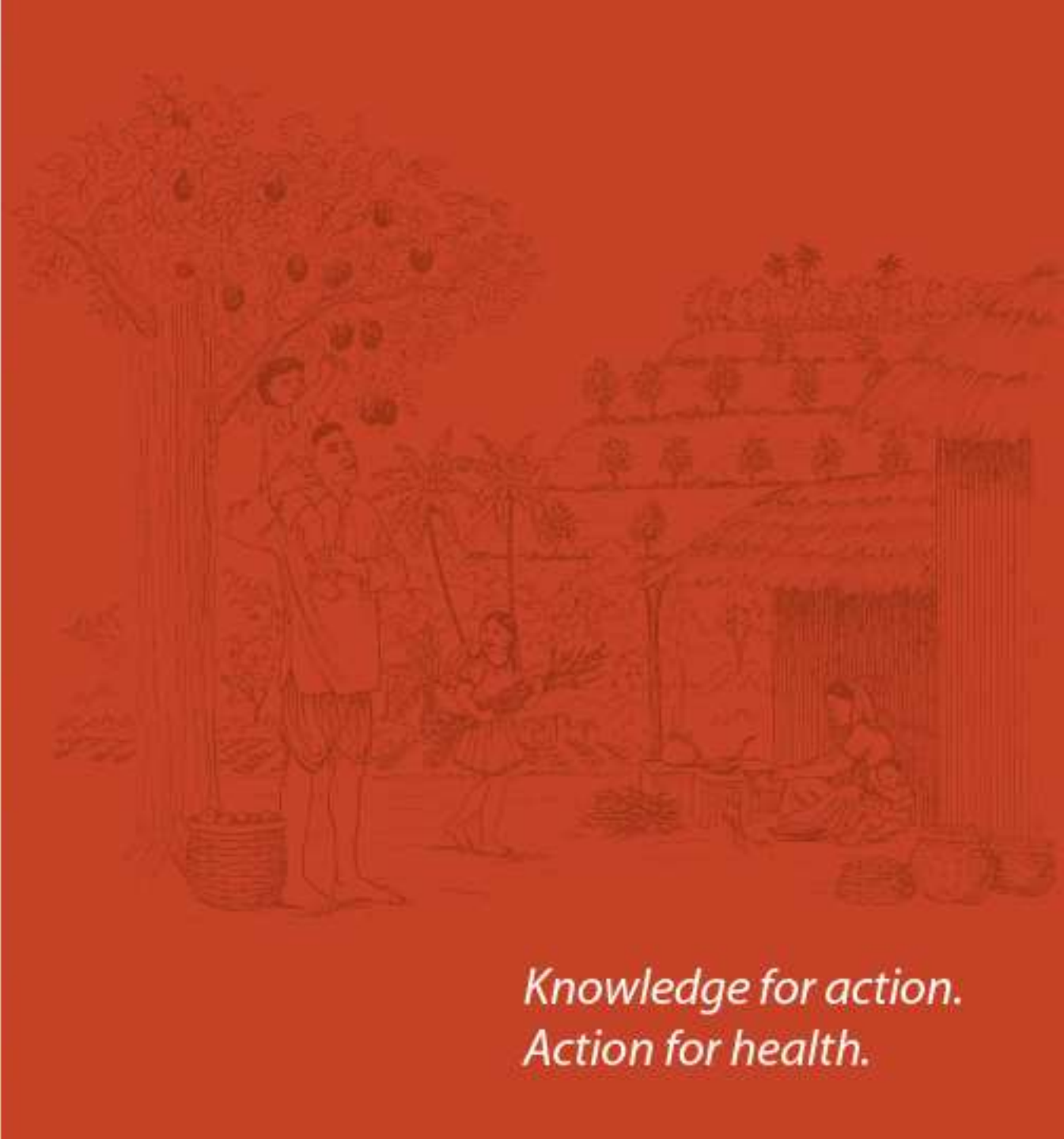
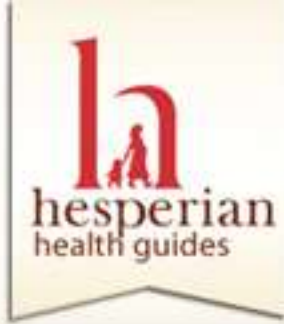


