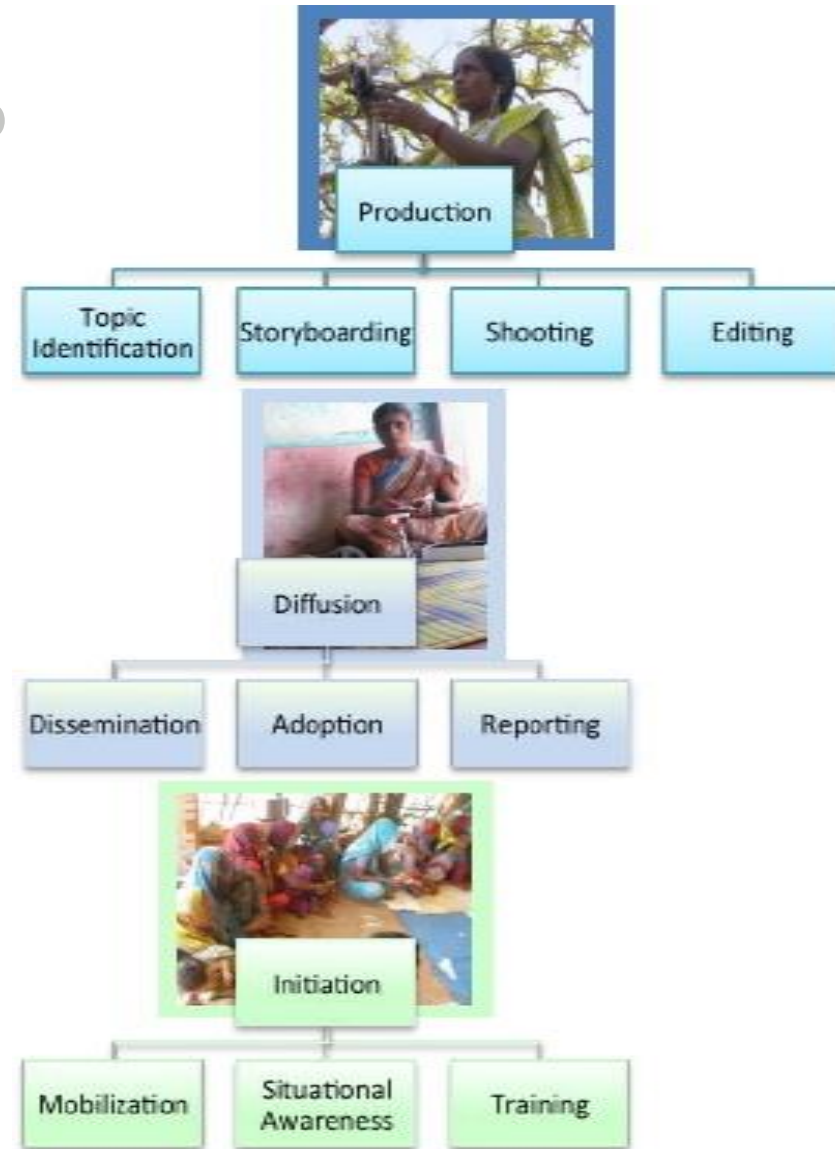
- Evidence-based interventions are promoted through messages that are specific and appropriate for the community
- Facilitated group meetings encourage discussion, sharing, and reflection
- Group dialogue used to engage key influencers and address social norms, in addition to reaching the key audience

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 Sangathan 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

