

Projecting Health

Engaging communities through visual communication

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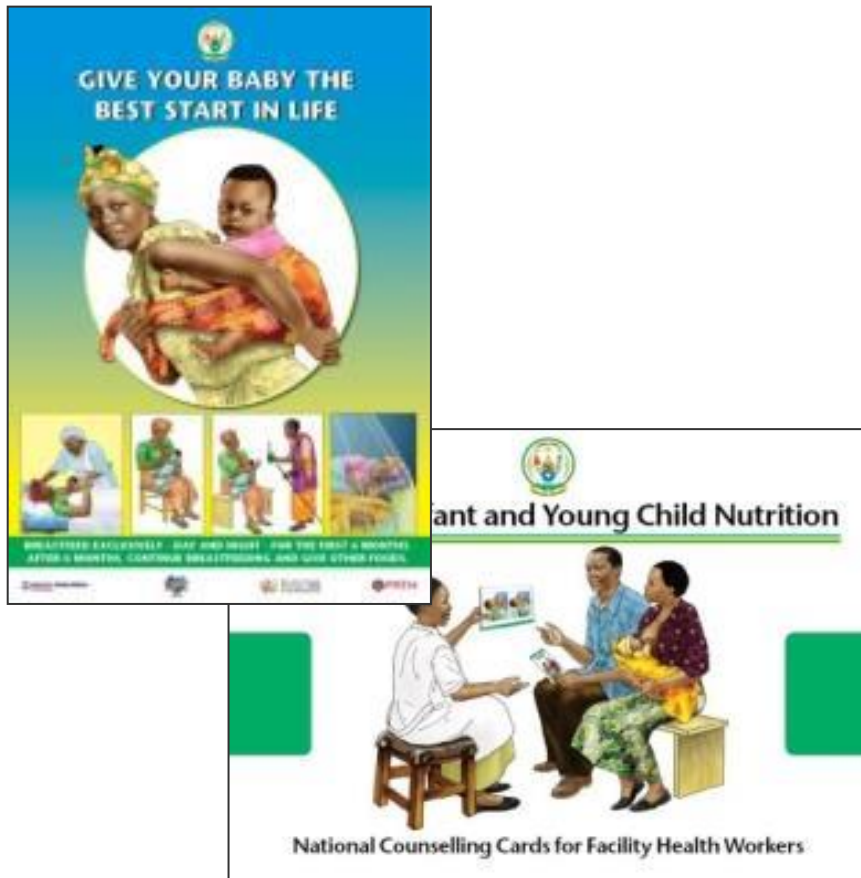




Empowering communities to share healthy practices through an **evidence-based, locally-driven** approach for **low-cost video production** and dissemination.