Empowering Community Health Workers through mobile applications

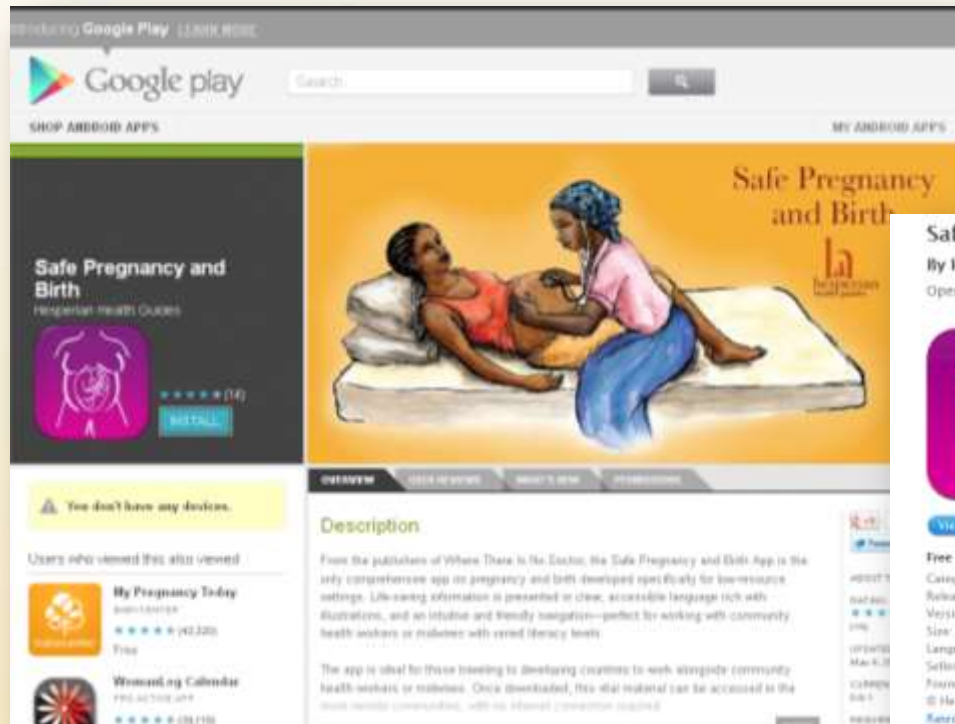
Geneva Foundation
mHealth Course
March 18, 2013



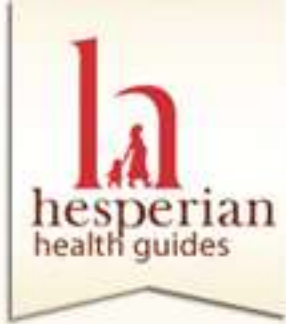
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Action for health.*



Mobile App: Safe Pregnancy and Birth



Web demo:
www.hesperian.org/mobileapp/

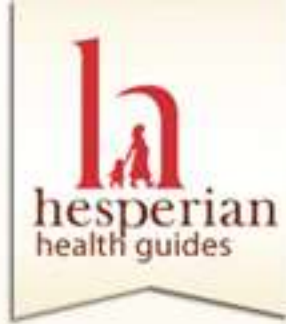


Hesperian Books

- Where There Is No Doctor
- Where Women Have No Doctor
- A Book for Midwives
- Disabled Village Children
- A Health Handbook for Women with Disabilities
- Helping Children Who Are Blind
- Helping Children Who are Deaf
- Helping Health Workers Learn
- Where There Is No Dentist
- A Community Guide to Environmental Health



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REACHING THE WORLD

Over 80 languages, 221 countries: Hesperian's books reach millions.

Albanian • Amharic • Arabic • Aymara • Azeri • Bahasa • Bengali • Bicol • Burmese
Cebuano • Chichewa • Chinese • Chitimbuka • Croatian • Dari • English • Farsi
Filipino • French • Fulfulde • German • Gujarati • Haitian Creole • Hiligaynon • Hindi
Iban • Ibatan • Ilocano • Ilongo • Indonesian • Italian • Japanese • Jinghpaw • Kannada
Karakalpak • Karen • Kazakh • Khmer • Kirundi • Kisii • Korean • Kwangali • Kyrgyz
Lao • Luganda • Macedonian • Malagasy • Malayalam • Malaysian • Maranao • Marathi
Miskito • Mongolian • Mortlockese • Amharic • Naga • Oriya • Oshiyambo • Pashto
Pidgin • Portuguese • Quechua • Romanian • Russian • Samoan • Sepedi • Serbian
Sgaw Karen • Shan • Shuar • Sindhi • Sinhala • Somali • Sotho • Spanish • Swahili
Tamil • Telugu • Tetum • Thai • Tibetan • Tigre • Tigrina • Tsonga • Tswana • Turkish
Tzotzil • Urdu • Uzbek • Vietnamese • Wolof • Zulu

"[Where There Is No Doctor] is an indispensable resource...This book has been, quite literally, a lifesaver for the poor – even where there is a doctor."

