

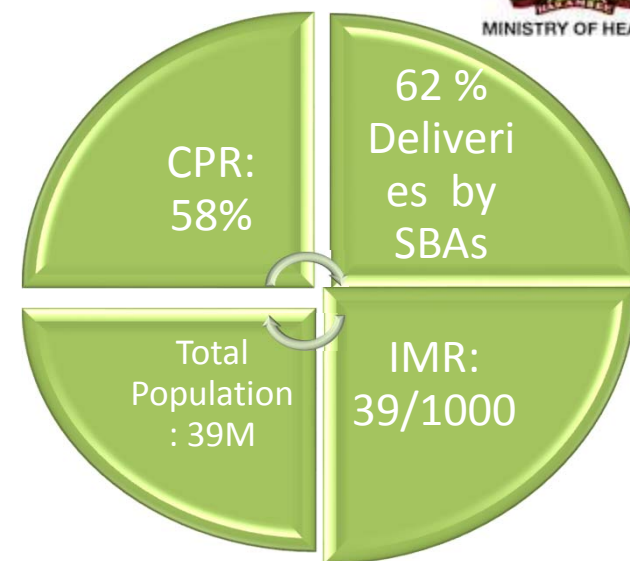
Embracing Mobile Health Solutions to Improve Reproductive Maternal Newborn and Child Health



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Maternal and new born health services Manager, RMHSU

