



International perspective, experience from *Be He@lthy, Be Mobile*

www.who.int • mhealth4ncd.itu.int

A collaborative initiative between





World Health Organization

*“ The enjoyment of the highest attainable standard of health is one of the **fundamental rights of every human being** without distinction of race, religion, political belief, economic or social condition. ”*

Good health

WHO, Ottawa Charter, 1986:

“Health promotion is the process of enabling people to increase control over, and to improve, their health.

[...]

Health is [...] seen as a resource for everyday life, not the objective of living”



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Historic crossroads: NCDs included in the 2030 Agenda for Sustainable Development



SUSTAINABLE DEVELOPMENT GOALS

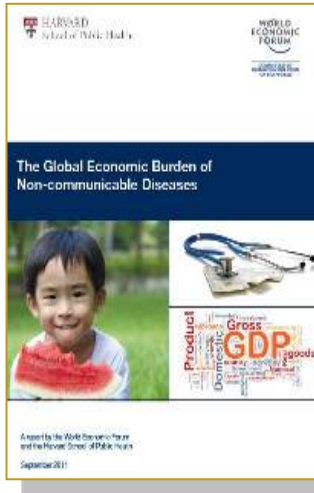


The cost of inaction

Cost of inaction

vs.

Cost of action



US\$ 7T

is the cumulative lost output in developing countries associated with NCDs between 2011-2025



US\$ 170B

is the overall cost for all developing countries to scale up action by implementing a set of "best buy" interventions between 2011 and 2025, identified as priority actions by WHO

Reports are available at www.who.int/ncd

Be He@lthy, Be Mobile

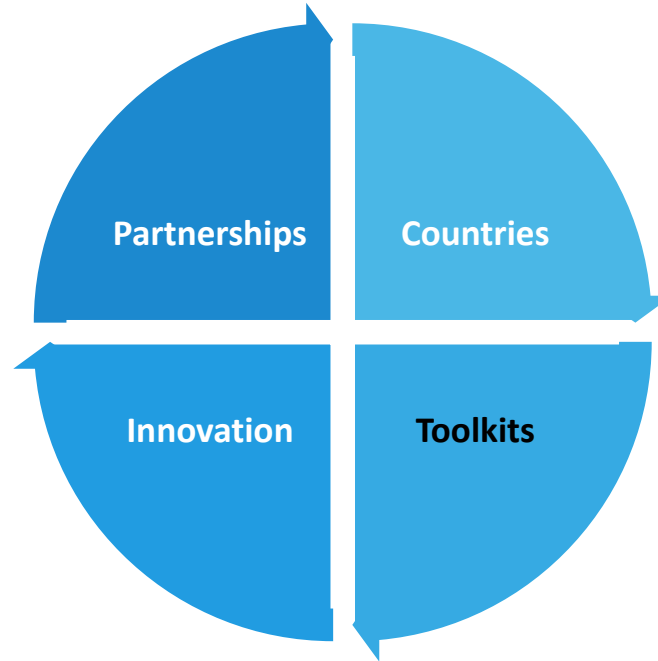
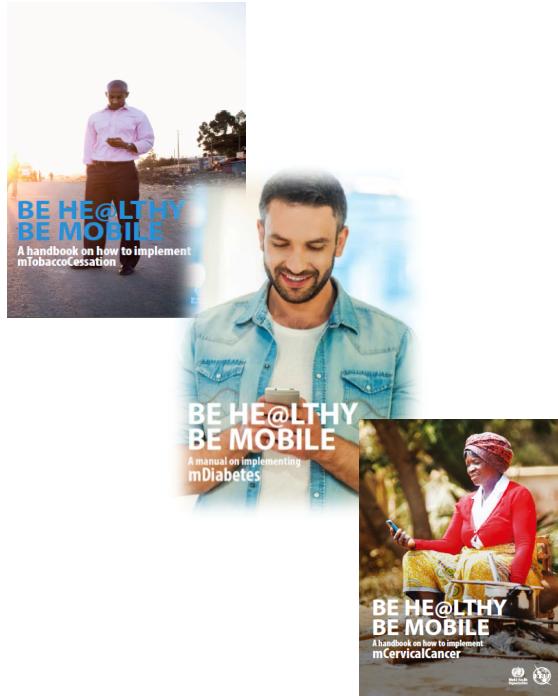
What is BHBM?

BHBM is a joint WHO and ITU initiative on mobile technology (mHealth) for Non-Communicable Diseases (NCDs)

