



# From Digital StudyHall to Digital PublicHealth

Richard Anderson

Department of Computer Science and Engineering  
University of Washington, Seattle, USA



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



## LAM

00:10:15 Produced On: 08 Nov 2012

1835 viewers | 0 Adoptions



## Exclusive Breastfeeding

00:07:51 Produced On: 20 Oct 2012

1680 viewers | 7 Adoptions



## Birth Preparedness

00:08:23 Produced On: 20 Aug 2012

1373 viewers | 59 Adoptions



## Optimal Breastfeeding Practices

00:11:55 Produced On: 30 Nov 2012

802 viewers | 0 Adoptions

State	Viewers	Villages	Videos Produced	Disseminations
Madhya Pradesh	32424	756	130	24510
Jharkhand	9287	197	45	4346
Orissa	18916	384	197	18077
Karnataka	22874	299	69	16071
Bihar	10808	119	78	6831
Andhra Pradesh	20312	149	7	5579
Uttar Pradesh	3427	26	7	335
India	118048	1930	533	75749



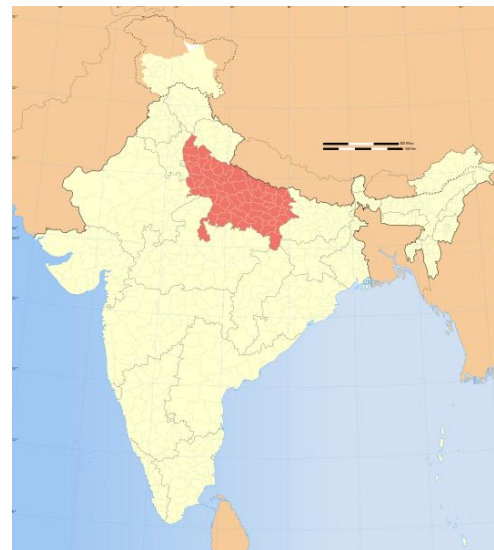
# Building on Surestart

- 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



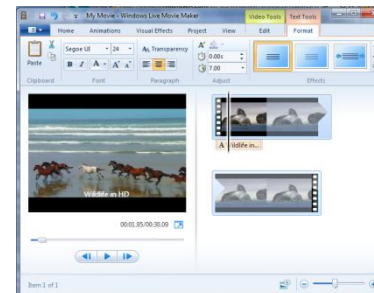
# Bacchrawan, Raebareli, UP

- 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???



[anderson@cs.washington.edu](mailto:anderson@cs.washington.edu)



# Acknowledgment



Vikrant Kumar, Lysander Menezes, Noah Perin, Amit Saxena, Chad Robertson, Paul Javid, Natalie Linnell, Rahul Gupta, Anjana Arora, John Bransford, Tom Anderson, Pratyush Shukla, Sumeet Sobti, Randy Wang, Urvashi Sahni, Esha Nabi, Tanuja Setia, Kentaro Toyama, Kiersten Israel-Ballard, Sita Shankar, Tarun Vij, Pallavi Lal, Shreya Agarwal, Rikin Gandhi, Vinay Kumar, Melody Kadenko, Julie Svendsen, Amjad Khan, Shivaji Choudhry, Peggy King, Jeff Bernson, Michelle Desmond, Trish Coffey, Anna Spessard-Mulhair, Julia Lowe, Trevor Perrier