



Gyan Jyoti:
Empowering
Community Health
Workers with ‘The
Light Of Knowledge’

Presented by:

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Objective

- Introduction to Gyan Jyoti application
- Findings from proof of concept study
- Discuss challenges experienced
- Future opportunities for mHealth initiatives

Project Ujjwal

Reproductive Health Project (2013-2015)



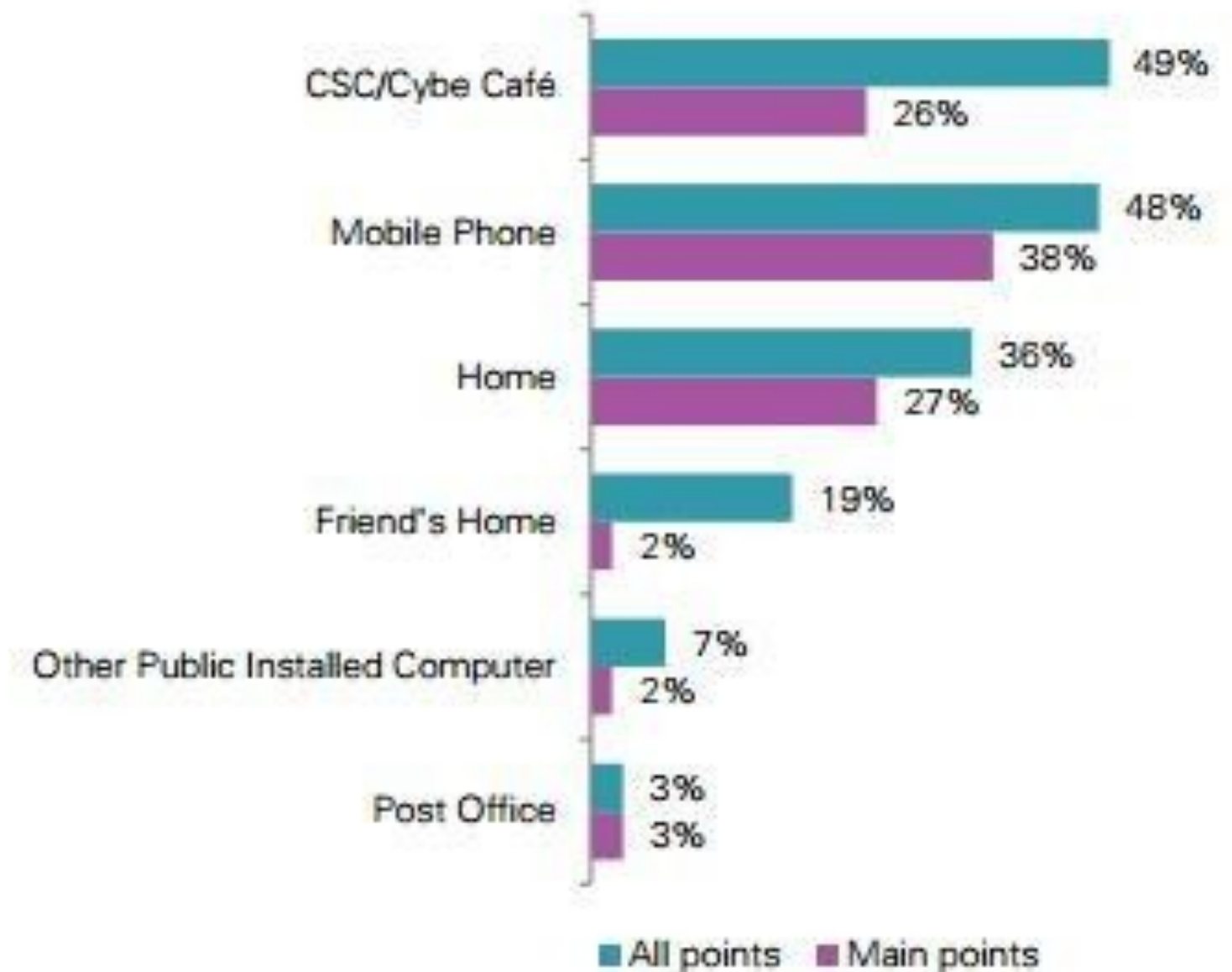
Reaching Bihar

- Despite India's TFR at 2.7, Bihar is still struggling with 3.4 TFR (*source: NFHS-3 / NFHS-4*)
- Skew towards female sterilisation (20.7%) puts the burden of FP on woman (*source: NFHS-4*)
- Social taboos, incorrect information coupled with myths, fears and concerns regarding side effects, negative word of mouth adversely affect acceptance
- Frontline Health Workers or ASHAs in India need adequate support in order to motivate young and low parity couples to adopt modern contraceptives

