



Be He@lthy, Be Mobile:

Implementing digital health programs for NCDs and stronger health systems at the national scale

www.who.int • mhealth4ncd.itu.int

Promote **health** | Keep the world **safe** | Serve the **vulnerable**

A collaborative initiative between



The power of digital

According to the International Telecommunications Union (ITU), there are now more mobile phone subscriptions than there are people on the planet.

The need

Why we need to act

- The burden of NCDs is growing and controlling them is a global priority
- Goal 3 of the SDGs cannot be reached unless we tackle NCDs – they are an explicit target:

“By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.”



- Achieving Universal Health Coverage demands the use of innovative approaches to reach people with information and services
- A new WHO Resolution on Digital Health was passed in May 2018, calling for WHO to support the use and scale-up of digital health

Digital health

The Seventy-first World Health Assembly,

Having considered the report on mHealth;¹

Recalling resolutions WHA58.28 (2005) on eHealth and WHA66.24 (2013) on eHealth standardization and interoperability;

Recognizing the potential of digital technologies to advance the Sustainable Development Goals, and in particular to support health systems in all countries in health promotion and disease prevention, and by improving the accessibility, quality and affordability of health services;

Recognizing also that while technology and innovations can enhance health service capabilities, human interaction remains a key element to patients' well-being;

Underscoring the need to ensure that digital health solutions complement and enhance existing health service delivery models, strengthen integrated, people-centred health services and contribute to improved population health, and health equity, including gender equality, and addressing the lack of evidence on the impact of digital health in these respects;

Acknowledging that the transfer of technology and knowledge on mutually agreed terms, as well as technical cooperation, aligned with Sustainable Development Goal 17 (Strengthen the means of implementation and revitalize the global partnership for sustainable development), are important in promoting digital health;

Highlighting recent progress in the development and implementation of digital health strategies, policies, legislation and programmes by Member States,² WHO and partner organizations;

Acknowledging previous experience³ of countries and organizations, the interconnectedness of digital technologies, the collection, management and evaluation of health data, the robustness of the enabling environment, in line with established good practices, while considering the sustainability of innovations, and their feasibility, scale-up and inclusivity,

¹ Document A71/20.

² And, where applicable, regional economic integration organizations.

³ Programmes specified in comments from Missions included the Global Observatory for eHealth, WHO-ITU initiative on mHealth for noncommunicable diseases, the Innovation Working Group, Every Woman Every Child initiative and the WHO-ITU National eHealth Strategy Toolkit: Principles for Digital Development (WHO endorsement).

A UN response: Be He@lthy, Be Mobile



THE GLOBAL GOALS
For Sustainable Development

- Noncommunicable diseases (NCDs) represent **one of the major development challenges** of the 21st century
- 98% of the world has access to a mobile phone

Rationale

Decision

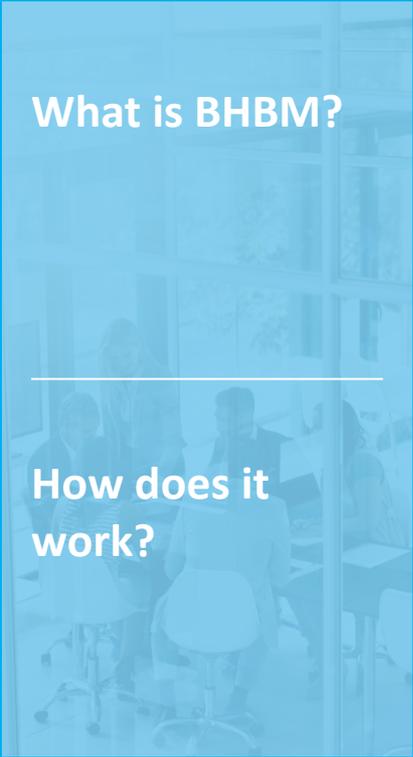
- A joint UN initiative was founded to **reduce the global burden of NCDs** by using mobile technology to reach populations in need

- **Empower people** to protect themselves from common NCD risk factors
- **Support governments** set up large-scale, sustainable mHealth services

Mission



Be He@lthy, Be Mobile



What is BHBM?

How does it work?