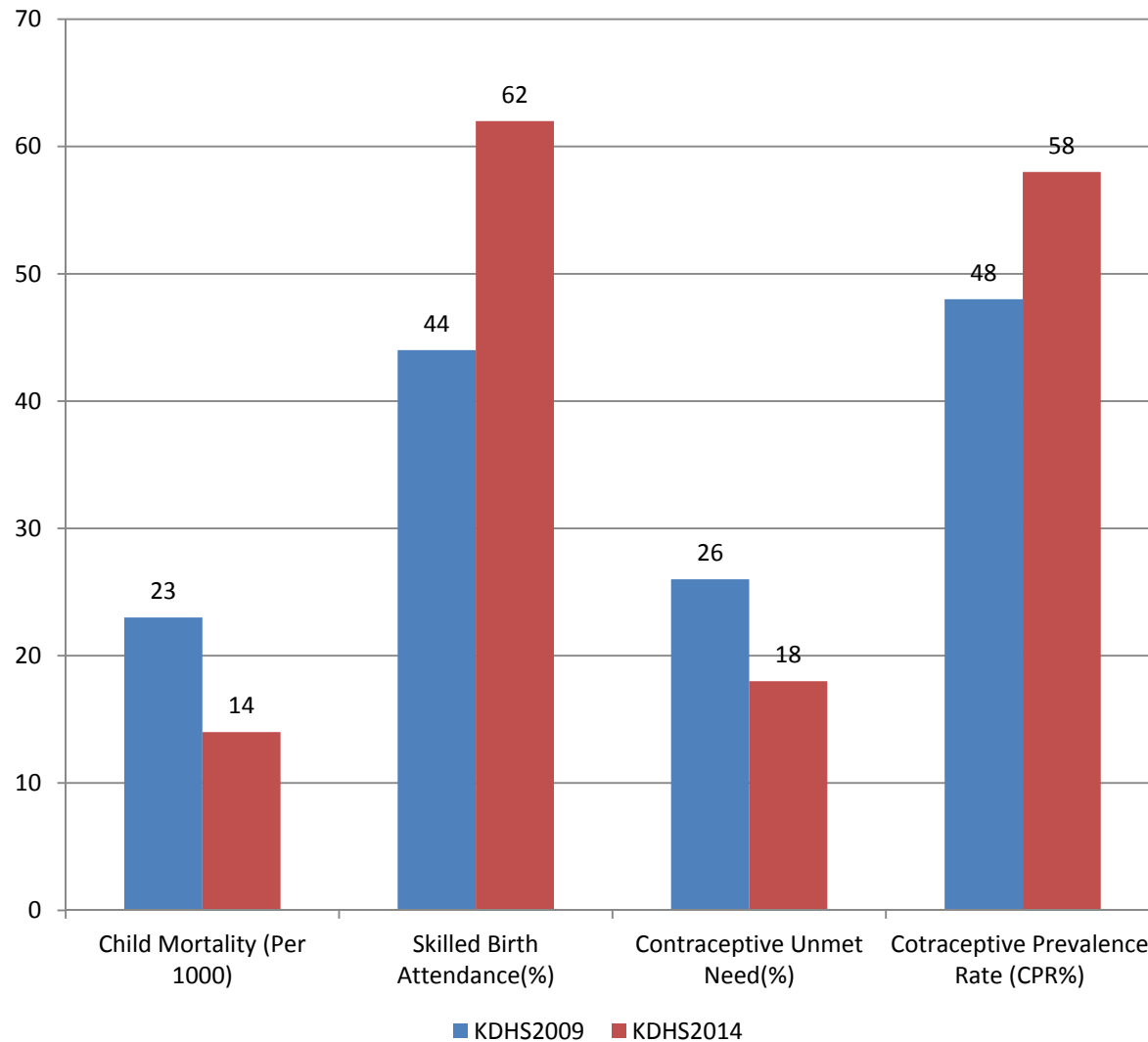
Overview



KDHS 2014

- ✓ Increased Mobile Phone Usage
- ✓ Increased mobile phone applications
- ✓ Fibre Optic installation Options
- ✓ Established Leadership structures on eHealth: Div of Info and M&E
- ✓ Existing eHealth steering committee
- ✓ Existing eHealth strategy
- ✓ Ongoing operationalisation of strategy