— Dr. Paul Farmer
Founder,
Partners In Health

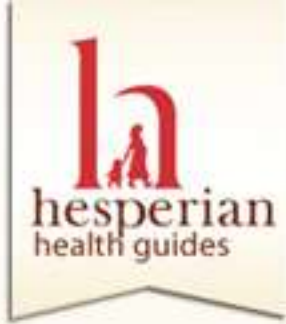
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How we make our health materials empowering

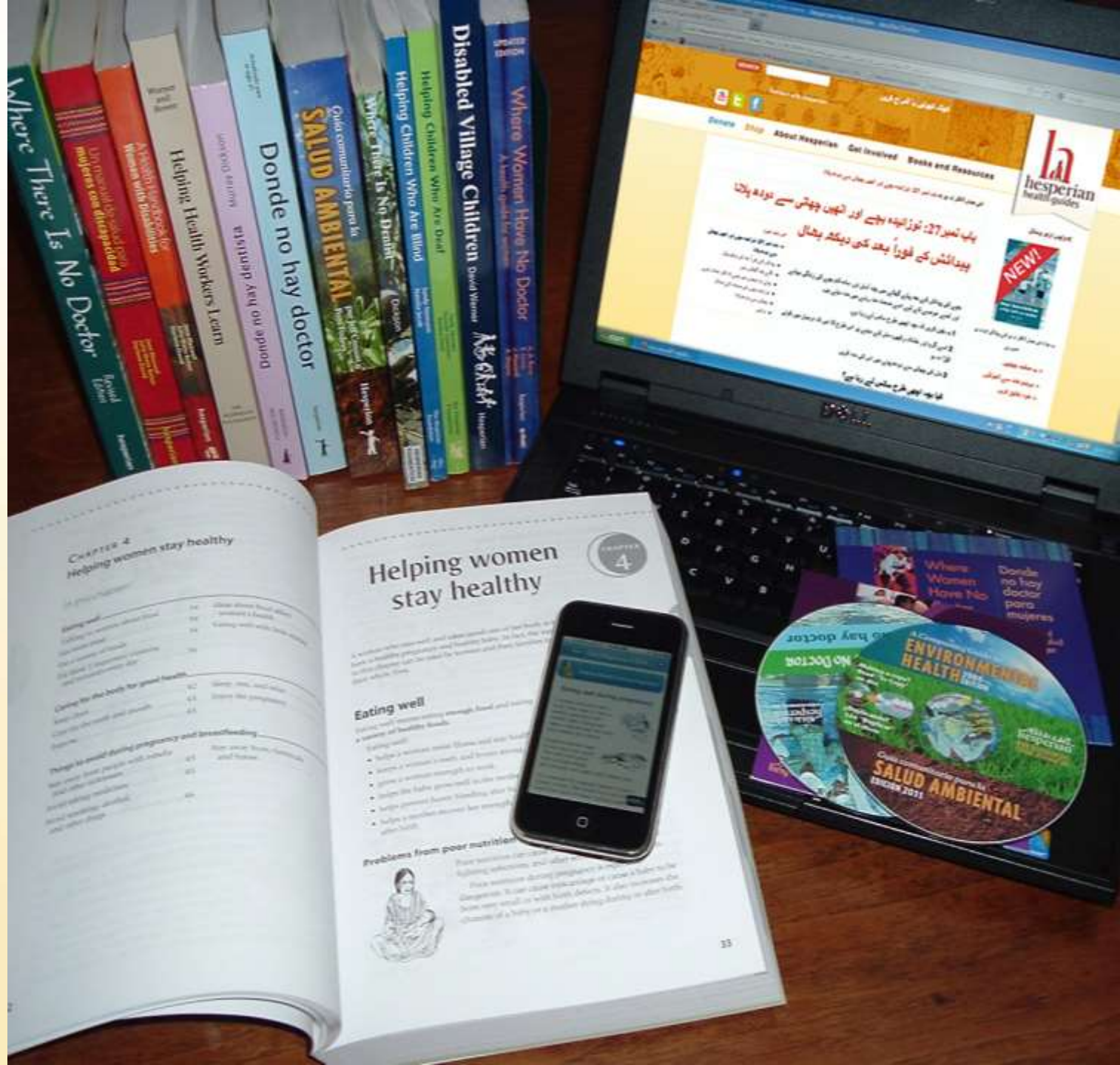


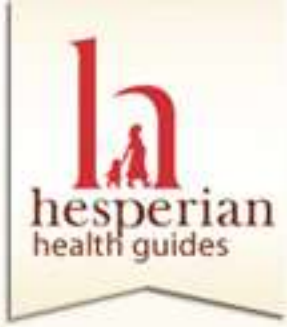
1. Start from people's own experience
2. Offer practical solutions
3. Find opportunities for compassion and validation
4. Encourage participation and action in ways that do not depend on literacy, and that encourage critical thinking