mHealth Game Changer: \$ 40 Smartphones

- In the next 2 years, whether subsidized or not, most health workers will own smart phones
- Even disconnected from the Internet these phones are basically small computers with entertainment systems
- Need to plan and design mHealth solutions around this trend
- Exploit growing community networks based on smart phone digital transfers

Rural India-Internet access points



Source: IAMAI-IMRB Mobile Internet in India Report 2014

Gyan Jyoti: A Powerful SBCC Tool



Self-Learning Tool:

Easy access to technical content

Counselling Tool:

Decision support tool, offering need specific counseling using AV content that is standardized, motivational and persuasive

Monitoring Tool:

Provides usage statistics; client-specific counselling sessions tracked

360° communication materials for family planning

Doctor Speaks



Role Model Film



TV Spot



Soap Opera based Film



Pairing Individual Counselling and Persuasive Audio-Visual Communication

Personal Counseling by ASHAs

- Flexibility to seek clarifications
- Human Intervention makes it personal and relatable

Persuasive SBCC Films

- Audio-visual format engages audience
- Message delivery is entertaining and easy to understand

Doubts and Queries Addressed by a Trusted person at source



ASHA selects the client to be counseled which opens the case profile



mlearning and client counselling interfaces

Virtual Tour



Counselling materials accessible by contraceptive method



4 kinds of films available by method by information need – Doctors films, Role Model films, Entertaining films and TV PSAs



