# Projecting Health
*Engaging communities through visual communication*

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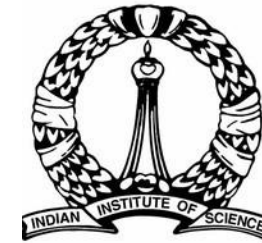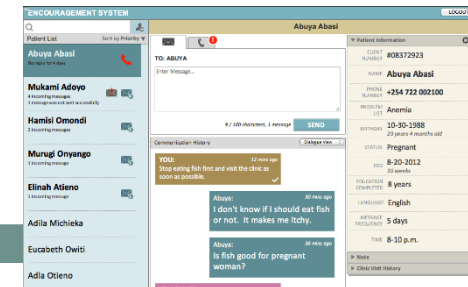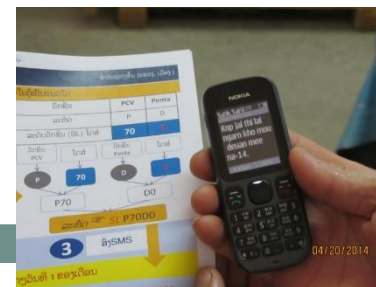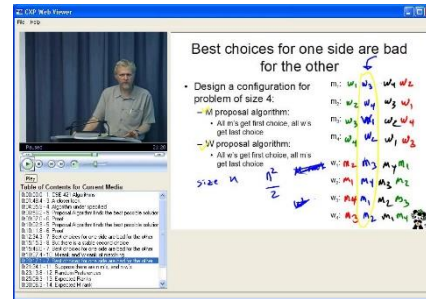Digital Health Solutions
PATH
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# About me

- 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
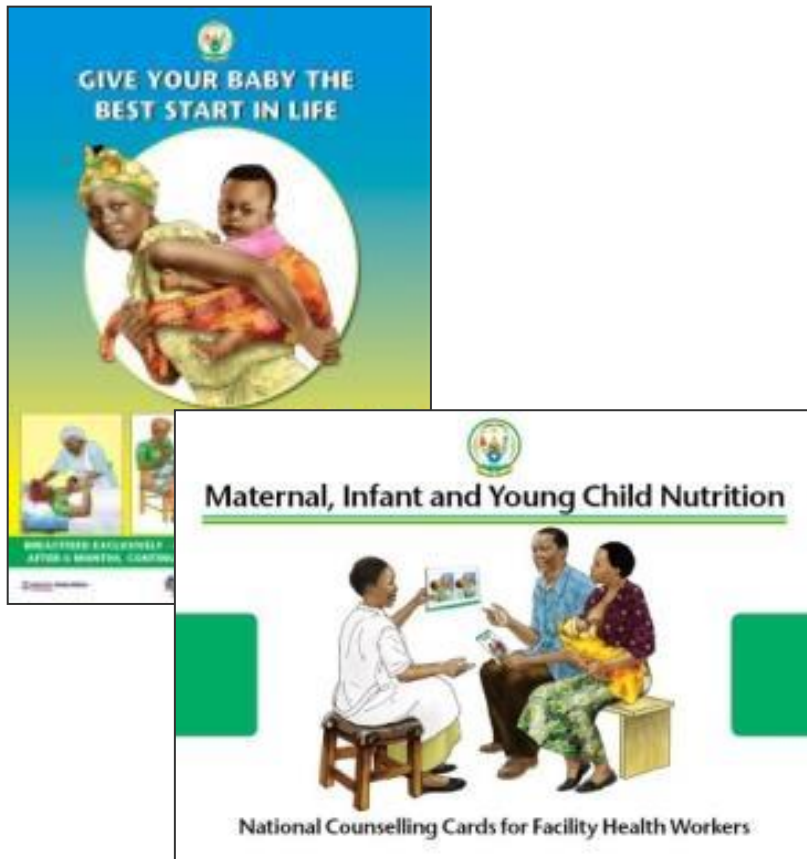- Mobile Job Aids
- Immunization cold chain monitoring

# PATH's Projecting Health Approach

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# Innovating Approaches for Changing Behaviors