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Going
digital



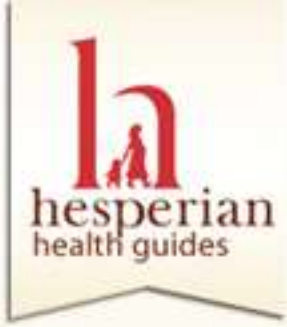


Technical partner



The UnaMesa Association is a public charity dedicated to improving healthcare, education, and social services through innovations in technology and tools for sharing knowledge.

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Mobile Team

- Content person
- Project manager
- 2 programmers
- User interface/ Design

Field tested with ~20 reviewers



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Hesperian's mHealth perspective

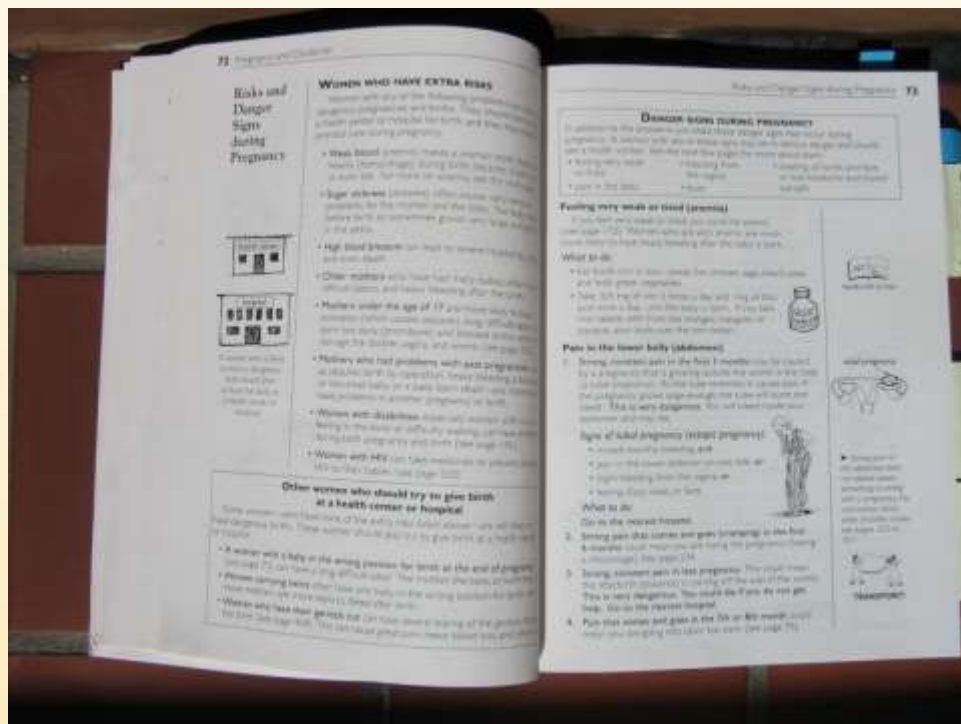


Supporting and empowering Community Health
Workers with accessible and trusted health
information

Challenges of Moving from Print to a Small Screen

How do we go from this...

to this?



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New Opportunities

AT&T 4:41 PM 74%



Staying Healthy During Pregnancy

Things to avoid

Malaria

Malaria is an infection of the blood that causes chills and fever, and is spread by mosquito bites. Malaria is especially dangerous for pregnant women and their babies. A pregnant woman with malaria is more likely to have anemia, miscarriage, early birth, small baby, stillbirth (baby born dead), or to die.



Related information:

Signs of malaria

How to treat malaria

more ↓

AT&T 1:03 PM 59%

Bleeding During Pregnancy

Healthy signs:

- No bleeding.
- Very light bleeding or spotting for a few days during the first months, with no cramps.
- Pink or slightly bloody mucus 2 to 3 days before labor begins. This mucus is called show or the mucus plug, and is a sign that labor will start in a few days.



Warning signs: There is a lot of blood. Where is the woman in her pregnancy?

In the first half of pregnancy?



