

BBC Media Action: transforming lives through media



“Family members used to get up and walk away whenever HIV and AIDS messages appeared on TV...

“but not any more...

Now we all sit and watch and listen.”

- The development NGO of the BBC
- Tackles – not reports – the critical issues
- Information to help the bottom billion survive and thrive
- Human rights and a voice for the voiceless
- Health, natural disaster, earning and learning
- All formats: adverts, dramas, game shows, competitions, ringtones, music, magazine shows and more.
- Across television, radio, mobile, internet, print, out-door and face-to-face



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'Ananya' – Bihar

- The 'Ananya' programme, funded by the Bill & Melinda Gates Foundation and developed in collaboration with the Government of Bihar
- aims to reduce maternal and infant mortality in the Indian state of Bihar by 40% by Dec 2015
- As an Ananya partner, BBC Media Action is committed to increasing demand for health services
- by increasing knowledge, and changing attitudes and behaviour related to maternal and child health in the state
- A population of 102 million, including 25.9 million women of child bearing age, makes the scale of this challenge immense
- A paradigm shift in the way behaviour change communication is designed and implemented was required



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Is technology the answer?

In trying to solve the public health challenges of our times, technology is a compelling answer.

Yet there are questions.

How do you create a service that can be used by the most marginalized, base of the pyramid mobile subscribers?

How do you use low-end technology for high-end gains?

And then how do you sustainably scale these solutions across millions of people?



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Question?

Can we create an academy that can train 200,000 community health workers at the same time? Where content is standardized and trainers unnecessary? And CHWs can complete the course anywhere, any time at a fraction of the cost of face-to-face training?

Answer: Mobile Academy

- Mobile Academy is an Interactive Voice Response (IVR) training course on maternal and child health
- Covers 33 months - from pregnancy until the child is 2 years of age
- Designed to expand CHWs' knowledge of life saving health behaviors and enhance their interpersonal communication skills
- Divided into chapters, lessons and quizzes
- Accumulative pass/fail score
- Printed certificate for all those who pass



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Question?

Can we create a job aid that can accommodate 100 attitudinal, normative and belief arguments designed to promote 10 key areas of health behaviour? Which 200,000 CHWs can use to counsel millions of families?

Answer: Mobile Kunji

- Mobile Kunji is a multimedia job aid on maternal and child health
- Designed to be used by CHWs during their counselling sessions with families
- Mobile Kunji brings together an Interactive Voice Response (IVR)-based mobile service and a printed deck of cards on a ring.
- A virtually indestructible deck of 40 illustrated cards communicate life-saving messages about maternal and child health.
- A unique shortcode at the bottom of each card plays the related audio health message to rural families



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Mobile services at scale

- BBC Media Action has launched Mobile Kunji and Academy for **200,000 Community Health Workers (CHWs)** in Bihar
- A partnership with six of the biggest mobile operators in India, accounting for 90% of the market in Bihar: **Airtel, BSNL, Idea, Reliance, TATA** and **Vodafone**
- The IVR services can be used on **any handset**, and are available on **common shortcodes** and **common tariffs** across all participating operators
- Developed with the support of the **Government of Bihar** and the **Telecommunications Regulatory Authority of India**



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Sustainable business models: private sector

- Mobile Academy is billed to CHWs at **50 paise per minute**.
- The course is 160 minutes long, so the **total cost** of taking the course once is Rs 80 or approximately **\$1.50**
- **90% reduction** in standard IVR call rates
- But – the tariff **covers the operators' cost** of delivering Mobile Academy, including **government taxes, and generates revenue**
- Operators **share revenue** with BBC Media action and its technology platform provider, OnMobile, to help **cover operational costs**
- **Additional revenue streams** including advertising will make the services commercially attractive in the longer term
- **Strategic partnerships** with corporates that recognise that health behaviour change in rural markets will benefit their products – will enable long term ownership & sustainability



