



Mobile Interventions for Health

**Marie Stopes International - Myanmar
Experience & Plan**

Who are we working with ?



Who are we working with ?

- Mobile operator
- Country of origin: Norway
- Part of Telenor Group
- > 160 million subscriptions across Europe and Asia.
- Has been present in Asia for > 15 years




Who are we working with ?

- Software developer
- Android and iOS




What do we want ?

- To improve antenatal care seeking practice
- To improve delivery care seeking practice
- To improve new born and child health
- To increase the number of women who use PFP and PAFP.
- To increase access to information on HIV and STI.
- To improve awareness on sexual and reproductive health and rights




How are we doing it ?

Mobile Phone / Tablet Application

Short Message Service

?Multimedia Message Service

?Voice Message Services



How are we doing it ?

- Mobile Phone / Tablet Application

- For smart phone users
- Android / iOS
- Any SIM card
- In Myanmar language








How are we doing it ?

- Mobile Phone / Tablet Application

- Weekly advices
- Calendar and Reminders
- Emergency contacts
- Knowledge section
- News updates
- Questions & Answers (FAQs)





How are we doing it ?

- SMS Services

- For featured phone users
- Only with Telenor SIM Card
- In Myanmar language






How are we doing it ?

- SMS Services

- Weekly advices
- Reminders








Where are we doing it ?


Two Phases

- Initial Pilot Phase → 4 Townships
- Scaled Up Intervention → 14 Townships


How are we doing it ?

- Route






SRHPs
Outreach Workers

→



Clients

What is our future ?

- Toll-free hotlines
- FP and other SRH applications
- Telemedicine
- Electronic registration / booking
- Electronic billing
- Digitization of pamphlets
- Digitization of reference books
- Procedures and guideline updates to service providers



Lessons Learnt

- Overestimating time resource at every step
- Language (particularly Myanmar)
- New market and new field; need to generate intelligence