Overall Kenya Trends KDHS2009 Vs KDHS 2014



Kenya Population 2009/2014

2009 – Census

- ✓ Total Population 39 M
- ✓ Women of Reproductive Age 9 M

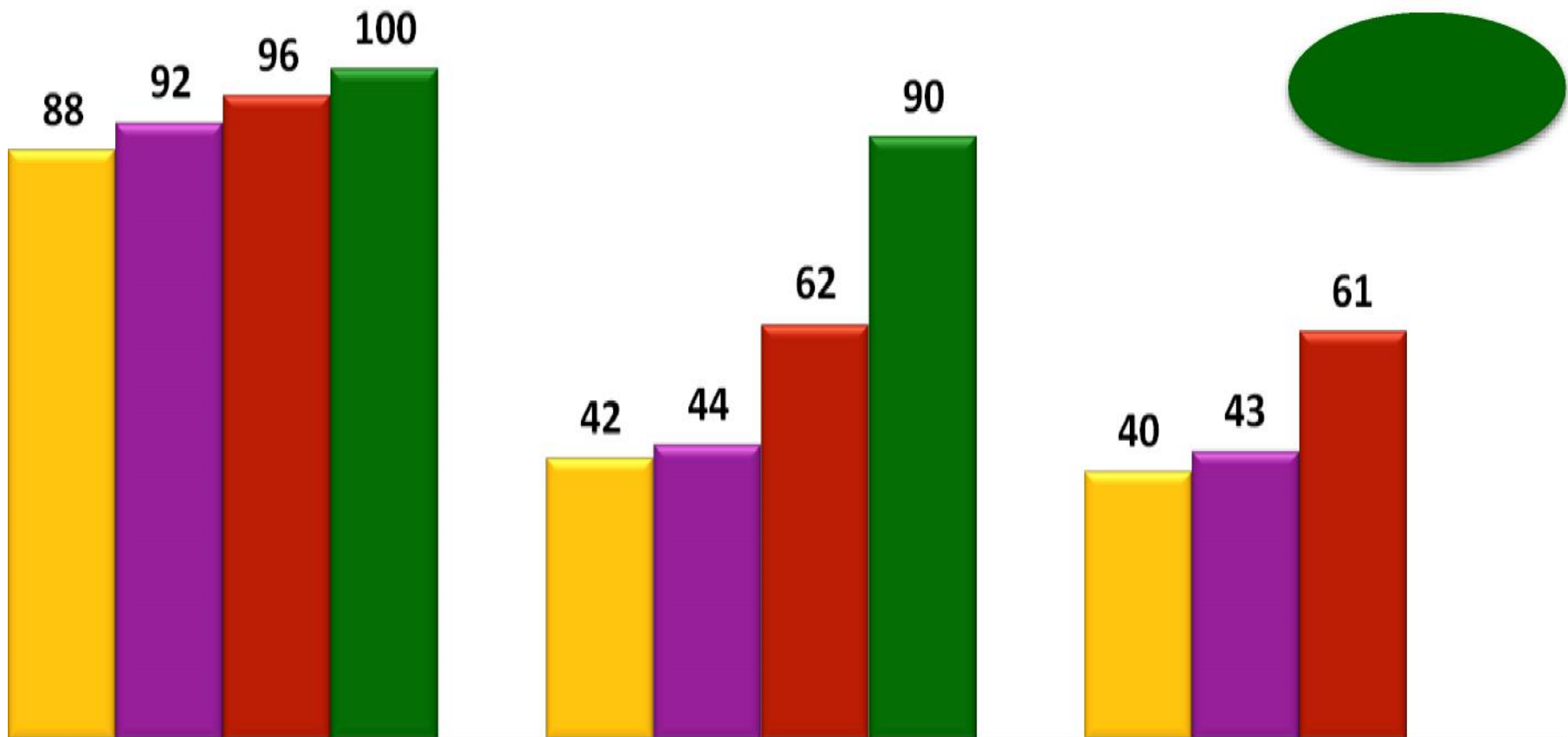
2014 - Projected

- ✓ Population in 2014 : 44 M
