



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

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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

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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
 - Teachers training
 - Residential schools
- Expansion to other models

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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




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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

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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

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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 | 8 Adaptions

Exclusive Breastfeeding
00:07:51 Produced On: 20 Oct 2012
1660 viewers | 7 Adaptions

Birth Preparedness
00:08:23 Produced On: 20 Aug 2012
1373 viewers | 59 Adaptions

Optimal Breastfeeding Practices
00:11:55 Produced On: 30 Nov 2012
802 viewers | 8 Adaptions

State	Views	Videos	Video Produced	Comments
Madhya Pradesh	32424	756	130	24610
Jharkhand	22027	107	45	4246
Orissa	16096	363	147	16007
Karnataka	22914	200	86	10074
Uttar	10608	119	76	4881
Andhra Pradesh	22312	140	7	5879
Uttar Pradesh	1447	20	7	555
Total	110240	1930	520	70740

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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

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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

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Dissemination

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

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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

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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?



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Comments???



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