m4RH Partnerships & Expansion: Tanzania, Kenya, Rwanda, More

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Outline

• From concept to launching the pilot
• Lessons from pilot and beyond: Kenya, Tanzania, Rwanda
• Global and regional applications/leadership
• m4RH resources available globally
Key Elements of Successful m4RH Implementation

• Technology Experts
  – Internal or external
  – Capable of handling programming
  – Provide infrastructure needed to house/process/transport the data

• Mobile phone service providers
  – May be linked via technology partner
  – Key for reduced SMS rates and short code buy-in
Key Elements of Successful m4RH Implementation

• In-country partners/champions
  – Ministry-level engagement
  – Content review and buy-in
  – Adaptability for local context

• Promotion and Scale-up
  – Referral to m4RH in media or other outreach campaigns
  – Full integration of m4RH into existing program
Partners Needed to Move Concept to Pilot

• Investigated existing mHealth programs
• Reached out to mobile phone operators
• Promoted m4Rh concept to potential technological partners
• Sought out implementation partners in pilot countries open to innovative technology
• Identified common interests for pilot project
Key Partnerships Identified: What m4RH Offered to Them

• Clinic partners
  – Intrigued by potential reach and increased client traffic
  – Expressed interest in promoting clinics via service

• Technical partners
  – Government organizations were able to provide input and build capacity
  – Other partners saw direct and indirect opportunities to enhance their programs
m4RH Kenya

• Initial pilot
• Clinic partners
  – Marie Stopes Kenya
  – Family Health Options of Kenya
• Technical partners
  – Division of Reproductive Health
  – PSI
  – Institute for Reproductive Health
• Current partnership with Abt
m4RH Tanzania

- Clinic partner
  - Marie Stopes

- Technical partners
  - Community of Practice
    - Division of Reproductive Health
    - CCBRT, D-Tree, JHU, JSI, PSI, ROADS

- First demonstration of model for scale-up
Tanzania Program Incorporates m4RH: JHU Center for Communications Programs

- Colleagues in mHealth discussions since inception of m4RH
- Members of Tanzania Community of Practice
- Promoted m4RH as part of a national-level media campaign
- First partner to incorporate m4RH
m4RH Rwanda

- MOH-led effort to incorporate m4RH into National Strategy for Adolescent Sexual and Reproductive Health and Rights
- Modified content to address youth
- New implementation strategy for m4RH
  - 1 year of initial support and TA for implementation and scale-up
  - Hand-off to MOH and partners for implementation (summer 2013)
Global Technical Leadership

- USAID/Africa Bureau Mobile Technology Meeting, Nov. 2012
- mHealth WG (USAID/K4Health)
- WHO mTAG for Evidence for RMNCH
- mHealth Alliance Evidence WG
- On-line implementation resource and e-Learning Course (mHealth 101)
- Emerging High-impact Practice Brief
Leveraging m4RH Content and Expertise

- **UN Foundation/Mobile Alliance for Maternal Action (MAMA; Global)**
  - Incorporate m4RH family planning content into existing platform
  - Review content as family planning and communication experts
  - Expands reach of FP messages on a global scale

- **Pathfinder (Mozambique)**
  - Adapting m4RH FP content for young people in Mozambique
  - Incorporating m4RH evaluation methodologies

- **ChatSalud (Nicaragua)**
  - Incorporate FP content into existing platform covering SRH, Pregnancy and Postpartum
  - Plan to use evaluation methodology
Inside m4RH: a Collection of Resources

The m4RH program has seen firsthand the potential of mobile phones to reach a wide audience with information about family planning.

Easy to use and implement

Find all the information you need to introduce m4RH in your health programs or to adapt m4RH for your specific needs.

http://m4rh.fhi360.org/