- ✓ Women of Reproductive Age in 2014 : 11 M

Trends in Maternal Health

Percent of live births in the five-year period before the survey

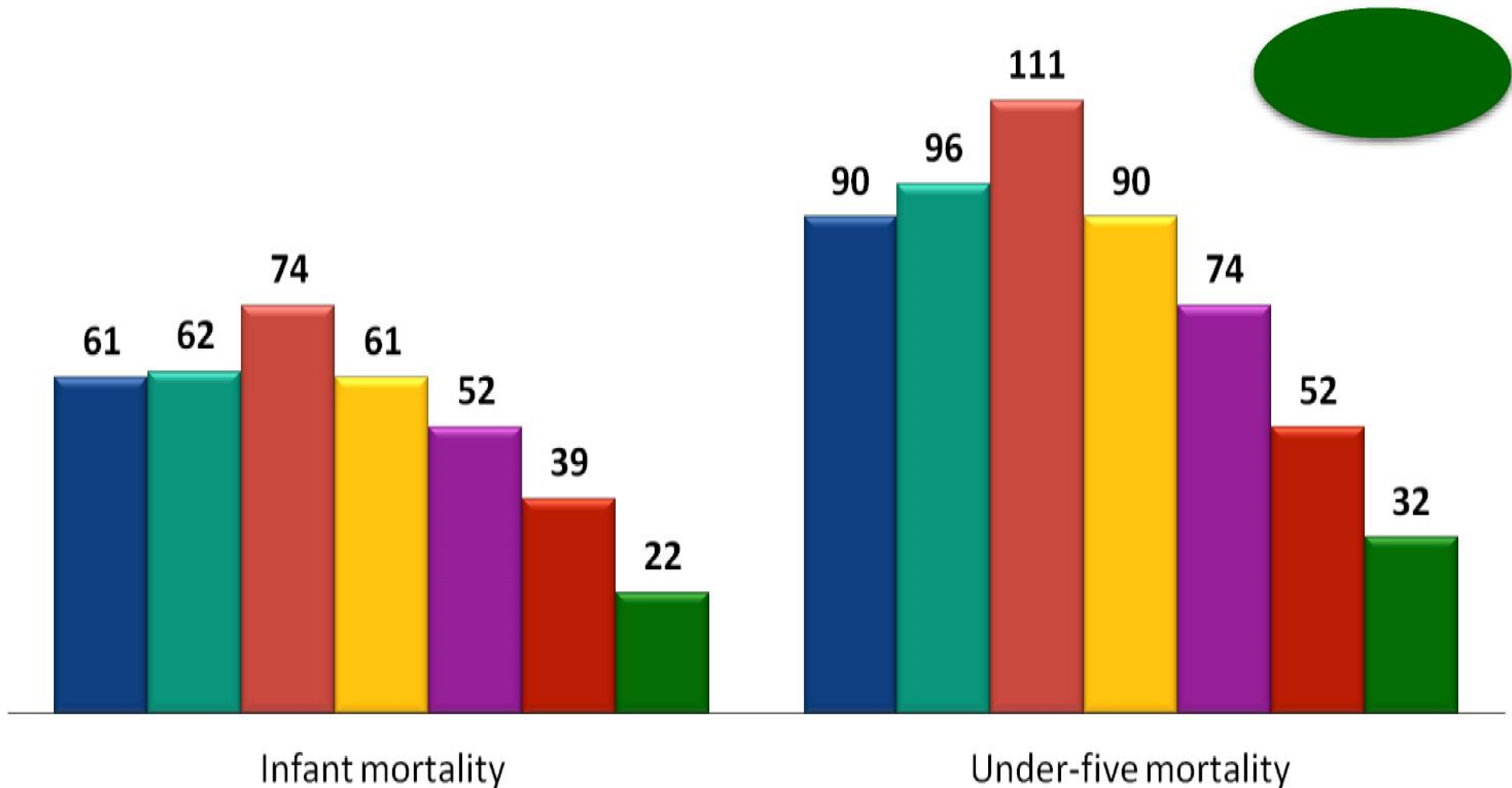
■ 2003 KDHS ■ 2008-09 KDHS ■ 2014 KDHS ■ MDG Targets