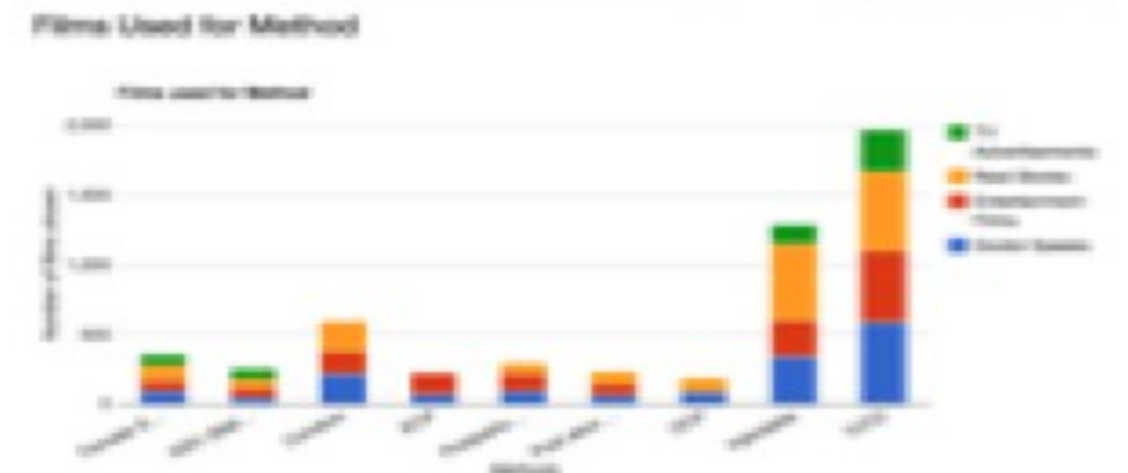
Watching persuasive films



Frequently asked questions by contraceptive method

Key Features

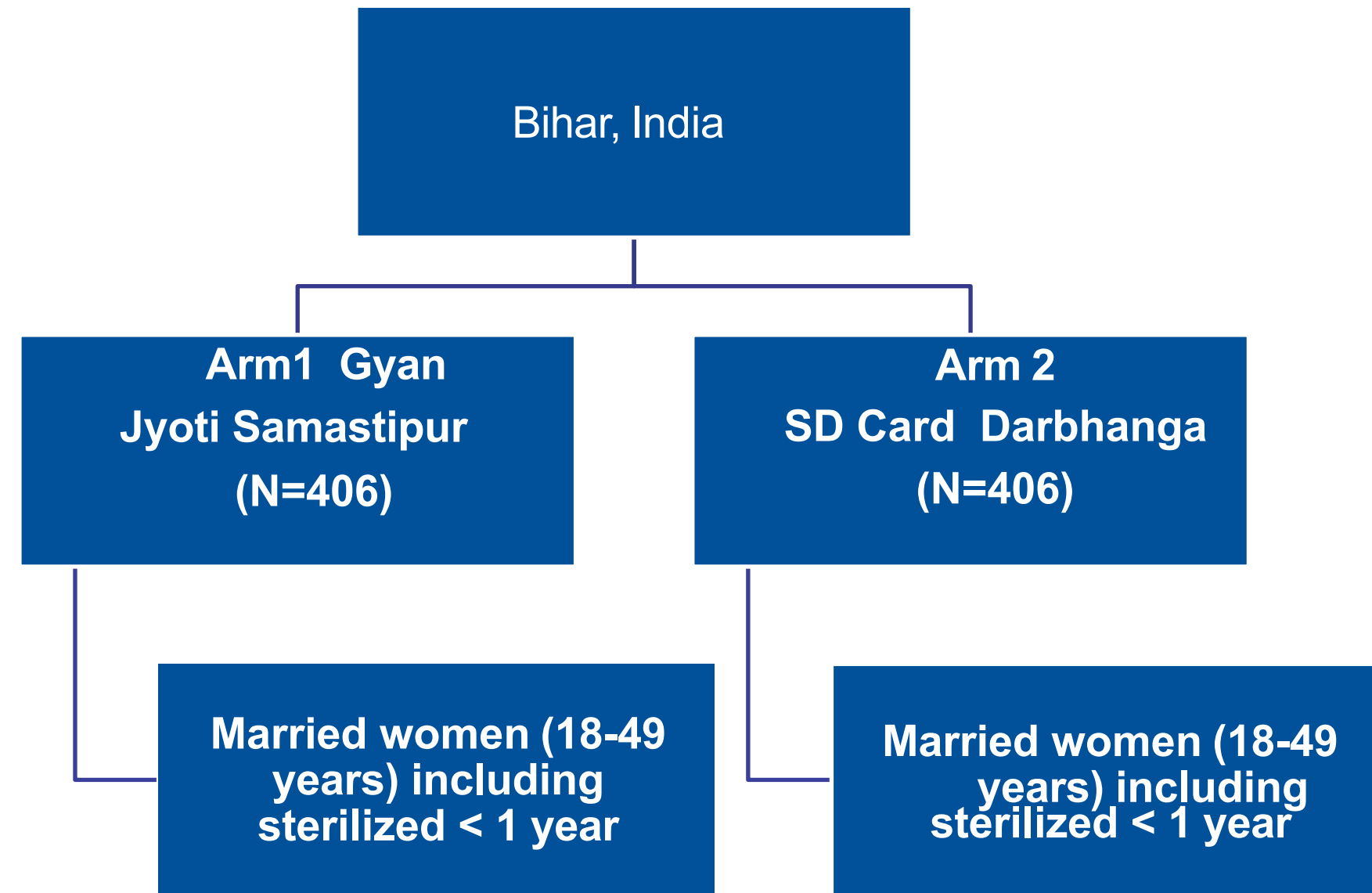
- **Built for Sustainability:**
 - Developed as part of an evolving global Digital Content Delivery System that supports creation, curation, localization, packaging and distribution of health content (India, Ethiopia, Nigeria and Pakistan)
- **Ease of Content Management:**
 - Integrated with Moodle most common open source Learning Management System allowing for low cost development and deployment of content
- **Analytics:**
 - Usage statistics collected by the app and uploaded to the admin server whenever there is a connection. Statistics reflect what resource was used and when and for how long.
- **Works Offline:**
 - No internet connection necessary to run the app once it is fully registered and media loaded
- **Open Source:**
 - No licensing requirements
 - Code and functionality can be freely shared
- **Easy Access:**
 - Available for download from Google Play
- **Adaptable To Many Languages:**
 - Gyan Jyoti available in Hindi and English
 - Adaptable to any language for an Android based device