## Traditional methods



GIVE YOUR BABY THE BEST START IN LIFE

Maternal, Infant and Young Child Nutrition

National Counselling Cards for Facility Health Workers
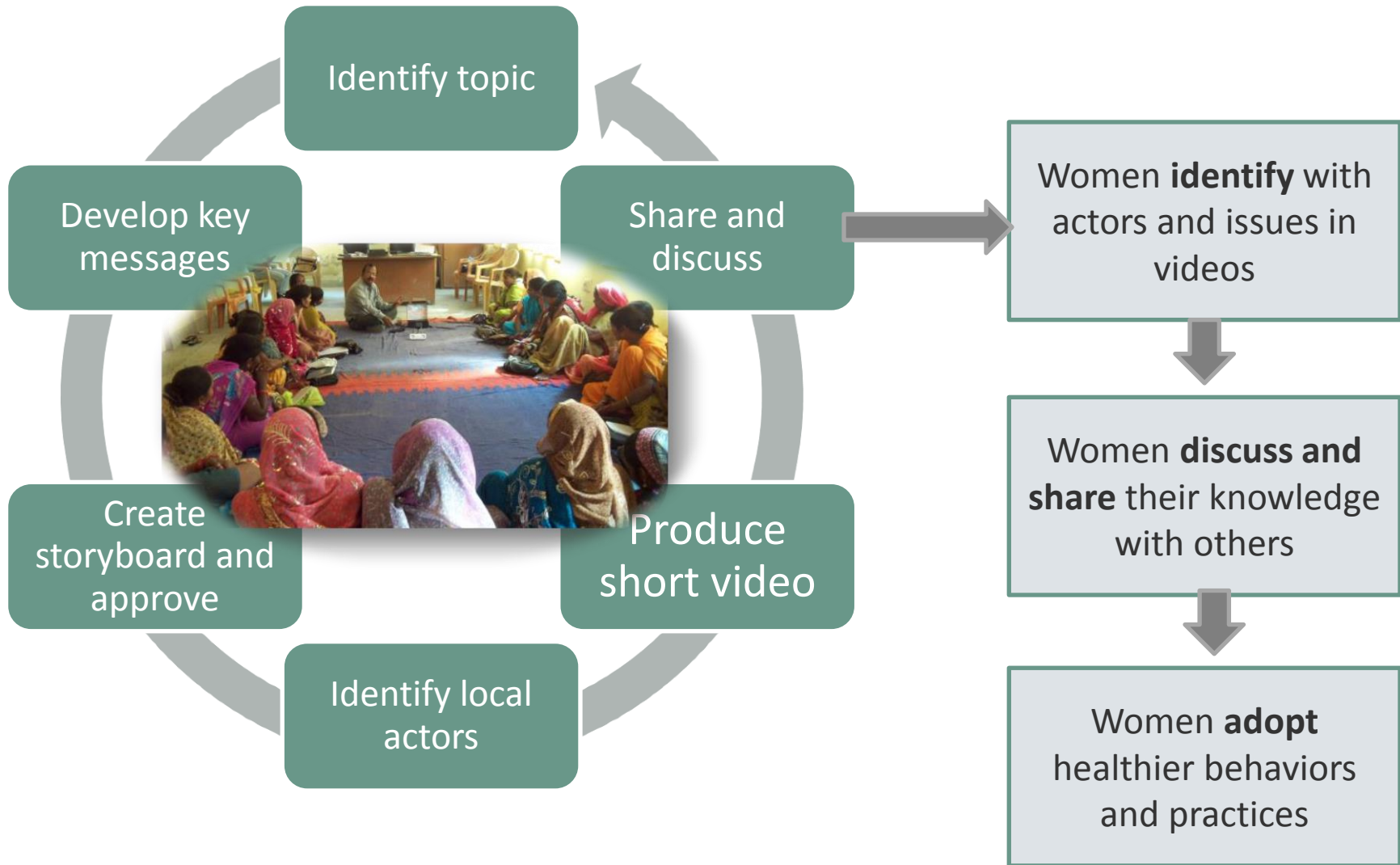
## New opportunities

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# Revolutionizing Behavior Change Communication

