

BBC

MEDIA ACTION

TRANSFORMING LIVES THROUGH MEDIA
AROUND THE WORLD







18%
watch
TV



11%
listen to
radio



82%
have
access to a
mobile
phone







“Keep 3 phone numbers
in mind.

Hospital, car and community
health worker.

To keep tension at bay.
Plan as we say!”







MOBILE KUNJI

4 years

~ 50,000 users
every month

~ 1 million
minutes of content
every month

Mobile Kunji use positively correlated with improved quality of engagement between FLW and families

Average duration of last interaction

(Median value, reported by beneficiaries)



35%***



Exposed
to MK

22%



Not exposed
to MK

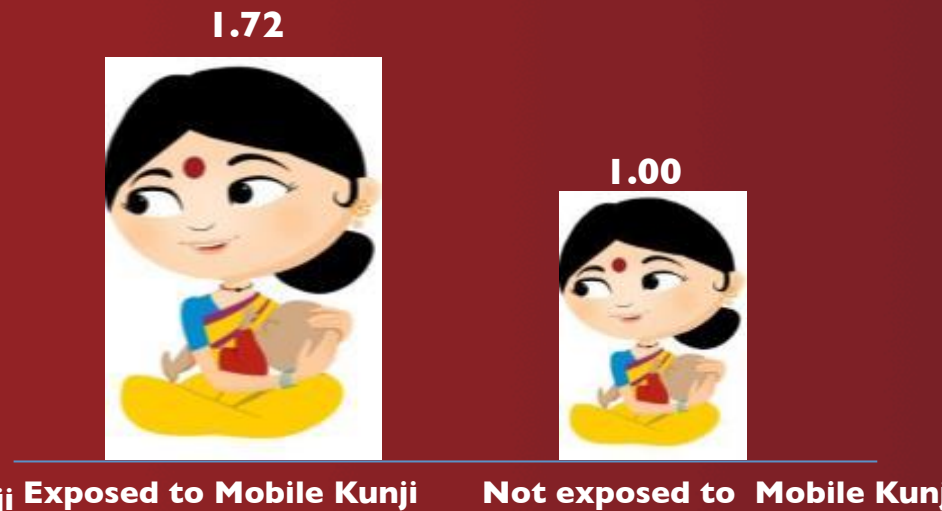
Discussed the day's communication with anyone after the FLW visit

Exposure to Mobile Kunji is a strong predictor for delivery preparation and complementary feeding

Birth Preparedness*



Complementary Feeding*



- Beneficiaries exposed to birth preparedness messages through Mobile Kunji were **2.72 times** more likely to save their FLW's phone number, in comparison to those not exposed
- Beneficiaries exposed to complementary feeding messages through Mobile Kunji were **1.72 times** more likely to have fed their child at least one recommended food item in the previous 24 hours, in comparison to those not exposed

What Works

STRATEGIC TARGETING

What Works

APPROPRIATE TECHNOLOGY

What Works

STICKY CONTENT

What Works

HUMAN CENTRED DESIGN

What Works

HOW TO ESCAPE 'PILOT-ITUS'

What Works

TRUE PARTNERSHIPS



mHealth:
A game changer

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