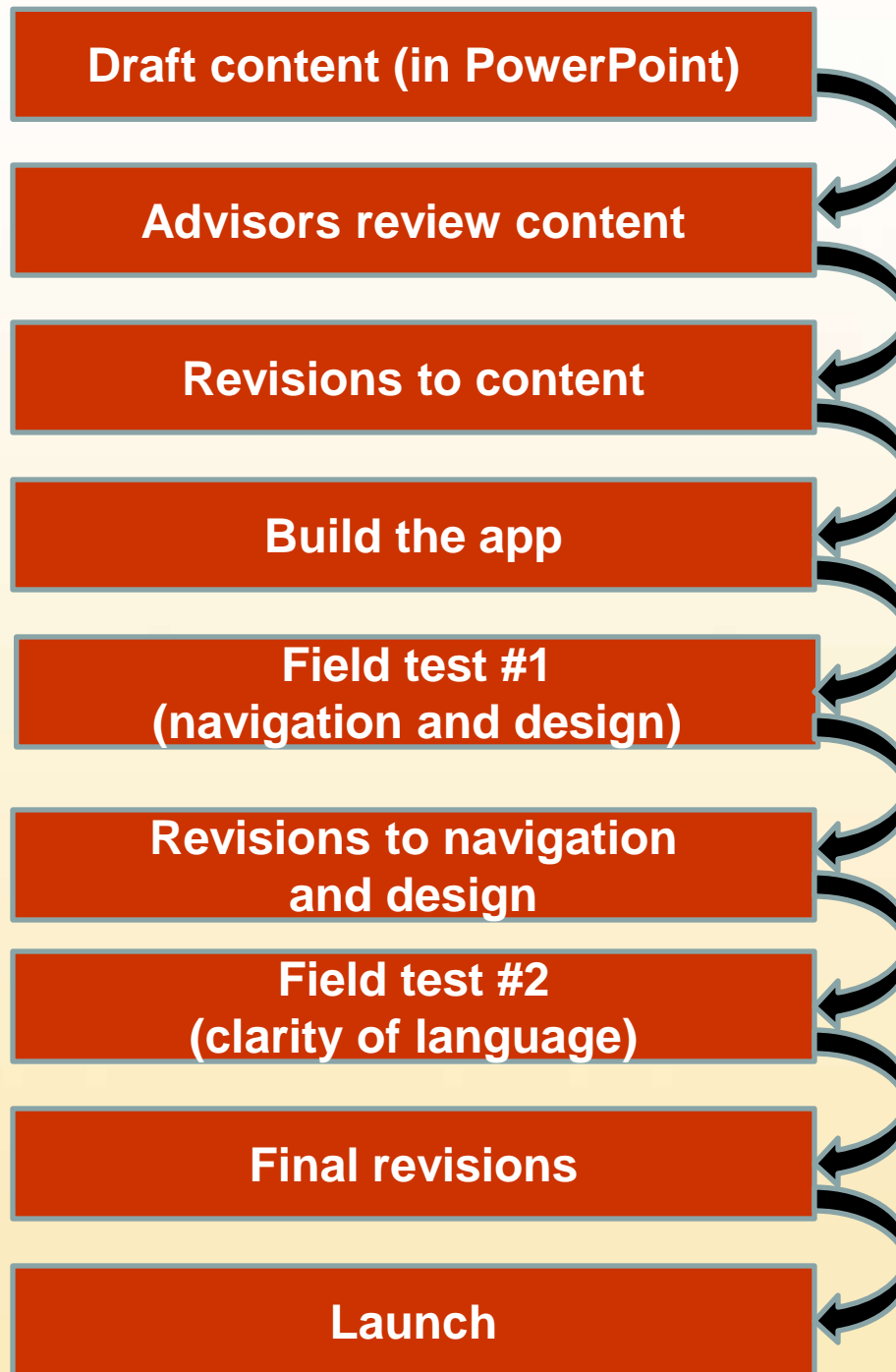
In the second half of pregnancy?



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App Development Process



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“Chunking” the content

Danger Signs during Pregnancy and Birth

PART 1: Danger Signs during last weeks of Pregnancy and during Labor and Birth:

1. Waters break but labor does not start
2. Green or brown waters
3. Baby is lying sideways (arm comes out first)
4. Heavy bleeding: before labor begins, before the baby is born, or too much bleeding after birth
5. Too long labor
6. Signs of infection: Fever, chills, or a bad smell from her vagina
7. Seizures or “fits”
8. Pre-eclampsia: danger of fits: swollen face, hands and feet; high blood pressure; blurred vision; severe headaches

#1. The Bag of Waters Breaks Early, but labor does not start within 12 hours.