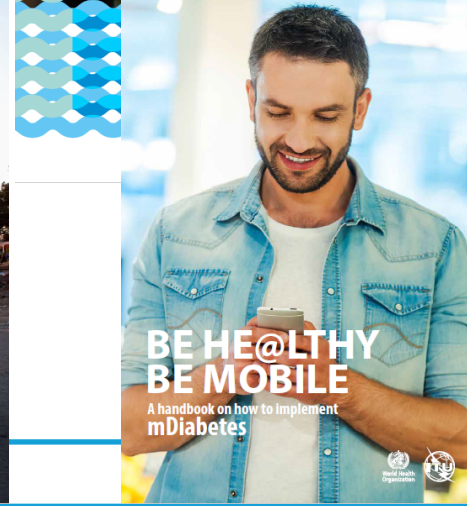
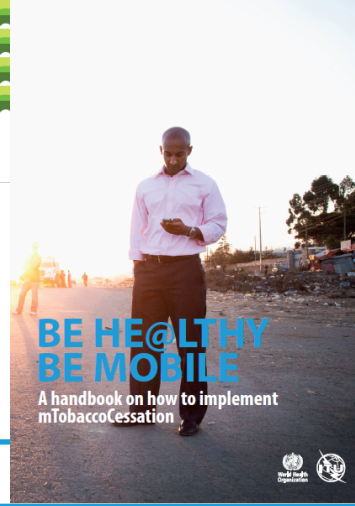
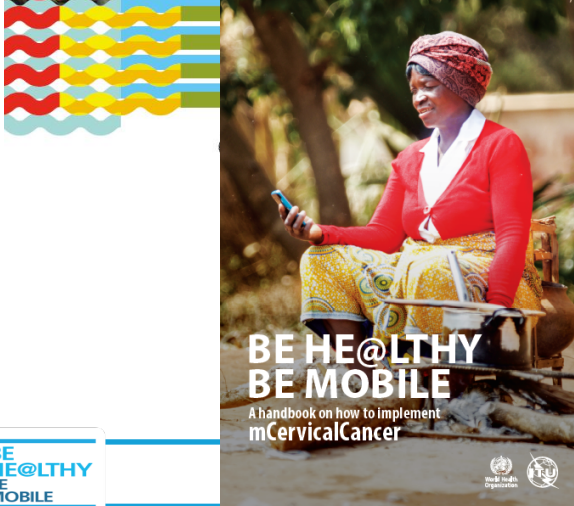
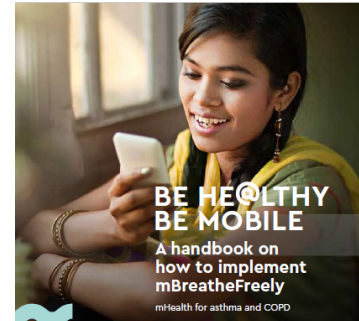
How does it work?

BHBM provides evidence-based content and technical support to governments who want to develop their own Digital Health programmes for their citizens

Core components of the *Be He@lthy, Be Mobile* initiative



mHealth Handbooks



Country programs



Results



Number of countries/programs

11 programs in 8 countries



Number of beneficiaries

> 4 million

Health outcomes



India (mTobaccoCessation): 19% quit rate attributable to the program



Zambia (mCervicalCancer): 6% increase in cervical cancer screenings attributable to the program



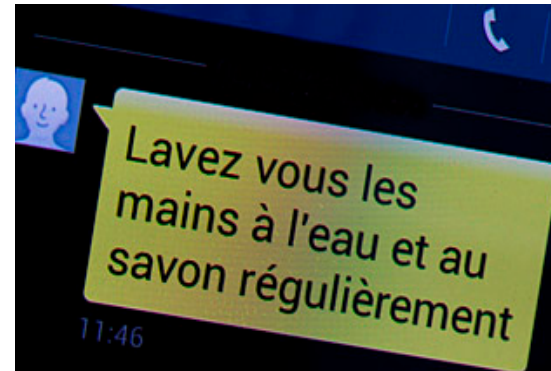
Senegal (mDiabetes): “The program’s was associated with improved glycemc control”

India innovating

- mDiabetes launched using the same platform within 6 months
- mAgeing being launched in 2019
- mTB Tobacco next in the pipeline

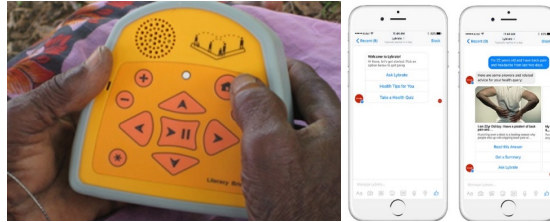
Senegal innovating

- As part of a massive public awareness effort, Senegal's Ministry of Health sent **4 million users** through out the country educating people during Ebola outbreak.
- Through the program, people were also encouraged to alert health authorities of anyone showing signs of a fever and bleeding by calling a toll-free number. **The messages were shared ahead of large-scale public events, including football matches and rallies.**
- Senegal's SMS Ebola campaign could be rolled out at top speed thanks to the **existing collaboration among stakeholders** created by the mDiabetes platform.



BHBM Innovations activities

Frugal Innovation



Artificial Intelligence & Big Data



WHO Strategic Objectives

1. Promote global collaboration and advance the transfer of knowledge on digital health
2. Advance implementation of national digital health strategies
3. Strengthen governance for digital health at global and national levels
4. Advocate for people-centered health systems enabled by digital health

WHO Guiding principles for the strategy adoption

- Digital health adoption process is a **country's decision**
- Successful digital health initiatives require a **unified strategy**
- Promote **appropriate use** of digital technologies

- Address the major impediments facing **least-developed countries** [i.e. representation of diversity and differing contexts]