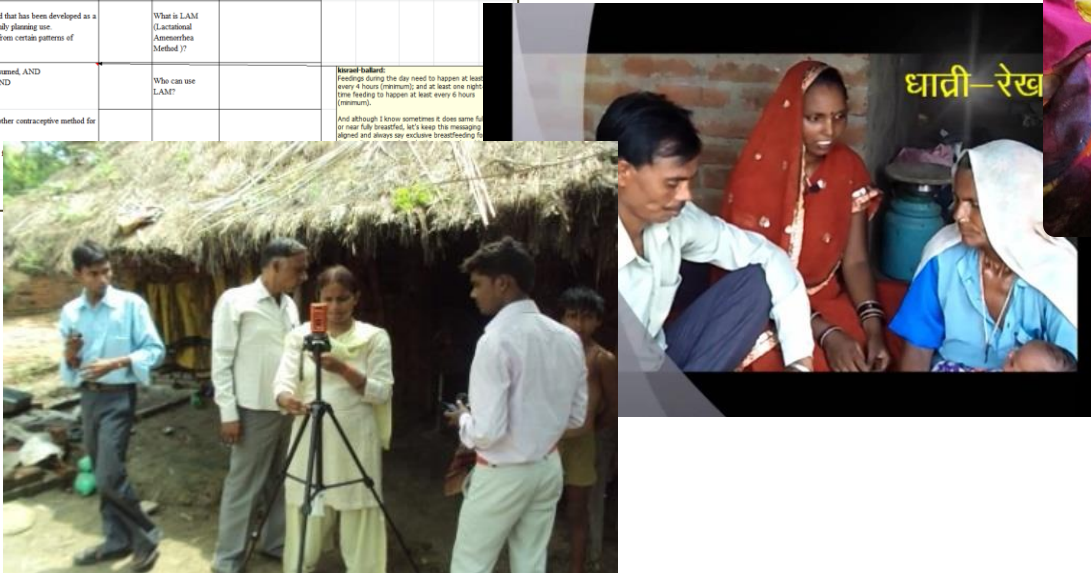


The Digital Public Health process



Review and approval

A		B		C		D		E		F		G		H		I		J	
1 Name of Writer: Kumar Vikram				2 Type of subject (Phase ticks): 1. Descriptive, 2. Survey/ Story/ Testimonial, 3. Activity															
3 Title of Video: LAM (Lactational Amenorrhea Method)				4 Introduction, 4. Discussion, 5. General Awareness															
4 Duration of Video: 8 minutes				5 Storyboard Preparation date: 18th September 2012															
5 Section		Contents of the section		Time		Facilitating Questions		Camera Focus											
6 Introduction (#ha?)																			
7 Subject & Objective (#ha?)(#ha?)																			
8 Materials (What? How much?)																			
9 Process (#how?)		<ul style="list-style-type: none"> * A modern, temporary family planning method that has been developed as a tool to help support both breastfeeding and family planning use. * It is based on the natural infertility resulting from certain patterns of breastfeeding. 		What is LAM (Lactational Amenorrhea Method)?															
10		<ol style="list-style-type: none"> 1. the woman's menstrual periods have not returned, AND 2. the baby is fully or nearly fully breastfed, AND 3. the baby is less than six months old. 		Who can use LAM?		Moral ballad: Feedings during the day need to happen at least every 4 hours (minimum), and at least one night time feeding to happen at least every 6 hours (minimum). And although I know sometimes it does seem so or near full breastfed, let's keep the messaging strong and always stay exclusive breastfeeding.													
11		The LAM user should be counseled to use another contraceptive method for continued protection when: <ol style="list-style-type: none"> 1. Her menstrual periods return. 2. She begins feeding her baby other liquids or sleeps through the night. 3. Her baby is older than six months. 																	



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

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

M & E Framework

<p>3. Increase maternal awareness, knowledge and behaviors on key MNH practices from method of messaging</p>	<ol style="list-style-type: none"> 1. Integrate the use of DPH videos into existing mothers' groups format 2. Collect data on ASHAs' understanding and referencing standardized messages from videos during follow-up visits with mothers 3. Collect facility data on health outcomes and service utilization 4. Collect data on knowledge retention of mothers 	<p>1. Number of participants that demonstrate improved knowledge of key MNH behaviors presented in videos</p> <p><u>Illustrative examples:</u></p> <p><i>Knowledge:</i></p> <ul style="list-style-type: none"> • Number of women able to list 3 or more key messages as presented in videos <p><i>Behaviors:</i></p> <ul style="list-style-type: none"> • Number of targeted mothers that report following appropriate care giving steps reviewed in video • Number of participants adopting practices highlighted in video key messages <p><i>Topic - Breastfeeding:</i></p> <ul style="list-style-type: none"> • Number of women that fed baby water after birth • Number of women that fed baby other foods after birth • Time of first breastfeeding • Number of women who fed colostrum 	<ol style="list-style-type: none"> 1. Increase in utilization of key maternal and newborn health services/practices including, but not limited to: <ul style="list-style-type: none"> • Family planning • ANC visits • IFA supplementation • Seeking care after danger signs for maternal or neonatal health • Breastfeeding practices • Infant feeding practices 2. Increase in mothers who can name appropriate care giving steps, and have followed steps accordingly 3. Improved knowledge in mothers on key MNH behaviors
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Thank you



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Extra slides

Project reach

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

Block name	Bachhrawan
Block population	133,811
Population of DPH area	50,671
Gram panchayat	20
Villages	27
Mothers' groups	55
Village health and sanitation committees	20

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

Block name	Khiro	Sareni
Block population	137,722	155,559
Population of DPH area	41,056	40,752
Gram panchayat	15	15
Villages	27	30
Mothers' groups	40	41
Village health and sanitation committees	15	15

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