[pic chunked_1: from poster—water breaking]

Most women will give birth within 24 hours after their waters break. If labor has not started, the woman and her baby could get a serious infection.

#1.2. What to do? if the Bag of Waters has broken and labor has not started within 12 hours

- The mother must not put anything in her vagina. She should not have sex. This could cause an infection.
- If she has a fever or there is a bad smell in the vagina, an infection is starting. She needs intravenous (IV) antibiotics. Even if labor starts, the woman and her baby could die. **Go to a health center or hospital.**
- Try to get labor started. The woman should swallow 2 tablespoons of castor oil, roll her nipples, or have someone suck them for a while every few hours until labor starts. There may also be special local teas that women use to start labor. If labor still does not start after a few more hours, she should go to a health center or hospital.

Do not use injections to start labor. They can cause contractions that are so strong that they can kill the woman or the baby.

(see #9.2)

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Sketching out presentation

#3.2 Check the baby's position during the last months of pregnancy

During pregnancy, it is common for a baby to change position several times in the womb. By the end of the pregnancy, the baby should be lying in the womb with its head down. This is the best position for birth. To make sure the baby is head down, feel for the head like this



If baby is sideways during childbirth!

How-to check the baby's position

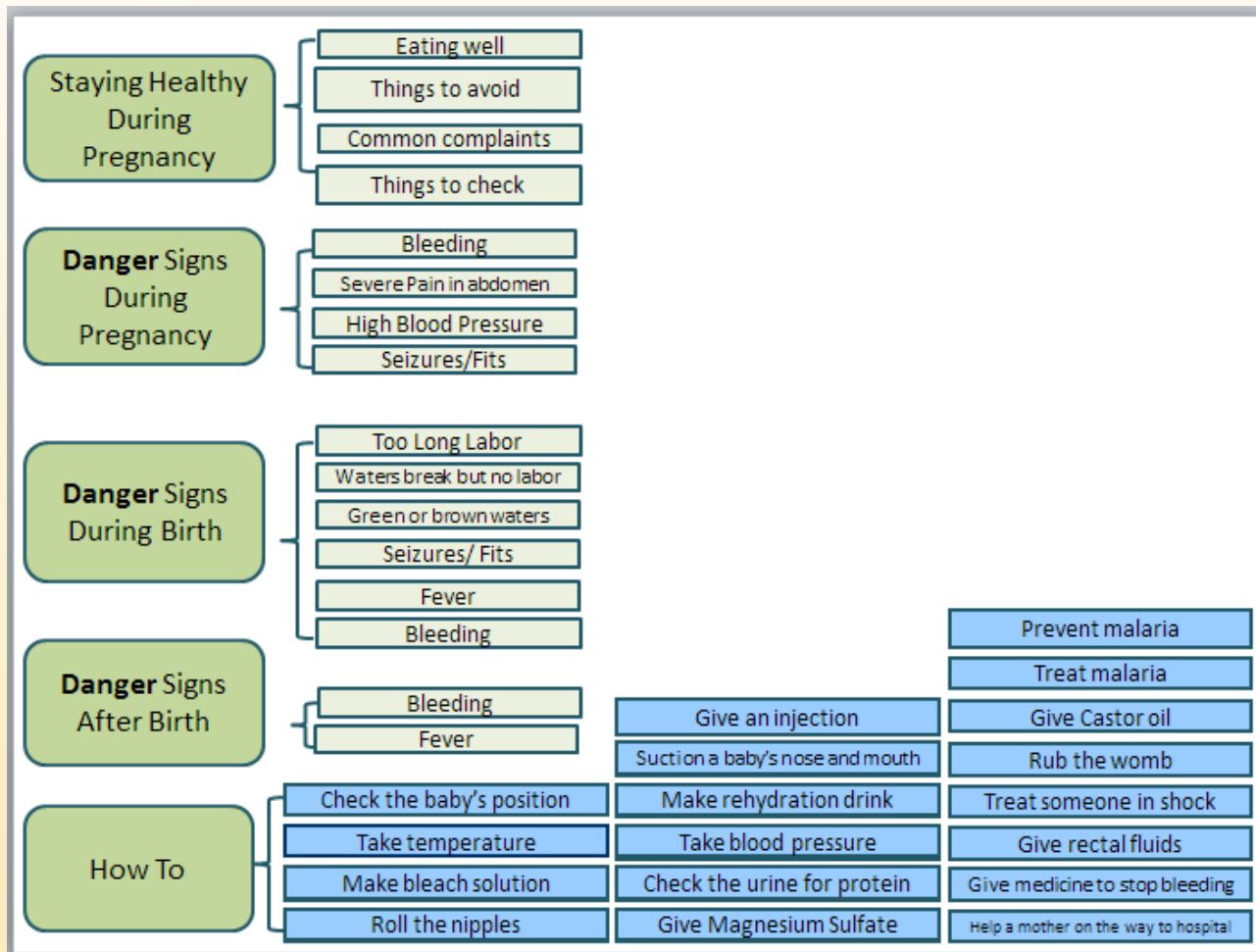
Exercise for mother to change baby's position