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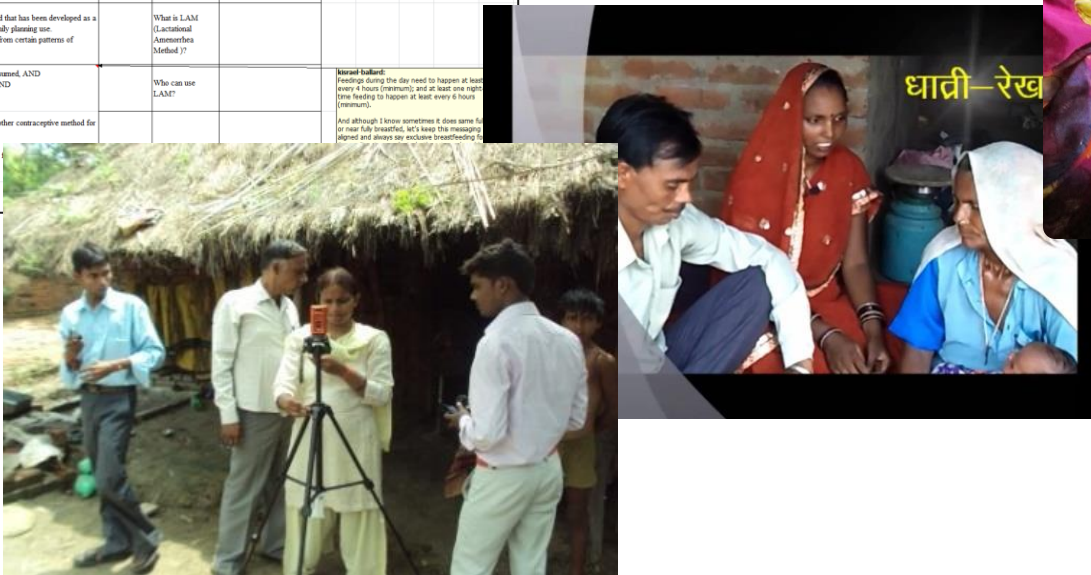
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# The Projecting Health Process



Cycle diagram (clockwise):
- Identify topic
- Share and discuss
- Produce short video
- Identify local actors
- Create storyboard and approve
- Develop key messages

Outcomes:
- Women **identify** with actors and issues in videos
- Women **discuss and share** their knowledge with others
- Women **adopt** healthier behaviors and practices

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# Projecting Health Process



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

Review and approval

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# 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

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# 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
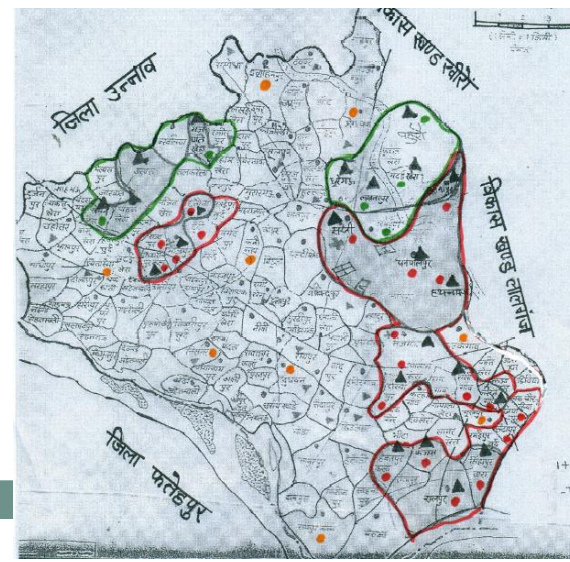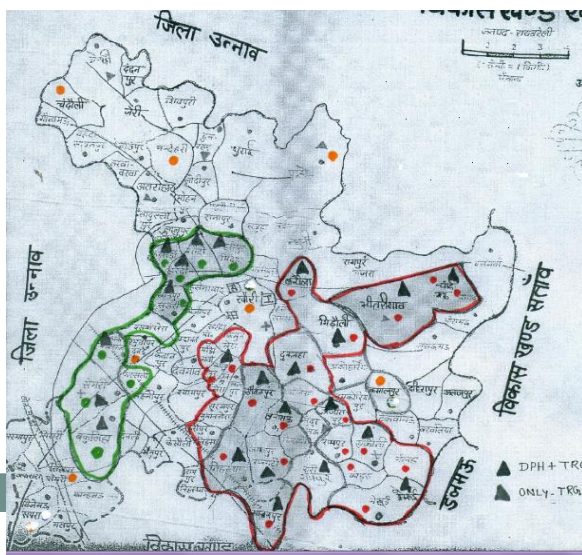- Maternal nutrition
- Newborn danger signs

