



A multipronged digital communication approach to humanitarian and health needs in Haiti:

Applying the Principles for Digital Development

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June 4, 2018





Haitian Context





SHOPS Plus Haiti/mHealth

- Key areas: family planning, HIV/AIDS, maternal and child health, and nutrition
- Partnered with Viamo in 2016 to establish an interactive platform for mobile-based communication in priority health areas



- Mobile engagement promotes healthy behaviors, drives demand for specific health products, and provides linkages to services and resources





Hurricane Matthew Push SMS Messages

- 10 messages focused on Cholera sent Oct-Nov 2016
- Partnered with **Digicel** & **TREND MEDIA** to identify low-income recipients in geographic areas of high need
- Pushed 2 million texts to 200,000 recipients
 - Challenge: 40-60% of SMS did not reach recipients
- Last message connected recipients to SHOPS Plus short code 8234
- 17,903 people registered to receive more free health information

Remember cholera is still there! The Ministry of Public Health, SHOPS Plus and USAID will send 9 tips to prevent cholera
[Translated from Creole]





On-demand SMS/IVR system

- Push and on-demand SMS was the first channel
 - On-demand voice content and menu was added to platform at the end of 2017 for FP, water/diarrhea/cholera, and Zika
- Since 2016, 85,547 people have called in to receive free health-related messages
- For IVR content, over half of callers accessed FP information, followed by water/diarrhea/cholera, Zika



Build for Sustainability



Design for Scale



Client surveys via SMS & IVR

- Mobile surveys can be used to learn about beneficiaries:
 - Who they are
 - What interests/concerns them
 - How to engage them
- Responses have been used to:
 - Tailor messaging to subgroups
 - Inform product marketing
 - Prioritize and develop new content
- Challenge: low response rates

Market Survey (April 2018)

- Gender/Age/Religion/Marital Status
- Ever used condoms
- Reason for condom use/disuse
- Frequency of condom use
- Condom pleasure concerns
- Condom partners
- Brand of condoms used
- Other condom beliefs





Recently Launched Digital Enhancements

Issue Tracker Hotline

- Allows callers to ask specific questions beyond the information that is available thus far
- Callers leave voicemails on the hotline and then receive an SMS, a pre-recorded voice message, or a personal phone call from SHOPS Plus
- Creates a more nuanced opportunity to engage with and learn about clients

Birth Control Reminders (SMS/IVR)

- For pills and injectables
- Supports contraceptive continuation and ongoing client engagement
- Channel for cross-promotional messaging
- Challenge: on-time SMS a challenge in Haiti



Reuse and Improve



Upcoming Innovations: Role Model Stories

- “Role model” or “peer” stories are mini-dramas that clients receive in installments, typically with a main protagonist focused on a certain topic

Hi, I'm Esther! I just graduated from vocational school and I'm moving to the city to work at my auntie's fashion shop. I'll be closer to my boyfriend James, and see him more often! My friend Sandra said I should think about using family planning. I'll text you when I get to the city!

Hey girl! I'm a city girl now! Yesterday I had tea with my Auntie. I told her I love my job, but have been distracted thinking about James. I want to be sure we don't have a baby before we are ready. My auntie told me she has an IUD that lasts for 3-5 years, so she never worries about pregnancy. She is busy running her shop and raising her daughter so it's a great method for her. I think I am ready to talk to James-What method should I choose?





Key Takeaways

- Apply the Principles of Digital Development as your program evolves and grows
 - Not just responsible practices, but ones that will increase your chances of success & impact
- Use complementary digital approaches that can help you learn about your beneficiaries
- Develop mobile content and channels that are engaging and responsive to the setting and the needs of beneficiaries
- Continue to monitor, learn, and evolve

