

# BE HE@LTHY BE MOBILE

*mobile technology  
for a healthy life*

**2013  
PROGRESS**





## mHealth: a timeline

# BE HE@LTHY, BE MOBILE

### October 2012

- ▶ WHO DG and ITU SG sign off on a joint initiative for mHealth
- ▶ Initiative launched in Dubai

### January 2013

- ▶ Costa Rican President formally requests to join the initiative

### March 2013

- ▶ First steering committee meeting
- ▶ Draft project for Costa Rica developed
- ▶ University of Cambridge, WHO & ITU develop a costing model for the country initiatives

### May 2013

- ▶ Technology specifications for Costa Rica and mCessation content translated into Spanish,
- ▶ Costa Rica, Mali, Russian Federation, Zambia, WHO & ITU run a World Health assembly event to promote the initiative
- ▶ Over 175 delegates attend
- ▶ Following the event 23 countries express interest in the initiative

### June 2013

- ▶ Second steering committee meeting

### July 2013

- ▶ M & E Framework for Costa Rica developed
- ▶ IFPMA & ITU showcase the initiative at an ECOSOC event in Geneva
- ▶ IFPMA and Verizon Foundation join as partners

### August 2013

- ▶ National soccer team and national TV adverts promote Costa Rica's mCessation initiative

### September 2013

- ▶ Third steering committee meeting

### October 2013

- ▶ mCessation service launched in Costa Rica
- ▶ European Commission promote the initiative at Gastein, Austria

### November 2013

- ▶ Fourth steering committee meeting
- ▶ Zambian Ministry of Health formally requests to join the initiative
- ▶ Draft project for Senegal developed at a planning meeting in the country
- ▶ BUPA joins as a partner

### December 2013

- ▶ Russian Ministry of Health formally requests to join the initiative

### January 2014

- ▶ BUPA & ITU showcase the initiative in London
- ▶ NCD alliance joins as a partner

### February 2014

- ▶ Global experts come together at the university of California, LA to develop standard operating procedures for mWellness

### ...and beyond

- ▶ Ongoing negotiations with Russia, Norway, UK, Brazil, Philippines, India and others

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## What is mHealth?

### mHealth for NCD

The use of mobile technology in the health sector demonstrates the feasibility of strengthening health systems to address some of the NCD burden. There is evidence of previous success in using mobile phones to motivate behaviour change.

### The initiative

ITU and WHO have come together in a new global initiative which focuses on the use of mobile technology to contribute to combat NCDs in eight priority countries over four years.

## mHealth in numbers

# US\$ 170b

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

# US\$ 7t

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

# 36m

*total deaths per year due to NCDs*

# 9m

*premature deaths / year*

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## Contact

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Please also visit: <http://mhealth4ncd.itu.int>

## partners



**The NCD Alliance**  
Putting non-communicable diseases  
on the global agenda

## countries



Costa Rica



Senegal



Zambia