

## mHealth INDIA



### Quick Facts

Name:	Starting Strong-ttC	Starting Strong-GMP & PDH	Sishu Janani Seva	Project Axshya
Locations:	Narsinghpur Block, Narsinghpur District, Madhya Pradesh	Narsinghpur Block, Narsinghpur District, Madhya Pradesh	South and West zones of Bengaluru, Karnataka	States of Madhya Pradesh, Andhra Pradesh, Telangana, West Bengal, Jharkhand, Odisha, Chhattisgarh, and Bihar
Timing:	March 2013 - September 2017	March 2013 – September 2017	February 2016 – June 2017	October 2015 – December 2017
Programmatic approaches:	Timed and Targeted Counselling	Growth Monitoring and Promotion and Positive Deviance/Hearth	Timed and Targeted Counselling	Other
User profile:	Accredited Social Health Activists (ASHAS)	Anganwadi Workers (AWWs)	Junior Health Assistant Females	Community Volunteers
Current number of users:	72	104	17	429
Current number of beneficiaries reached:	2,687 pregnant women and 2,186 children under 2	3,700 children under 5	988 mothers registered in the system	4,749 records for active case screening, 504 referrals, and 149 patients tested

## ◆ Project Overview

The **Starting Strong** project targets the first 1,000 days of a child's life, 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 project supports maternal, newborn and child health and nutrition in the Narsinghpur district by promoting health seeking behaviours in mothers, improving the health of both mothers and children.

Starting Strong collaborates with the government to build the capacities of government frontline health workers (ASHAs and AWWs). Additionally, the program tracks growth and reduces malnutrition of mothers and children by empowering Anganwadi health workers to mobilize communities for sustained community interventions and growth monitoring. Starting Strong enables Village Health Sanitation Committee and Self Help Groups to better mobilize the community to use maternal, newborn, child health and nutrition services and improves community capacity to understand and respond to maternal, newborn, child health and nutrition needs by working with community partners. Community awareness and engagement in these issues is increasing due to multi-channelled communication, innovation and mHealth technology.

World Vision has successfully rolled out the mHealth technical solution **Sishu Janani Seva** to improve maternal and child health outcomes in Bengaluru, KA. Junior Health Assistant Females in the city cater to a population of 3,000-5,000 and provide primary health services around maternal and child health, family planning, nutrition and immunization. The solution helps health personnel spend more time counselling expectant and lactating mothers. Through the Android APK solution, data collected on the mobiles is synced to a web based portal that generates charts, graphs and maps that allow effective monitoring by the primary health centres and both zonal and city-level public health administrators.

**Project Axshya** (meaning 'free of tuberculosis') was launched in October 2015. The goal of the project is to reach undetected Tuberculosis and Tuberculosis/HIV co-infected cases through a comprehensive, community-centric, and all-care-provider engagement approach. Project Axshya implements a high-yielding package of interventions for tuberculosis control to improve timely detection and effective management of tuberculosis cases. Vulnerable and high risk pockets of the community are screened for presumptive tuberculosis cases through a door-to-door campaign. The close contacts of tuberculosis cases are also screened for the disease. Operational areas of Axshya are spread across 70 districts, making the technical solution particularly helpful with entering data and receiving it in real time, allowing more effective monitoring and supporting better decision making.

## ◆ Technical Solution

Since initiating mHealth components to support health cadres' service delivery in March 2013, World Vision India has used the MOTECH Suite to support Timed and Targeted Counseling, Growth Monitoring and Promotion, and Positive Deviance/Hearth.

- **Technology:** CommCare integrated with MOTECH Suite; Android based APK application
- **Mobile Phone:** Samsung Galaxy GT – S7392; Micromax Mad A-94; Micromax A-104; Micromax Unite
- **Mobile Network Operator:** IDEA India, Airtel India

- Behavior change communications or message
- Registries/vital events tracking
- Data collection and reporting
- Electronic health records
- Electronic decision support
- Provider-to-provider
- Provider work planning and schedule
- Provider training and education
- Interoperability

## ◆ Stakeholder Engagement

Key stakeholders at the international and national levels collaborating on this mHealth initiative include:

- Dimagi
- National Health Mission
- Integrated Child Development Service
- Bruhat Bengaluru Mahanagara Palike
- Central Tuberculosis Division India

## ◆ Funding

- World Vision Canada
- Baxter Foundation
- Global Fund to Fight AIDS, Tuberculosis and Malaria

## ◆ Contacts

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