**Other**



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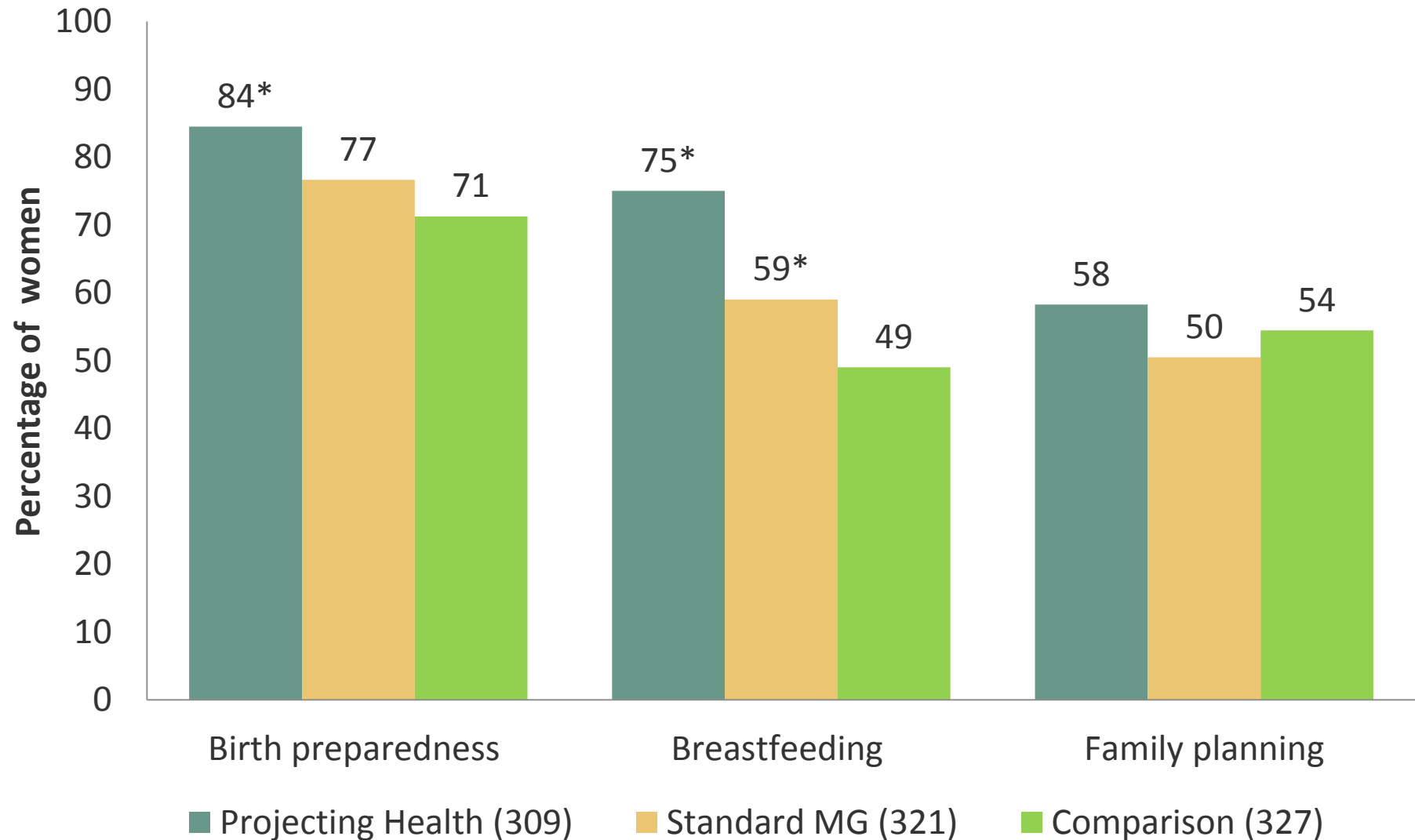
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# Key components of Projecting Health