Other Signs to watch
for during Pregnancy



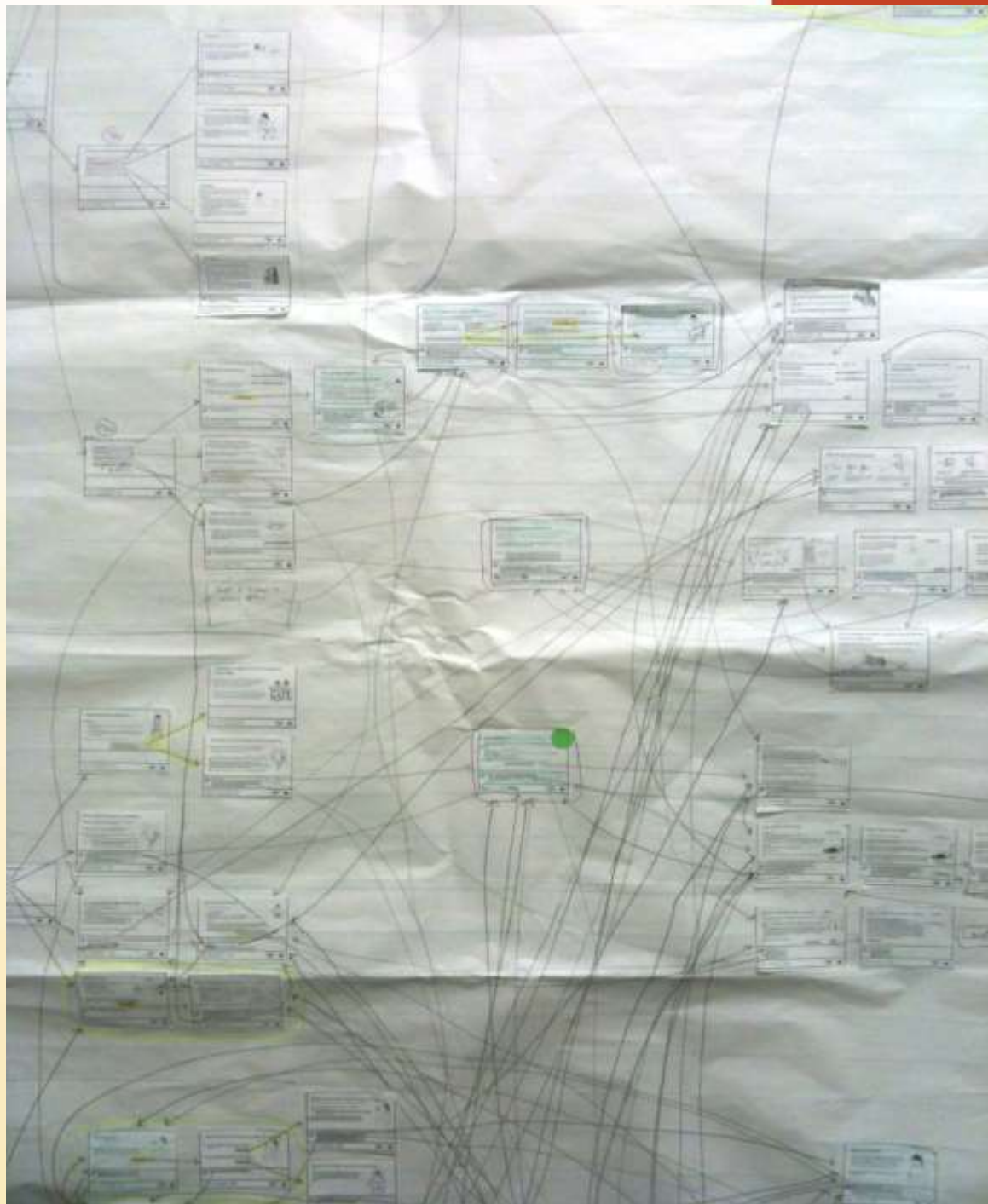
Establishing the structure



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Mapping out the connections



or action.
alth.