Trends in childhood mortality

Deaths per 1,000 live births for the five-year period before the survey

■ 1989 KDHS* ■ 1993 KDHS* ■ 1998 KDHS* ■ 2003 KDHS ■ 2008-09 KDHS ■ 2014 KDHS ■ MDG Targets

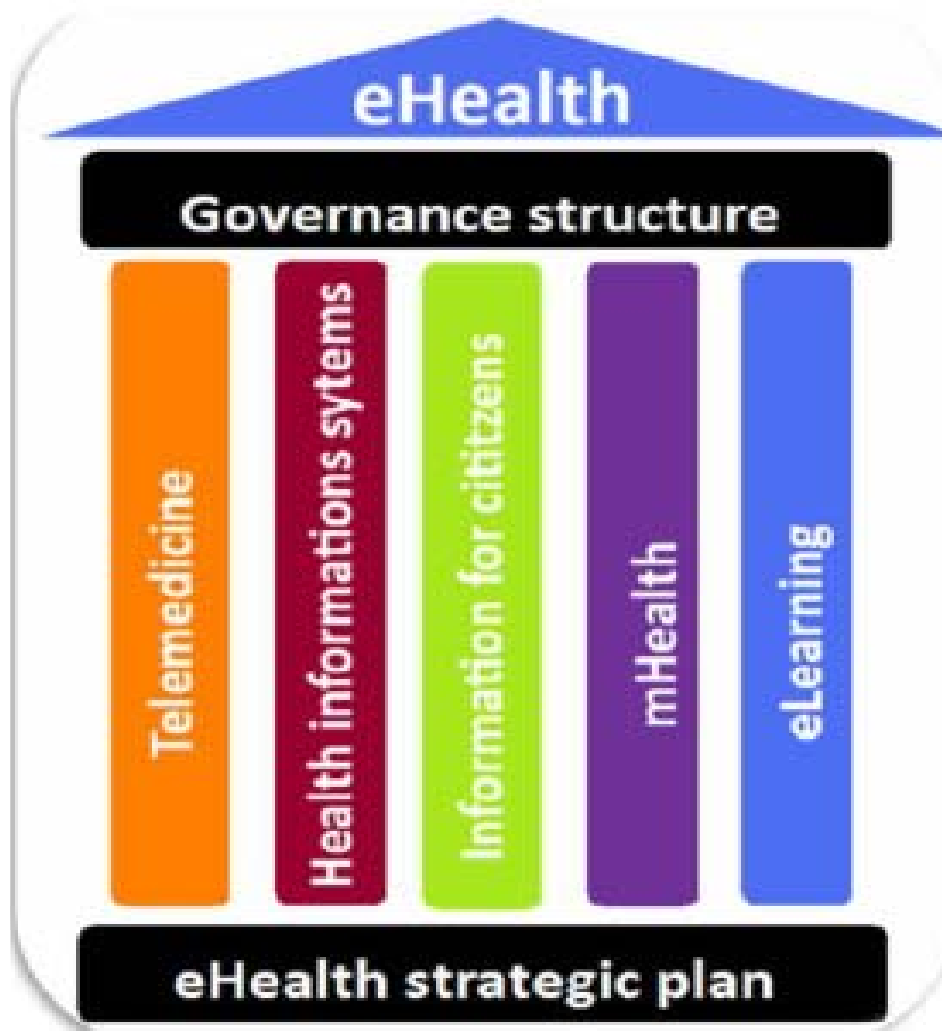


Enabling factors for expansion of mApplications in Kenya



Objective of eHealth in Kenya

Pillars of eHealth



Objectives of eHealth

To Increase access to timely and accurate information

To Improve decision making (clinical and logistical)

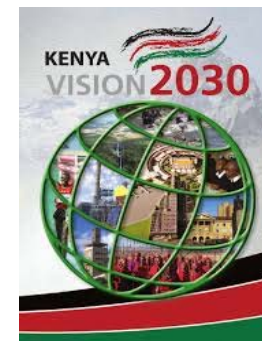
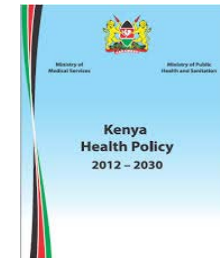
To develop a system for targeted health information messages

To improve referral system through telemedicine

To create linkages between RH research and IT.

Link to National strategies

- **Constitution of Kenya 2010**-Article 43 sub section (a) -every person has a right to the highest attainable standard of health which included the right to health care services including reproductive
- **KHSSP 2013-2017**- Investment in ICT including development of ICT hubs
- **Vision 2030**- Universal access of ICT



Kenya (.)

REPUBLIC OF KENYA



MINISTRY OF HEALTH

one2one Youth Hotline

Jamii Smart



Center For
Health Market Innovations
Identify. Analyze. Connect.



m4RH
Mobile 4 Reproductive Health



USAID APHIA Plus
FROM THE AMERICAN PEOPLE

MHMtaani



**Kenya
M-health
innovations**

Kenya (.)

Client experience...



“ Emily: My husband was happy when I showed him SMS reminding me to attend clinic.” Emily



“I hadn't thought about exclusive breastfeeding... SMS message convinced me” Catherine

Catherine, a pastor and first-time mother

“

Kenya (.)

Provider experience



When registering a mother, if I happen to skip a step, the system reminds me to revisit it. Also, when an issue arises, let's say the mother has never checked her HIV status, it prompts me...to take my time to talk about the importance of getting tested." —

Jego Zia,
community health worker

Contributed to....

Increased access and awareness of RMNCAH information and services

Contribution to behavior change and uptake of services

Reduced unmet needs for FP

Enhanced partnership and Collaboration

Strengthened linkages between RH research, ICT and Service delivery

Improved commodity monitoring and response at the health facilities



Recommendations and Wayforward

Capacity building for counties towards implementation of effective/ Impactful m-applications innovations countrywide

I(enya (

Promote sustainability through partnerships

Finalize Standards & Guidelines on e- health and m-health based on the E-health strategy

Increase the role and participation of local universities and involve them in research, testing and scaling up implementation of eHealth solutions

Standardize mhealth (RMNACH) content and platforms with continuous review and innovation



Parting shot

If banking services can increase from 23 to 80% due to mobile usage, why can't we use the same for improving RMNCH outcomes?



Asante - - Thank you



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