BHBM is a WHO / ITU initiative that uses mobile technology to improve the health of people who are at risk or suffering from an NCD

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

BHBM Mission & Objectives

Mission



Improve global health by scaling up digital health solutions

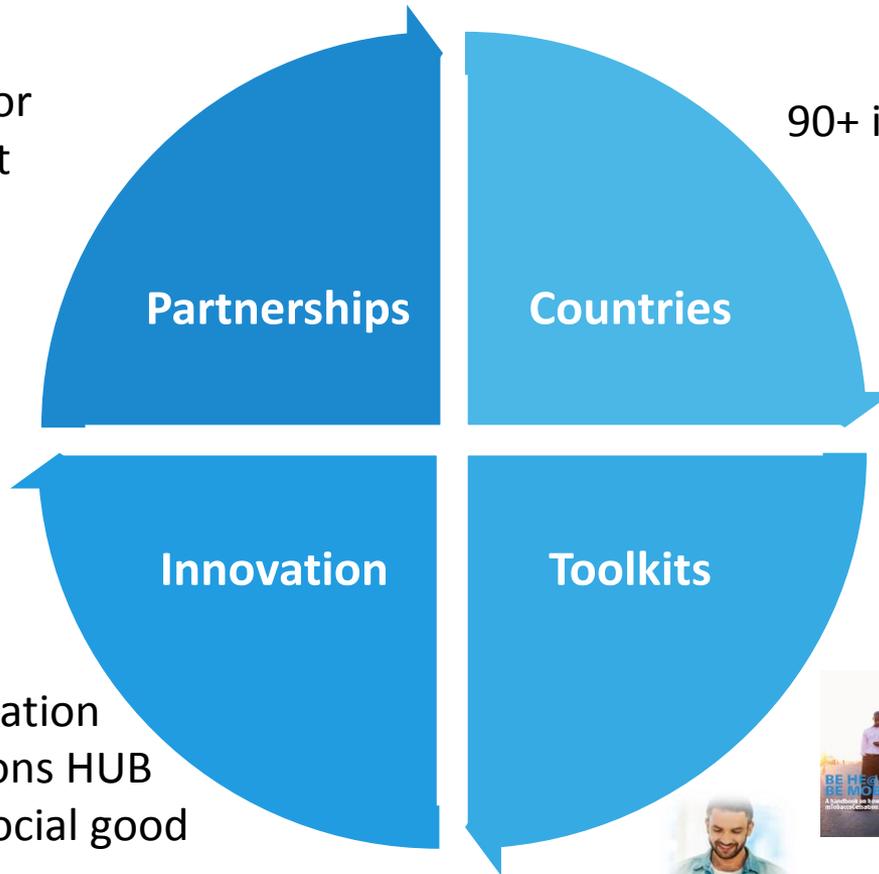
Objectives



- To create effective mHealth services for NCDs that work at scale
- To help governments design and integrate these services into existing health systems
- To promote multisector partnerships

Core components of the initiative

- Private sector
- Government
- Civil society
- UN



90+ interested
12 active

- AI 4 good
- Frugal innovation
- EU Innovations HUB
- Big Data 4 social good



mAgeing
mActive
mDiabetes
mTB-Tobacco
mBreatheFreely
mCervicalCancer
mTobaccoCessation

Country programs



Results



Number of countries/programs

11 countries; 15 programs



Number of beneficiaries

3,000,000+

Health Outcomes



India (*mTobaccoCessation*): 19% self-reported quit rate among a sample of program users.

India (*mDiabetes*): Increase among subscribers in following healthy dietary advice, practicing physical activity, improved knowledge level and screening for diabetes



Senegal (*mDiabetes*): Biometric evaluation showed that text messaging contributed to improved glycaemic control in the program users



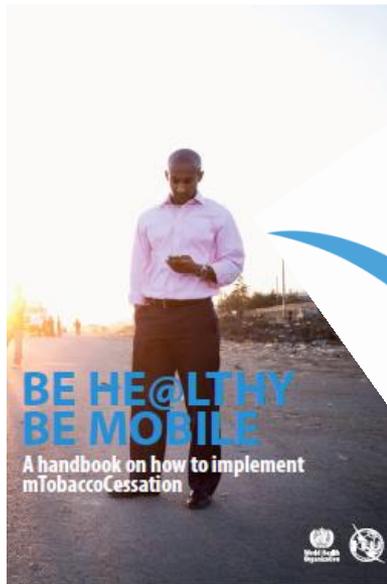
Egypt (*mDiabetes*): 41% of the tested group showed a decrease in the HbA1c level in their blood; 70% found the SMS messages useful



