mHealth: India

World Vision®

Project Name: Starting Strong

Geographic Location: Narsinghpur Town, Narsinghpur District, Madhya Pradesh

Project Timing: March 2013-Sept. 2017

Health Programming Models: Timed & Targeted Counseling, Growth Monitoring, Positive Deviance/Hearth, Behavior Change Communication

Target Population: 33,879

CHWs Utilizing mHealth Solution: 60

Community Members Reached via mHealth: 1,450

Project Overview

Starting strong means that the start of life should be strong in the first 1,000 days from the start of a woman's pregnancy until her child's second birthday, offering a unique window of opportunity to shape a healthier and more prosperous future. The right nutrition during this 1,000-day window can have an enormous impact on a child's ability to grow, learn, and rise out of poverty. It can also have a profound effect on the long-term health, stability, and development of entire communities and nations.

The goal of the Starting Strong project is to improve maternal, newborn and child health and nutrition in the Narsinghpur district. The expected outcomes are: improve health seeking behavior and health status of mothers by collaborating with the government to build the capacities of the government frontline workers; reduce malnutrition of mothers and children by enhancing the capacities of Anganwadi Wadi Workerto to mobilize community for sustained community interventions and growth monitoring; enable Village Health Sanitation Committee Self Help Groups to mobilize and support the community to utilize MNCHN services by enhancing their capacities; improve community capacity to understand and respond to

dimagi

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MNCHN needs by working with community partners; and improve community awareness of MNCHN issues through multi-channeled communication innovation and technology.

This program pilots the use of mobile phone technology for design, monitoring and evaluation. Simple applications aim to help frontline workers register and follow up with pregnant women, lactating mothers, newborns and malnourished children. The program will support the community and government in strengthening their management of the health and nutrition programs within the entire block. These mobile applications are expected to reduce documentation requirements and contribute to improving quality and access to primary health care. Capacity building will include training and follow up of health workers and their supervisors to support sustainable systems for preventive and curative services.

mHealth Solution

Specifics of the mobile health solution utilized are delineated below:
- ▶ *Technology*: Motech Suite
- ▶ *Mobile Phone*: Samsung A-7392 and Micromax mad A-94
- ▶ *Mobile Network Operator*: IDEA

Stakeholder Engagement

Key stakeholders at the international and national levels collaborating on this mHealth initiative include:
- ▶ Dimagi
- ▶ Grameen Foundation

Funding

Phase I: World Vision Canada

Contacts

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