Innovating Approaches for Changing Behaviors

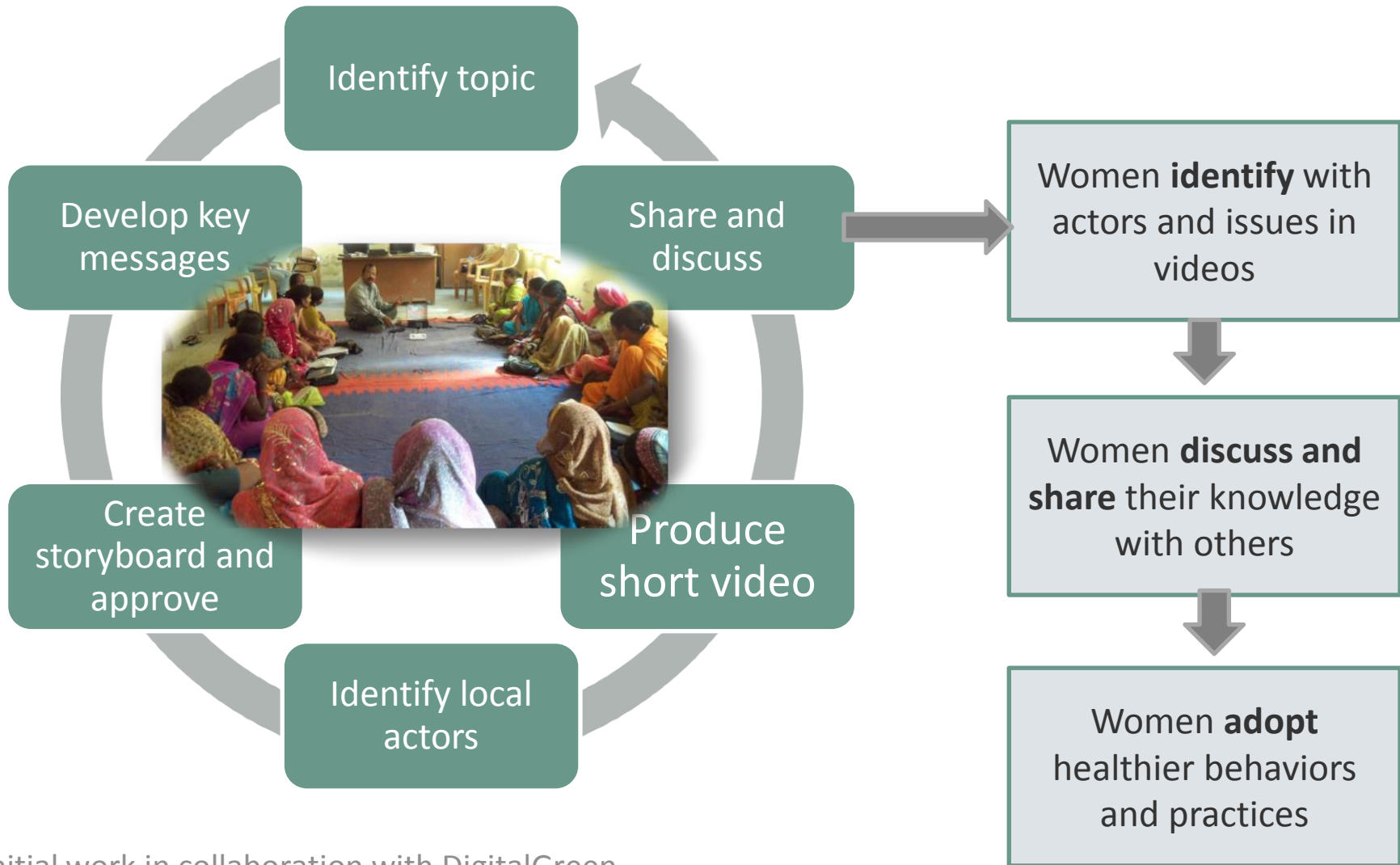
Traditional methods



New opportunities



The Projecting Health Process



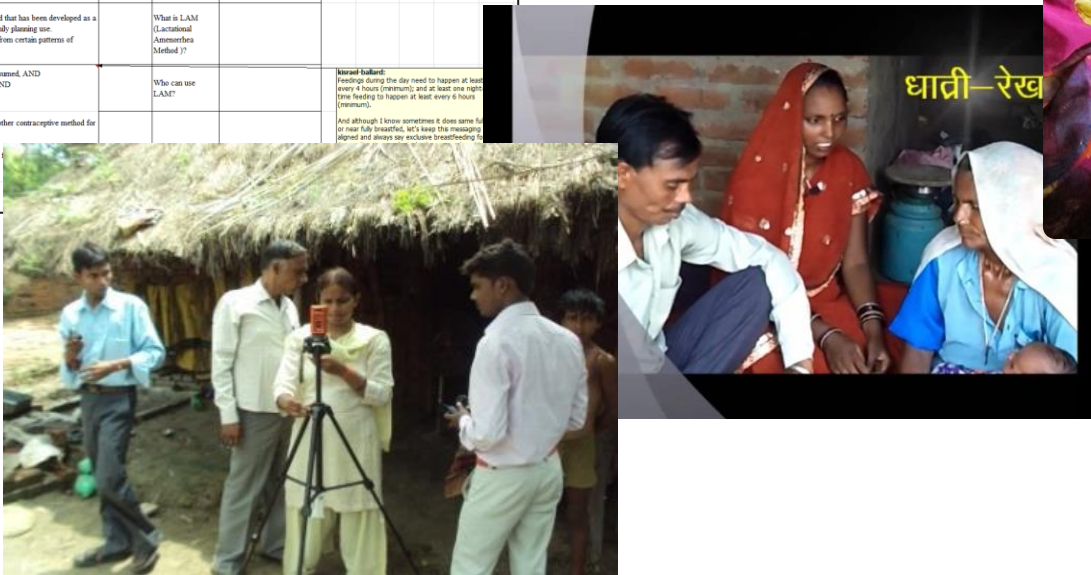
Initial work in collaboration with DigitalGreen

Projecting Health Process



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, 3. 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 (#Hw?)																			
7 Subject & Objective (#Hw?)(#Wp?)																			
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 to be 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. 																	