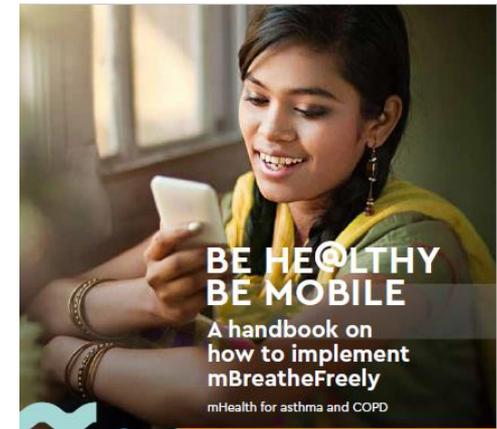
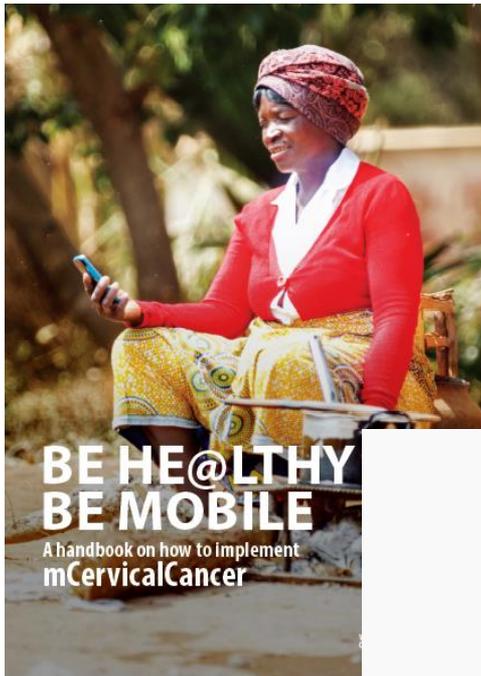
Zambia (*mCervicalCancer*): Initial results show a 6% increase in cervical cancer screenings attributable to the program in Lusaka province