Proof of Concept Study

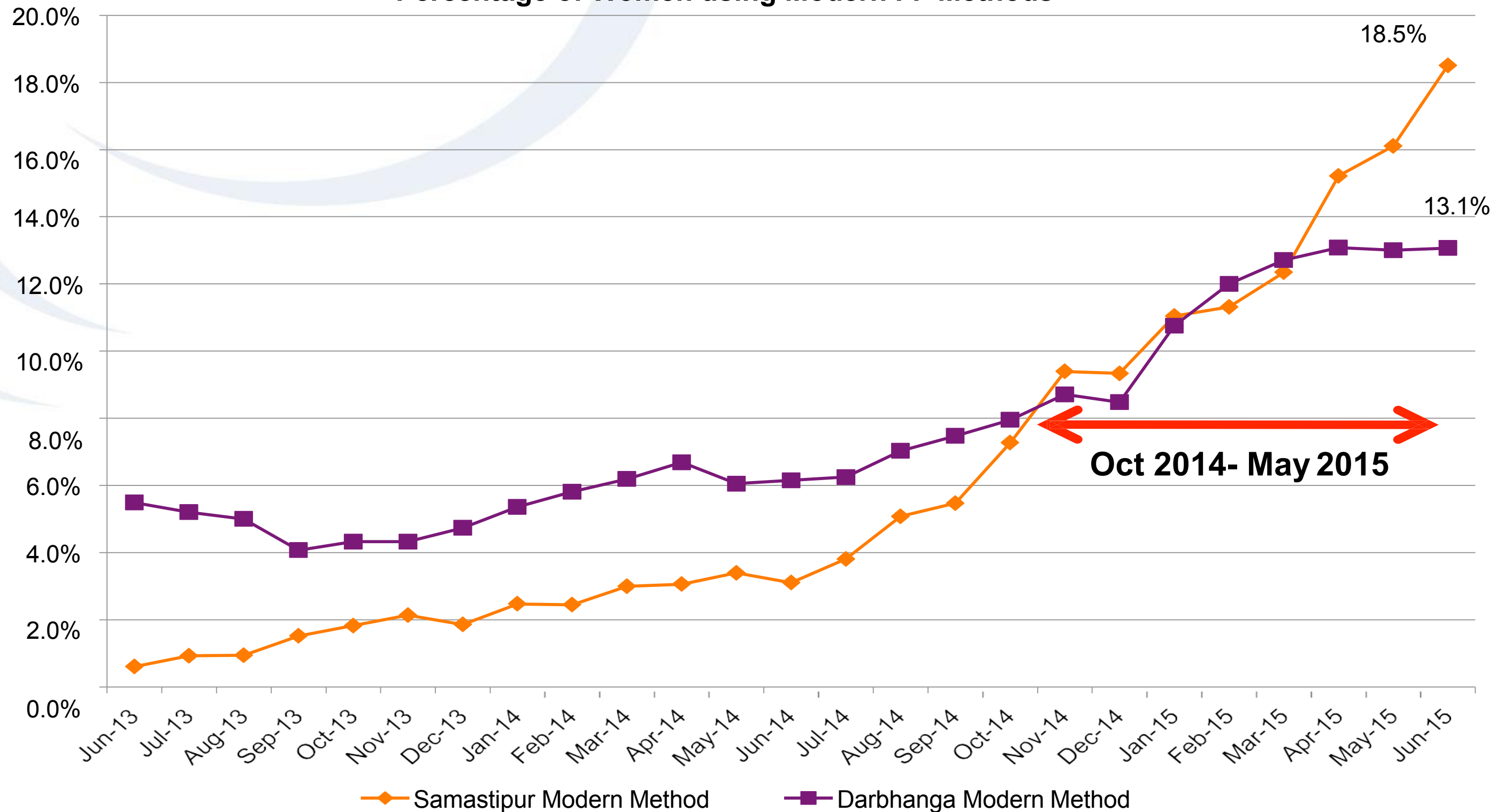
Objective: To provide proof of concept for Gyan Jyoti App

- Post Only: 2 arms; Gyan Jyoti & SD Cards
- Focused on FP acceptors and current users in the past one year
- Sample drawn from married women (18-49 years) including those sterilized in the past year
- Study conducted during May-June 2015



