From Digital StudyHall to Digital PublicHealth

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Digital StudyHall (2005)  
Video based education for primary schools

Digital Green (2007)  
Video based education for agriculture

Digital Public Health (2012)  
Video based education for health
What is Digital StudyHall?

• Support weak schools with video content from expert teachers
• Local teacher mediates the video content
  • Based on the TVI model
  • Provide better content and support teacher development
• Important to match content with target audience
• Cost realism
DSH History

- Founded by Randy Wang (ex-Princeton) [2004]
- Partnership with StudyHall school Lucknow
- Content capture for full UP state curriculum
- Range of different types of schools
  - Government, private, informal
- Remote hubs established
- Faced challenges to sustainability
- Expansion to other models
  - Teachers training
  - Residential schools
What is Digital Green?

• Video based education for farmers
• Community created videos demonstrating agricultural practices
• Facilitated showings of videos in farmer groups
• Digital Green (NGO) providing technology, training, content archive and advocacy
Digital Green History

- Apply Digital StudyHall to agriculture
- Initial work at Microsoft Research India
- Spun out as independent NGO
- Developed new model
  - Community created content
  - Mediated delivery in community groups
  - Data reporting and tracking adoptions
- Rapid expansion in Low Income States in India with government support
What is Digital Public Health?

• Digital Green model applied to community health education
• Community created video content for externally defined health messages
• Video showings in community to promote behavior change
Digital Public Health

- Partnership between PATH and Digital Green
- Direct application of Digital Green model to health
- Possible differences between Health and Agriculture
  - Message review
  - Evaluation of impact
  - Dissemination models
- Project start June 2012
- Disseminations began October 2012
  - 100 screenings per month

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Building on Surestart

- PATH led project in UP and Maharashtra
- 2006-2011, BMGF Funded
- Community engagement to support maternal and newborn health
  - Governance and public health interventions
  - Mentoring ASHAs
- Maternal health messaging
  - Danger signs
  - Birth preparedness
  - Thermal care
  - Breast feeding
- Mothers’ group
  - ASHA led group of expecting mothers
  - Monthly meeting with activities
Bacchrawan, Raebareli, UP

- Gram Vikas Sansthan
  - Well established local NGO
  - Active since 1977
  - Demonstration site for SureStart
- High performing district
- Project covers 27 villages with 55 mothers’ groups
- Direct continuation of Surestart
- Supervisory structure already in place
Dissemination

- ASHAs trained in facilitation
- Videos shown in existing mothers groups
- Simple consumer technologies
  - Pico projectors
  - Digital video cameras
  - Microsoft MovieMaker
Project status

- Established feasibility
  - Meeting targets on screenings, video production, quality
- Active community advisory board
  - Significant feedback
  - Support from community and health system
- Strong community interest in video
  - Demand to participate in videos
- Community suggestion of topics
  - Family planning
  - Emergency transport
  - Immunization
  - Videos targeted at men
Evaluating impact

• Phase one: Feasibility
• Phase two: Impact
• Determine if DPH is cost effective for implementing Behavior Change Communication in community programs
• What are the measured outcomes?
Comments???

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