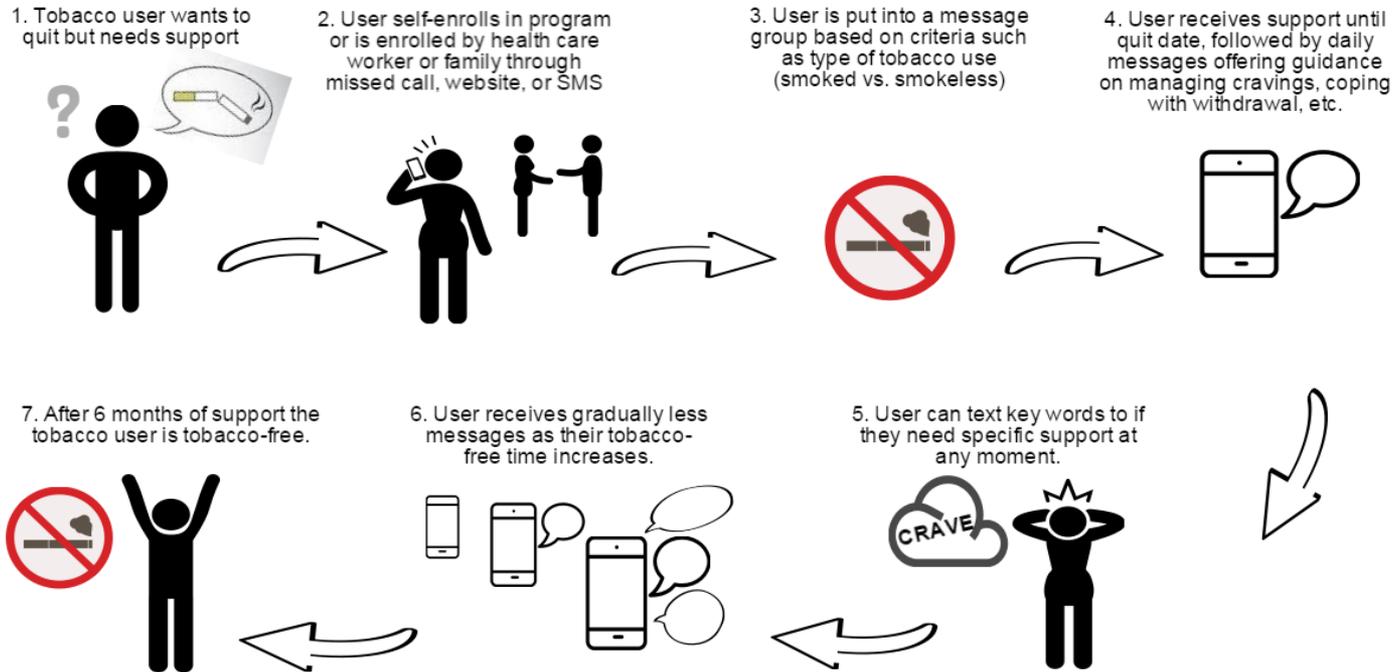
mHealth handbooks: The key components



mHealth Handbooks

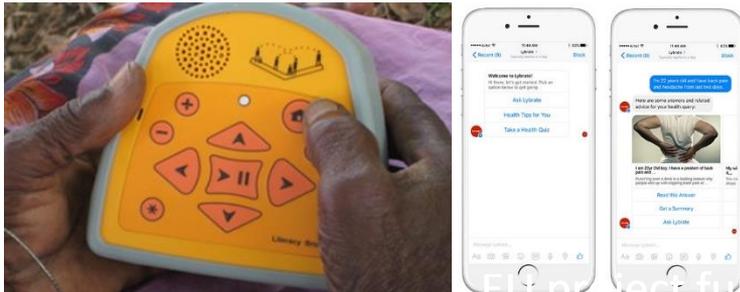


Example: mTobaccoCessation



BHBM Innovations

Frugal Innovation



EU project funded 202

EU Innovations Hub



Artificial Intelligence & Big Data



Technology Partners



EU mHealth Hub

Scaling up:

mHealth Knowledge and Innovation Hubs

EU Project funded through Horizon 2020

Knowledge transfer: BHBM → Hub → Countries

- Best practices and lessons learned
- Facilitating innovation activities & identifying policy gaps
- Regional perspective
- Hubs are independent from WHO and ITU (unlike a Collaborating Centre)
- Focused on implementation – not research or piloting

EU mHealth Hub: Deliverables and Expected Impact

- Implementation of large-scale mHealth programs
- Network of Hubs: Lessons learned, best-practices, toolkits
- Development new handbooks / adaptation to regional context
- Provide knowledge/evidence to governments on mHealth
- Identify policy gaps, assist in developing standards & regulations
- Promote and support local innovations in health services and health service delivery using mHealth by engaging with cross sector stakeholders
- Create synergies with existing political processes and structures

Be He@lthy, Be Mobile: 2018-2020

The WHO-ITU partnership works with a large number of countries and health areas. We look at the full spectrum of how mHealth is used, from launching services in countries to global strategy. We also support its use across different contexts: national programs, local services, and within organizations.

Health topics



- Diabetes
- Cervical cancer
- Tobacco cessation
- Hypertension
- Healthy ageing
- TB-Tobacco
- COPD/Asthma
- Breast cancer
- Wellness
- Physical activity
- Alcohol
- Dental

Countries



- India
- Tunisia
- Senegal
- Philippines
- Zambia
- Egypt
- Costa Rica
- Norway
- UK
- Burkina Faso
- China
- Sudan
- Viet Nam

Contexts



- National program
- Workplace
- Cities

Special projects



- EU mHealth Hub
- Innovations
- Digital health landscape

An award-winning initiative

Harnessing the power of mobile technology to improve health

Private healthcare business is contributing to a global effort to tackle non-communicable diseases using mobile technology



Nomination for a sustainable business award (May 2015)



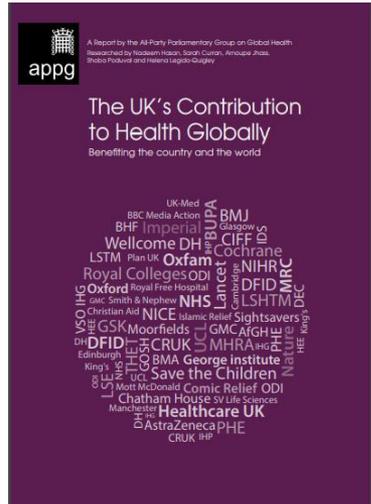
WHO Director-General's Award for Excellence (March 2016)

Profiled in the All-Party Parliamentary Group on Global Health's report (June 2015)

Winner of the 2018 Green Electronic Council Catalyst Award

GEC CATALYST AWARDS

Named in the 71st World Health Assembly Resolution on Digital Health (May 2018)





- Knowledge
- content
- Funding
- Communication & promotion
- Governance
- Policy & strategy
- Technology
- M&E



- Content
- Communication & advocacy
- Best practices
- funding Knowledge



- Convening
- Policies



- Funding
- Intellectual property
- Technology
- Recruitment
- Marketing
- Knowledge





“I firmly believe that technology has a pivotal role to play in helping the world achieve Universal Health Coverage”

@DrTedros to #ITUWTDC,
2018

THANK YOU!