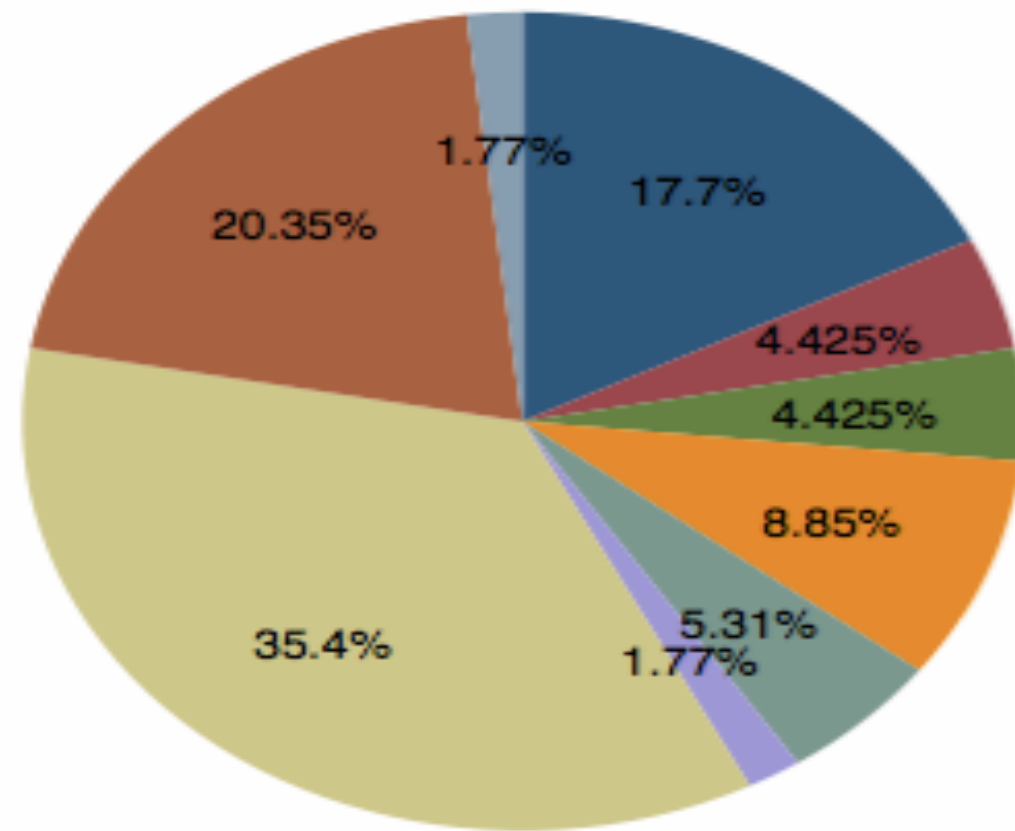
Current Use of Modern FP Methods

Percentage of Women using