Review and approval



Project status

- Deployed in Raebareli and Fatehpur Districts, UP
- Launched October 2011
- Implementing Partners: GVS and NYST
- 87 villages, 135 mothers groups
- 80 videos developed
- Roughly 12,000 disseminations
- High level of community engagement
- 3 Community Advisory Boards



Sample topics

Breastfeeding



- Optimal breastfeeding practices
- Exclusive breastfeeding
- LAM

Thermal care



- Thermal care overview
- Delay bathing

Family planning



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

Cord care



- Cord care overview
- Myths and misconceptions

Birth preparedness



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

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



Screening Models

- Mothers' Groups
- Village Health and Nutrition Days
- Hard to Reach Screenings
- Mens' Groups
- Adolescent Groups
- School Groups

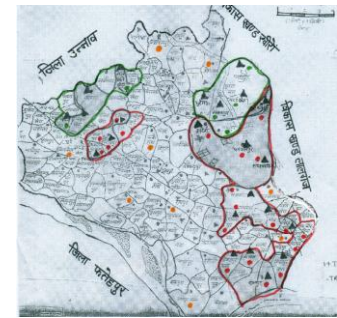
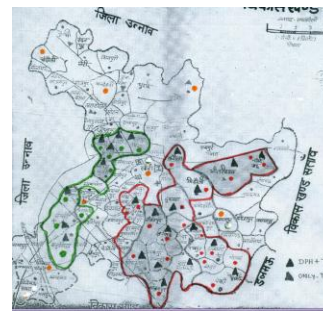


Evaluation

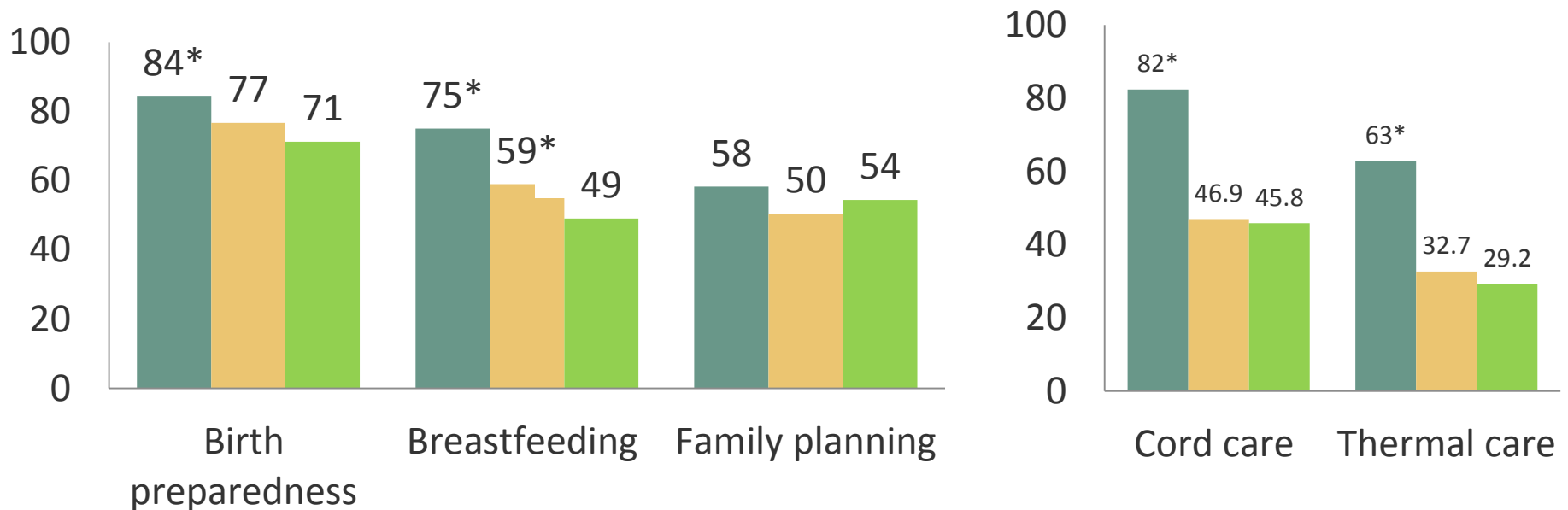
- Measuring Impact is NOT easy
- Very easy to get good feedback, and there is a good story behind the intervention
- Evaluation challenges
 - Hard to measure effects
 - Achieving scale to measure impact
 - Many sources of bias
 - Relying on self-report or recall