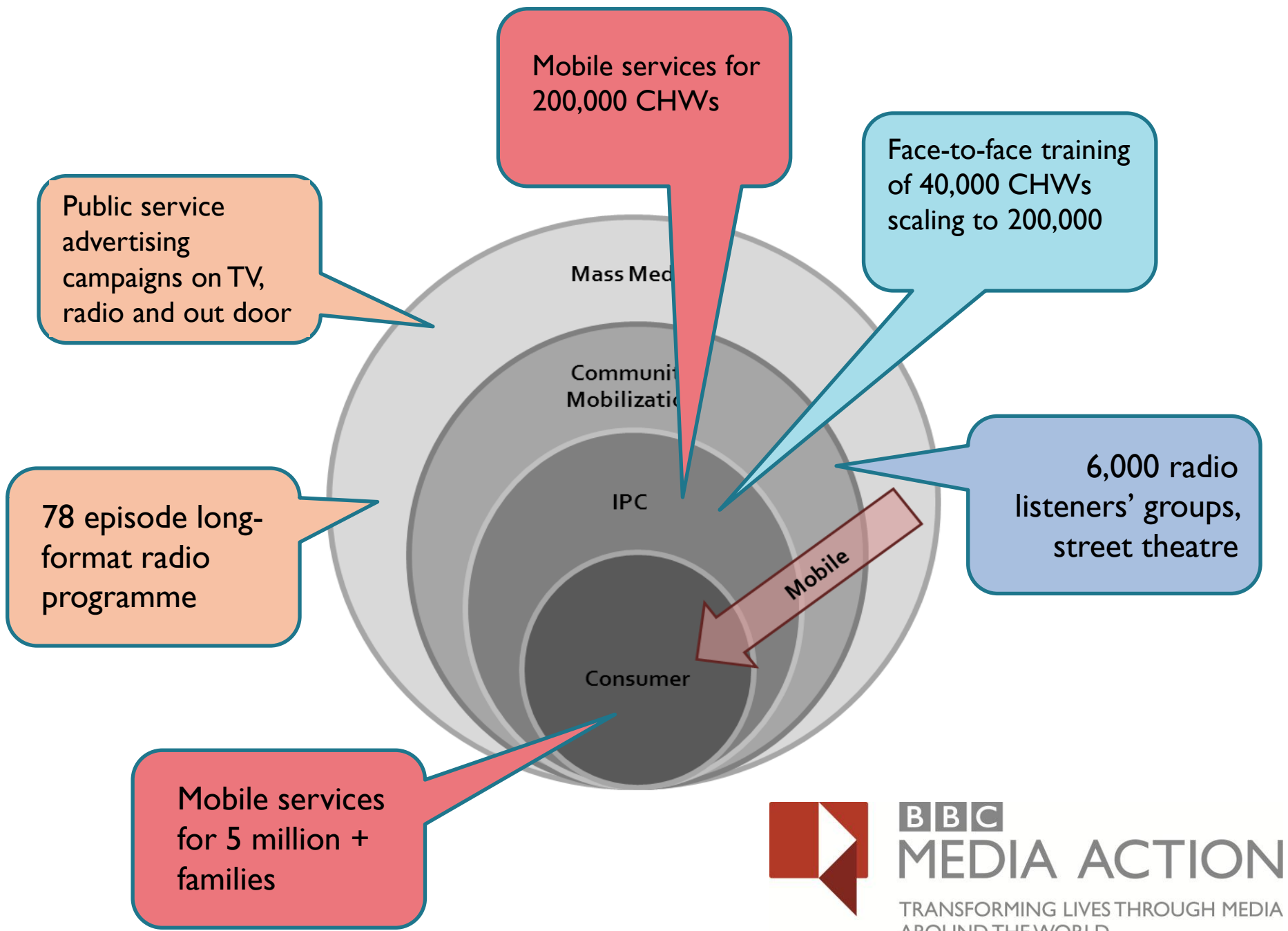
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Sustainable business models: private sector

- Designed to be used by CHWs every day, **Mobile Kunji** is a **Toll Free**
- Exceptionally **low rates** were negotiated with the mobile operators for calls billed to BBC Media Action
- Call costs are being funded for the first year by the **Bill & Melinda Gates Foundation**
- Agreement has been reached with the **Government of Bihar to cover call costs** from 2013
- Government of Bihar willing to cover call costs because if effective, Mobile Kunji could enable higher impact **counseling of millions** of people



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Thank you



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