Modern FP Methods

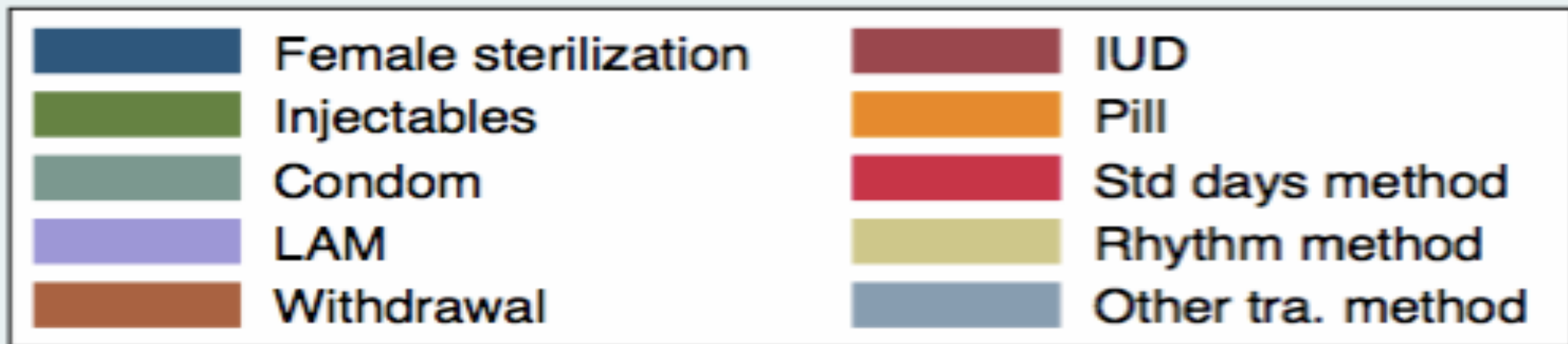
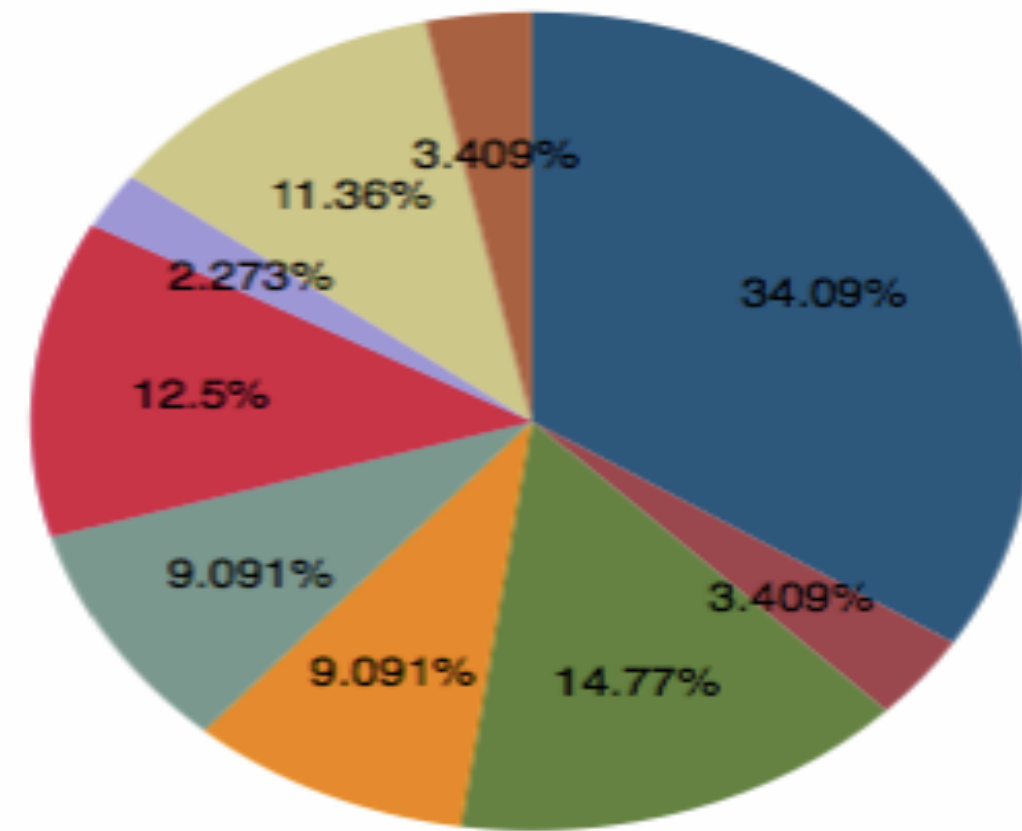


