Projecting Health

Engaging communities through visual communication

Richard Anderson
Computer Science and Engineering
University of Washington

Digital Health Solutions
PATH
randerson@path.org
About me

• Computer Science and Engineering, University of Washington, since 1986
• Indian Institute of Science, 1993-1994
• Digital Health Solutions, PATH, since 2009
University of Washington projects

- Tutored Video Instruction
- Classroom Presenter
- Digital Study Hall
- Mobile Women and Child Health (MWach)
- Open Data Kit
- ODK Scan
- ODK Sensors
- Mobile Job Aids
- Immunization cold chain monitoring
PATH’s Projecting Health Approach
Innovating Approaches for Changing Behaviors

Traditional methods

New opportunities
Empowering communities to share healthy practices through an evidence-based, locally-driven approach for low-cost video production and dissemination.
The Projecting Health Process

1. Identify topic
2. Identify local actors
3. Develop key messages
4. Create storyboard and approve
5. Produce short video
6. Share and discuss

Women **identify** with actors and issues in videos

Women **discuss and share** their knowledge with others

Women **adopt** healthier behaviors and practices
Projecting Health Process

[Diagram showing the process flow of project development, including stages like 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, and review and approval.]
Project status

- Deployed in Raebareli District, UP
- Implementing Partners: GVS and NYST
- 87 villages, 135 mothers groups
- 70 videos developed
- 6,194 disseminations
- 70,000 people reached
- High level of community engagement
- 3 Community Advisory Boards
Sample topics

Breastfeeding
- Optimal breastfeeding practices
- Exclusive breastfeeding
- LAM

Family planning
- Permanent methods
- Temporary methods
- NSV-No scalpel vasectomy
- IUCD Copper-T

Birth preparedness
- Birth preparedness overview
- Maternal danger signs
- Maternal nutrition
- Newborn danger signs

Thermal care
- Thermal care overview
- Delay bathing

Cord care
- Cord care overview
- Myths and misconceptions

Other
- Immunization
- Community-based emergency transportation systems
Key components of Projecting Health

- Locally created video
  - Developed close to the community
  - Local people as actors
  - Process to vet key messages and quality

- Video dissemination model
  - ASHAs as facilitators in Mothers’ groups

- Community support for program
  - Community advisory board
  - Local ownership
End line evaluation

• Three arms
  • Projecting Health video intervention
  • Mothers’ group only intervention
  • No intervention

• Outside evaluation firm surveyed mothers on knowledge of key practices and self reported behavior
MNH Self-Reported Practices

<table>
<thead>
<tr>
<th>Practice</th>
<th>Projecting Health (309)</th>
<th>Standard MG (321)</th>
<th>Comparison (327)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birth preparedness</td>
<td>84*</td>
<td>77</td>
<td>71</td>
</tr>
<tr>
<td>Breastfeeding</td>
<td>75*</td>
<td>59*</td>
<td>49</td>
</tr>
<tr>
<td>Family planning</td>
<td>58</td>
<td>50</td>
<td>54</td>
</tr>
</tbody>
</table>

*<p><.001

Percentage of women

0 10 20 30 40 50 60 70 80 90 100

Birth preparedness  Breastfeeding  Family planning

Projecting Health (309)  Standard MG (321)  Comparison (327)
Birth Practices: Women Who Delivered at Home

Percentage of women

<table>
<thead>
<tr>
<th></th>
<th>Projecting Health (51)</th>
<th>Standard MG (49)</th>
<th>Comparison (72)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cord care</td>
<td>82*</td>
<td>46.9</td>
<td>45.8</td>
</tr>
<tr>
<td>Thermal care</td>
<td>63*</td>
<td>32.7</td>
<td>29.2</td>
</tr>
</tbody>
</table>

*p<.001

*Projecting Health (51) Standard MG (49) Comparison (72)
Next steps . . .
Our vision:
Extend the innovation pipeline in Projecting Health to other behavior change technologies
Project Timeline

- **2005**: Digital StudyHall started
- **2007**: Digital Green founded
- **2010**: PH Exploratory launch
- **2012**: Feasibility study launch
- **2013**: Pilot launched in Ethiopia
- **2014**: Endline evaluation data collected
- **2015**: Expansion in India with USAID DIV Award
- **2015**: Mobile phone exploration pilot
Thank you!