

Mobile Phone Job Aid Applications – Opportunity for Health & Agriculture

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What is mHealth?

- Globally, there are approximately 7.6 billion mobile phone subscriptions, growing 4% year-on-year.
- Leveraging mobile phone technology promises to overcome barriers to accessing to health system and service delivery in LMICs.
- The term “mHealth” refers collectively to the use of mobile technology for health-related functions, including data collection and management, service delivery, health communication and diagnostics.

Modes of mHealth Delivery

- Direct message - using either brief text or audio messages,
- Voice counselling via mobile phone - through a hotline accessed at the client's initiative, or through pro-active contact by a designated counselor from a call centre
- Job aid applications - for use by frontline health workers, with targeted messages to promote; audio or multimedia messages are often embedded
- Interactive media - uses internet technology includes smartphone applications and social media platforms

mSakhi: An Interactive Mobile Phone-Based Job Aid



M-Sakhi (Sakhi means "a friend" in Hindi) is an interactive audio/video-guided mobile application that provides support to frontline health workers in conducting routine activities of MNCH care.

M-Sakhi combines the functions of existing paper-based tools, thereby eliminating the need for difficult-to-use-and-carry flipbooks, manuals, registers, and other job aids.



Key Functionalities and Features

Functionalities	Features
<ul style="list-style-type: none">• Self-learning• Beneficiary registration• Automated home visit schedulers & reminders• Beneficiary counseling across MNCH• Step-by-step guide and decision-support for identification, management, and referral of sick newborns	<ul style="list-style-type: none">• Voice-guided vernacular messages, illustrations, videos• Easily accessible on-the-go content• Auto-categorization of sick newborns with automated alerts to supervisors• Web-based dashboard and reports

(<https://www.intrahealth.org/sites/ihweb/files/attachment-files/msakhibriefinal.pdf>)

Improving Infant and Young Child Feeding Practices to Reduce Undernutrition in Indonesia

Combining the use of

- Direct messaging – tested in China and Myanmar
- Call centre & mobile phone counselling – tested in Bangladesh and India
- Frontline health workers pre-loaded mobile phone job aid application

To evaluate the most effective behaviour change communication intervention delivery

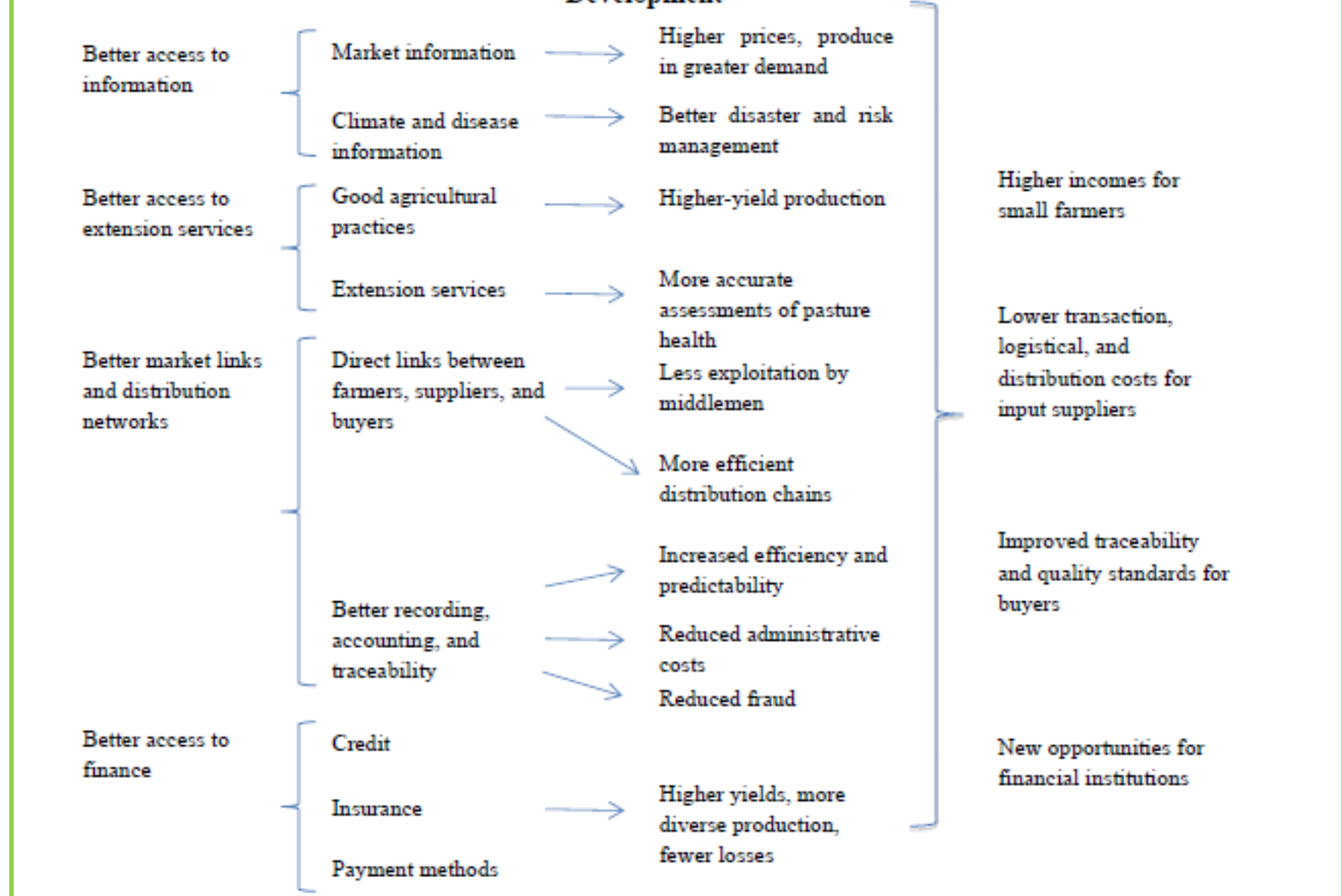
mAgriculture - Mobile app for agriculture



making use of mobile and cloud-based applications creates financial value for both large agriculture-based companies and smallholder farmers

(<http://www.sourcetrace.com/mobile-apps-for-agriculture/>)

Figure 1: Results Generated by Mobile Applications for Agricultural and Rural Development



(source: World Bank, 2012)

Mobile app for agricultural extension service in Bangladesh



3 mobile apps for agricultural extension service launched

2017-01-04

(<http://a2i.pmo.gov.bd/3-mobile-apps-for-agricultural-extension-service-launched/>)