Family Planning Method Mix

Darbhanga SD card



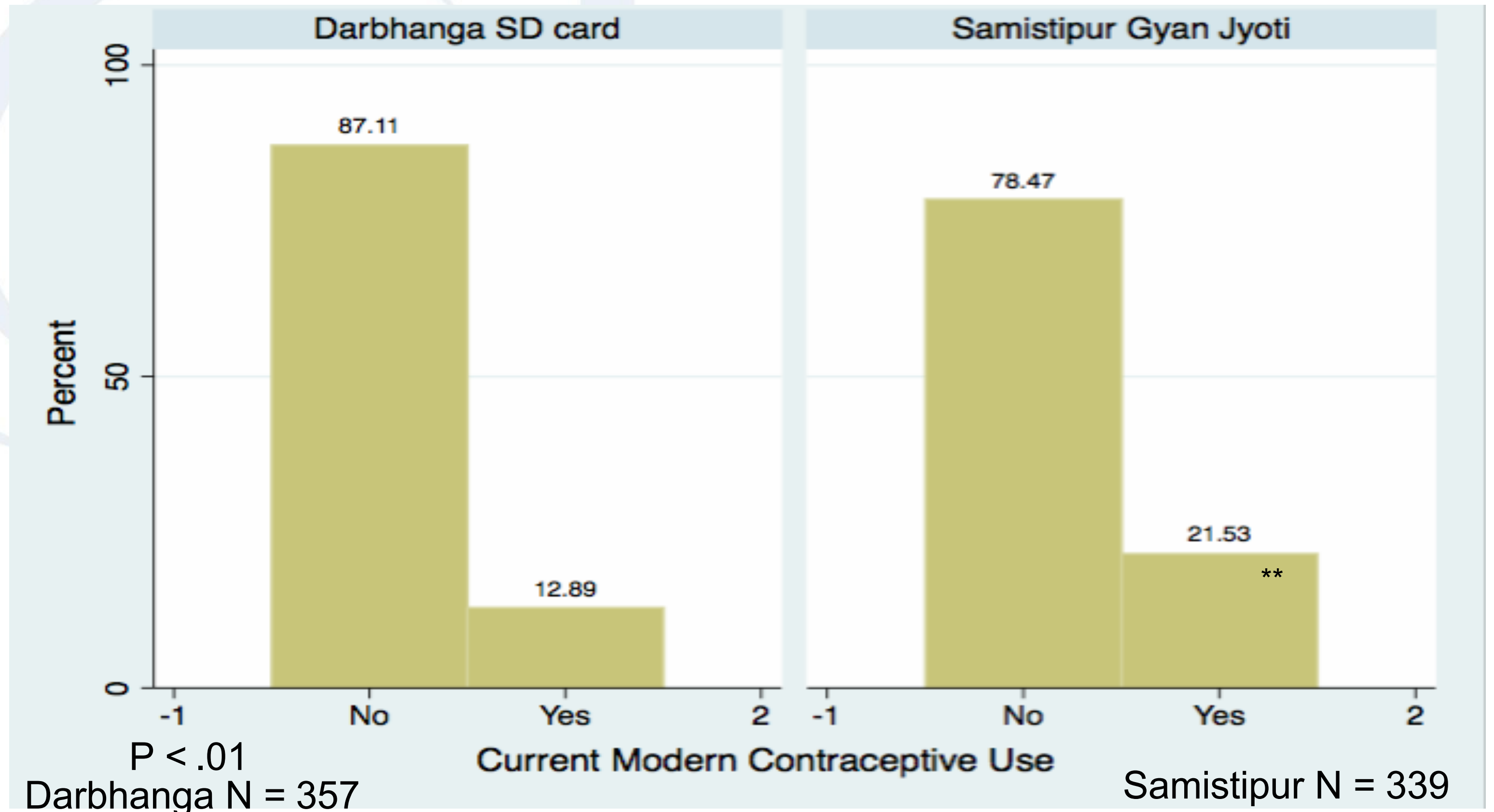
Samistipur Gyan Jyoti



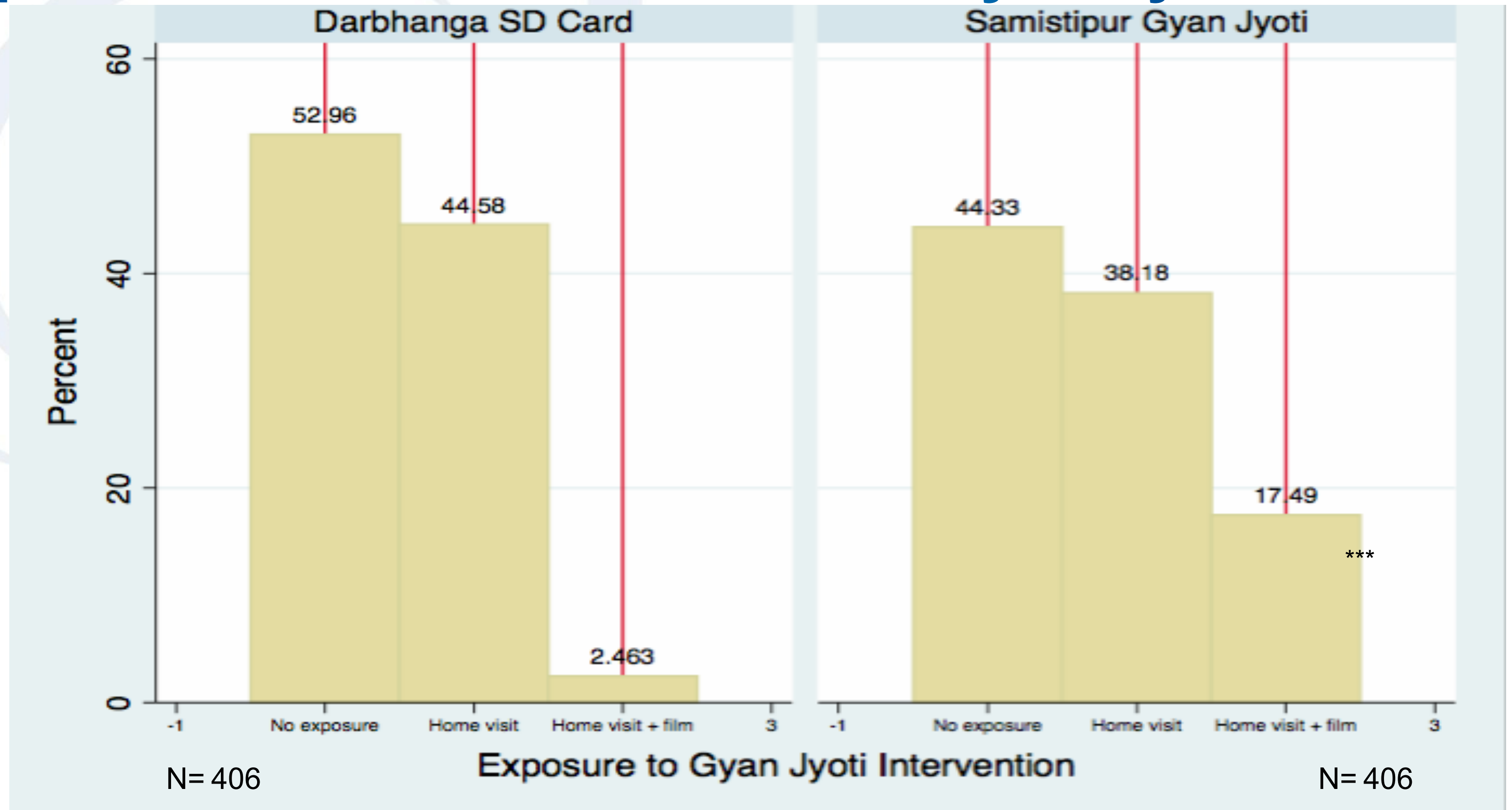
Darbhanga N = 357

Samistipur N = 339

Current Modern Contraceptive Use by District



Exposure to ASHA Home Visit & Gyan Jyoti Films



*** P < 0.0001

Logistic Regression: Current Use of Modern FP in 2 districts in Bihar

Gyan Jyoti District, (N= 339)+ SD Card District (N = 357) +

Independent Variables	Odds Ratios (95% CI)
<i>Exposure to Gyan Jyoti Intervention</i>	
No exposure	1
ASHA home visit	1.9** (1.2 -3.2)
ASHA home visit + films on mobile phone	4.5*** (2.4-8.5)
<i>District</i>	
SD Card District	1
Gyan Jyoti District	1.5* (0.98-2.4)
<i>Media Exposure :TV, radio, magazine or newspaper</i>	
No Exposure (0 Media)	1
Low Exposure (1 Media)	.80 (.39-1.6)
High Exposure (2+ Media)	2.5*(.80-8.1)
<i>Has trust in family planning</i>	
Low	1
High	1.7* (1.0-2.7)

Adjusted for age, education & SES

* P <.05 **P < 01 *** P < .001

+ Excludes currently pregnant women

Pseudo R² 0.082

Implementation Challenges

- Implementation period was shorter than anticipated
- Gyan Jyoti deleted from the phones by family and ASHAs
- Low mobile literacy of a few ASHAs
- Routine technical support to ASHAs for troubleshooting for phone and app related problems

Conclusion

- Gyan Jyoti helped bridge the knowledge gap by providing ready access to correct and credible information
- Increased ASHAs credibility in her community, empowered her to confidently promote modern contraceptives
- Enabled informed decision making by the clients

Way Forward

- Convergence with other health behaviors across the RMNCH+A spectrum
- Integration with service delivery platforms to develop an integrated client tracking, counseling and follow-up mechanism