- 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

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# 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
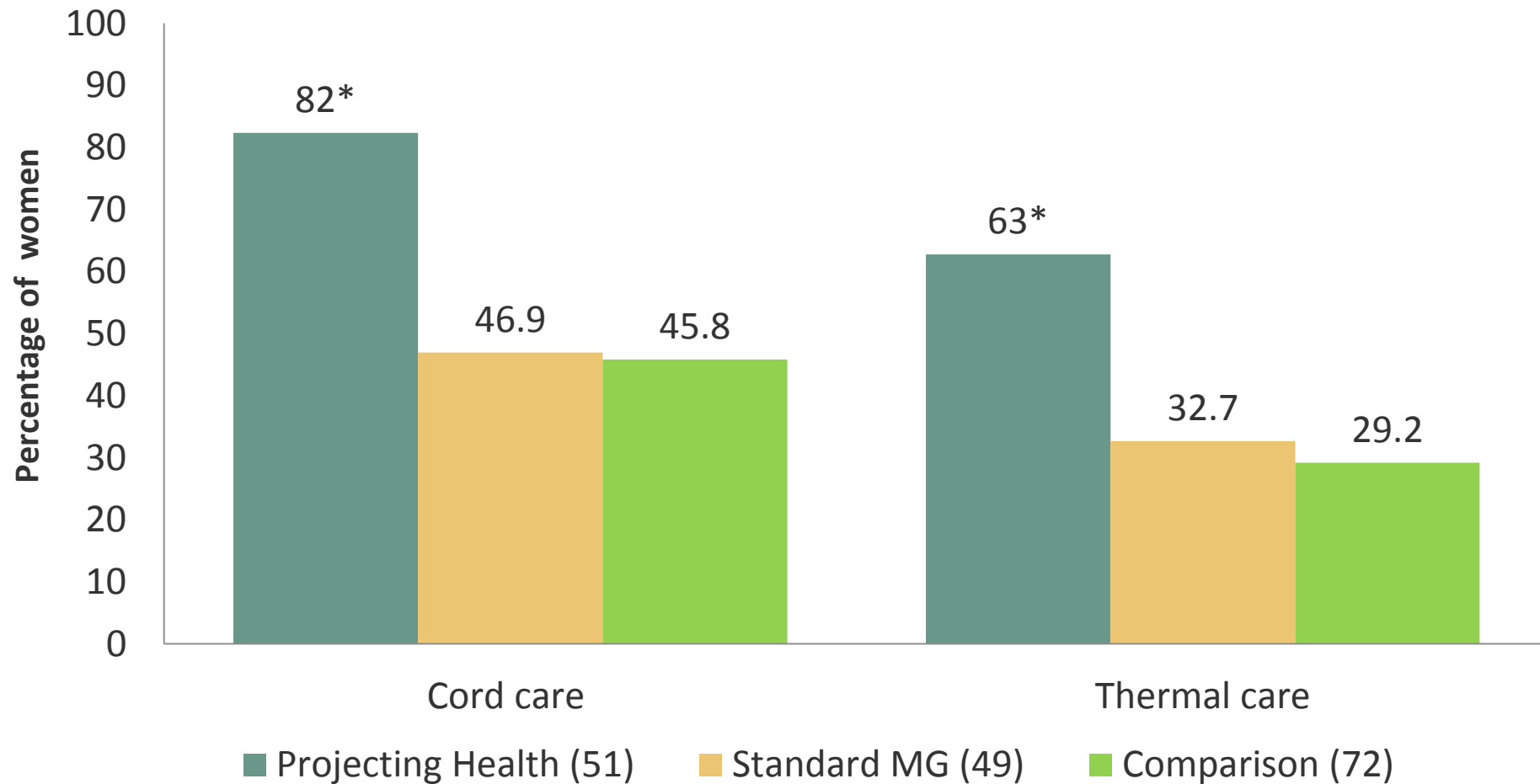
# MNH Self-Reported Practices



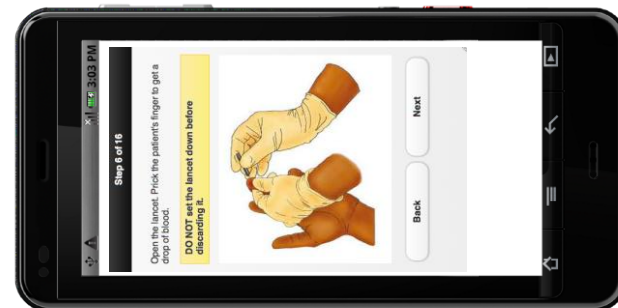*p<.0.001

# Birth Practices: Women Who Delivered at Home



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# Next steps . . .

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# Our vision:
# Extend the innovation pipeline in Projecting Health to other behavior change technologies

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# 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

**2015**
Expansion in India with USAID DIV Award







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# Thank you!

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