User Interface and Design



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New Challenges: Icons

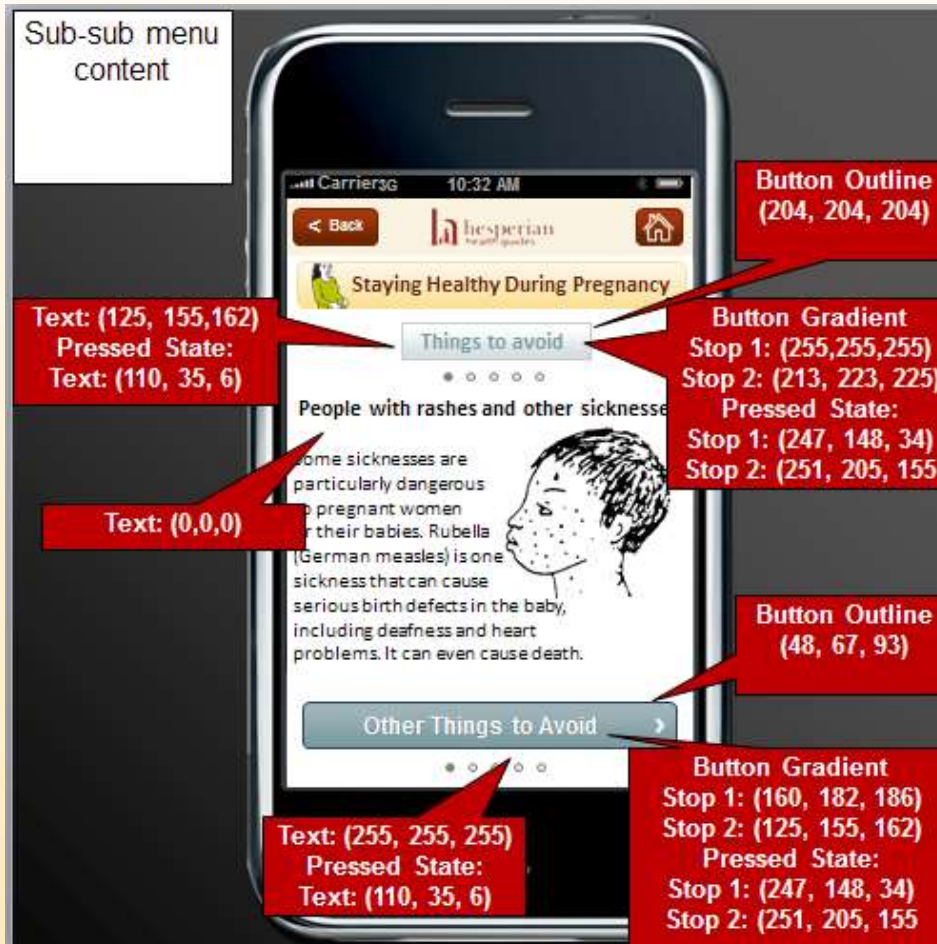


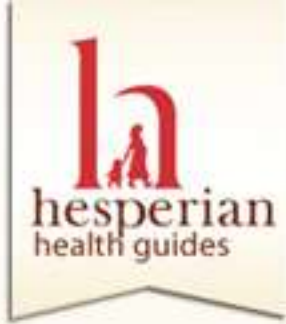
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Design specs





Safe Pregnancy and Birth

Over 60,000 downloads from
172 countries

Spanish version launching any
day now!



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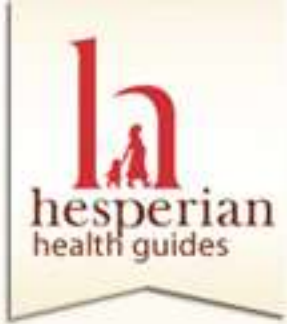
Winner of Ashoka Changemakers and Intel competition



Selected as one of the worlds
most innovative solutions
that equip girls and women
with new digital technologies

Chosen as 1 of 3 winners
from 292 submissions from
54 countries.

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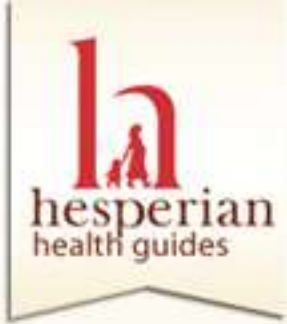


Current Challenges

- Getting good user data
 - Analytics don't give us a good picture of how people are actually using the app



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Future plans

- Translations
- Non-smartphones
- Reach our target audience
- Additional content/topics



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