From Digital StudyHall to Digital PublicHealth

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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

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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Acknowledgment