Initial Evaluation 2014

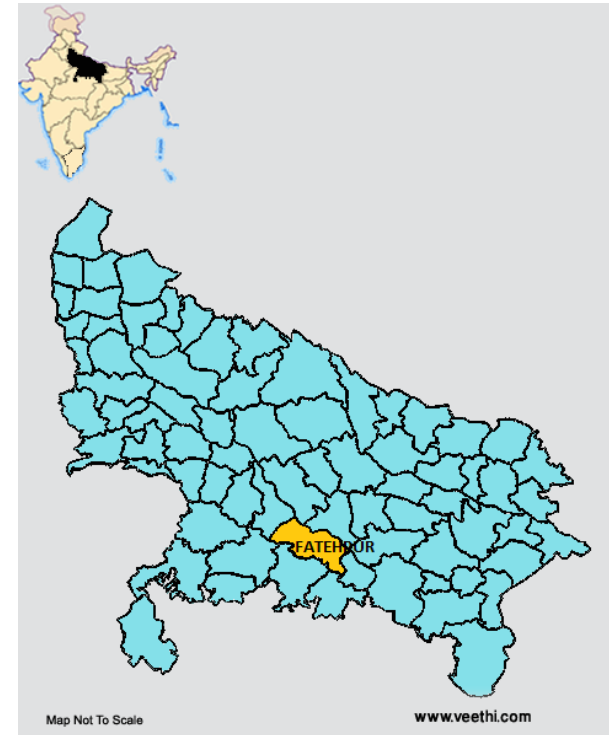


- Three arms
 - Projecting Health video intervention
 - Mothers' group only intervention
 - No intervention
- Outside evaluation firm surveyed mothers on knowledge of key practices and self reported behavior



3IE Study

- Comparison study in domain of immunization
- PH Intervention with inclusion of immunization messaging
- 37 Intervention villages, 37 Comparison villages
- Primary measure – impact of PH on immunization rates
- Baseline across 74 villages prior to determination of intervention villages
- Implementation in new district
- Baseline complete – screenings start later this month
- Results in a couple of years!



Use of personal mobile phones [Kumar 2015]

- Wide spread use of mobile phones for watching videos
- Range of available phones
- Strong anecdotal evidence of viewing of health videos on mobile phones
- Children familiar with working mobile phones
- Gender issues
- Mobile shops central to ecosystem



Video sharing networks [Vashistha 2016]

- ASHAs
 - Community health workers charged with promoting health practices
- Mobile shop owners
 - Distribute multimedia content
 - Broad customer base
- Laptop owners
 - School graduates give laptops by government
- Video callback study
 - Videos with feedback number
 - Although mobile shops had greater reach, ASHAs generated more callbacks



Global versus Local Videos

- Local approach
 - Videos shot in community
 - Respond to community concerns in local environment
- Global approach
 - High production value with profession actors
 - Standardized national messaging
- Comparison study with focus groups
 - UNICEF and PH video on same topics
- Results showed advantages of both approaches
 - Production quality / storyline important
 - Preference for Hindi over local language
 - Local doctor appreciated



Strengths and Challenges

- Community Advisory Board model has proved successful
- Established CBO's have allowed PH to reach different communities
- Project runs on multiple levels of supervision
- Technology for community level video production still has challenges
- Embedded in community programs



Project Timeline

Digital
StudyHall
started
2005

PH Exploratory
launch
2010

Pilot launched in
Ethiopia
2013

Mobile phone
exploration pilot
2015

2007
Digital Green
founded

2012
Feasibility
study launch

2014
Endline
evaluation data
collected

2016
3IE Immunization
Study



Thank you!

