

mHEALTH FOR NON-COMMUNICABLE DISEASES (NCDs) INITIATIVE



Cancers



Cardiovascular
Diseases



Diabetes



Respiratory
Diseases

**BE
HE@LTHY
BE
MOBILE**

MOBILE TECHNOLOGY FOR A HEALTHY LIFE

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*ICT for Health:
EU mHealth Hub
- H2020 Project*

www.who.int • mhealth4ncd.itu.int

A collaborative initiative between



Be He@lthy Be Mobile

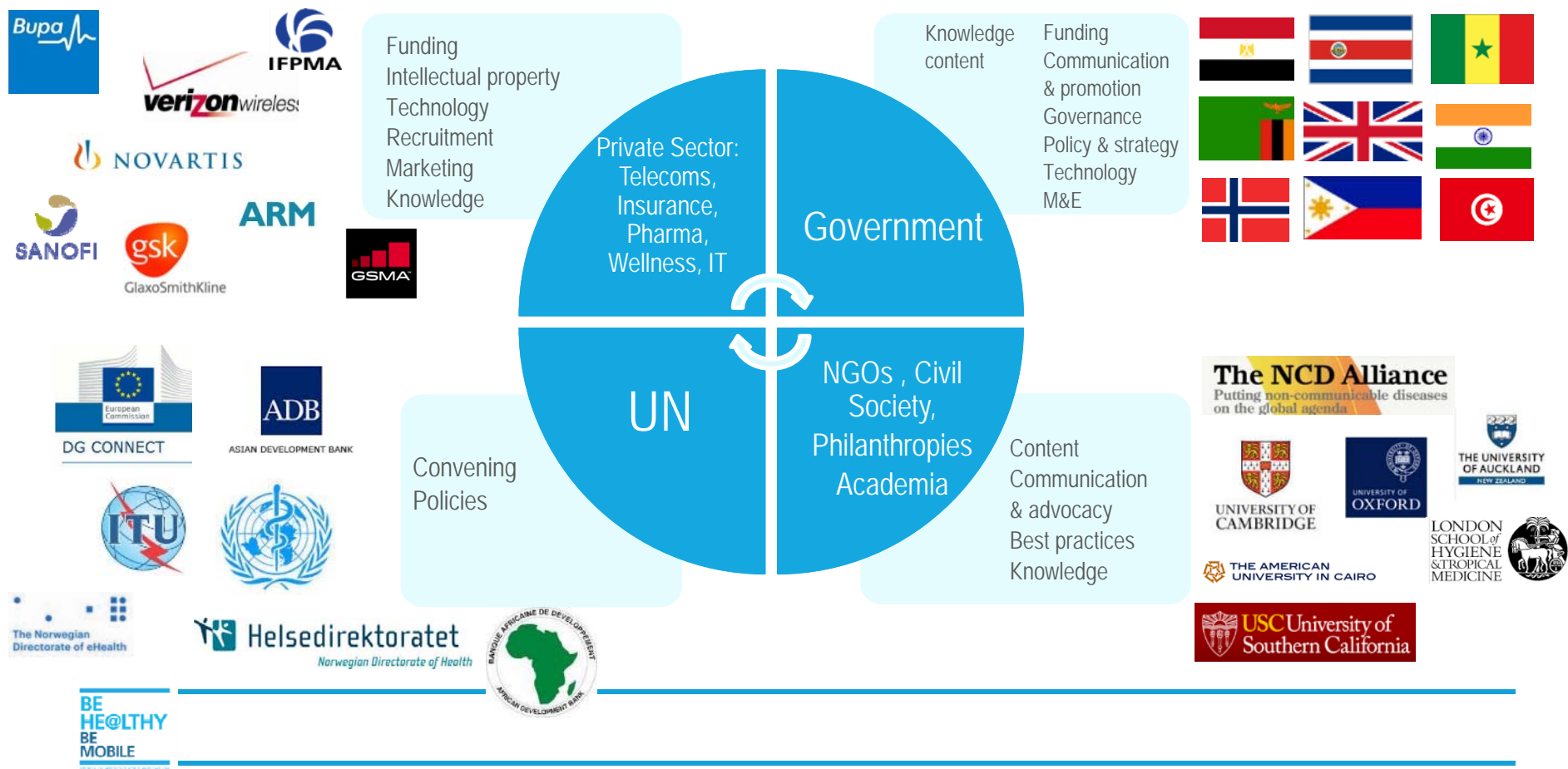
- Non-Communicable Diseases - NCDs
 - The four big NCDs: Cancer, Diabetes, Cardio-Vascular Diseases, COPD (Chronic Obstructive Pulmonary Disease)
 - **Goal: Reduce premature deaths from NCDs by 30% by 2030**
 - Action: Primary and secondary prevention, improved management, improved care
- Be He@lthy Be Mobile
 - joint ITU and WHO initiative on mHealth for NCDs

Be He@lthy Be Mobile – Innovations

- Joint ITU and WHO initiative
 - Can convene health and ICT government units to ensure national scale and integration within existing strategies for NCDs and digital health
- Country program implementation model
 - Helps countries identify national stakeholders, establish necessary collaboration, plan and implement program, monitor and evaluate national mHealth program
- Handbooks/toolkits
 - Input from top-level experts, and lessons learned from country implementations of mHealth programs

A multi-sectoral approach

THE PROGRAM IS UNIQUE IN THAT IT ADOPTS A MULTI-SECTOR PARTNERSHIP STRUCTURE AND ENGAGES IN COUNTRY PARTNERS AND GOVERNMENTS TO MAXIMIZE SUCCESS.











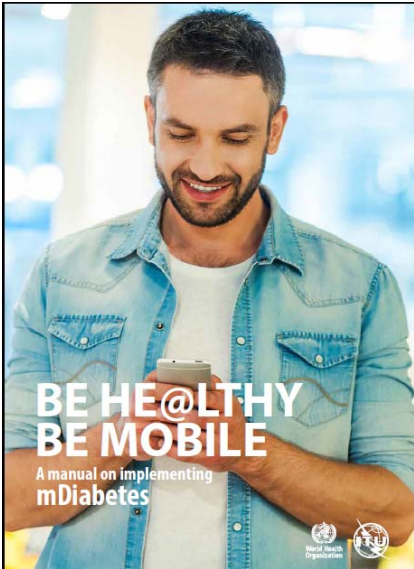
Country programmes



Country	Achievement
India	mTobacco Cessation – more than 2 million interested users (as of Jan 2017). Evaluation of the 1 st phase of the program has begun. Adding in new languages, IVRS and other measures to further improve the program. mDiabetes program - Nearly 105 000 users, and about 8.5 million SMS sent to promote prevention and control of diabetes.
Philippines	Launch of mTobacco Cessation expected to take place by the end of Q1, 2017
Senegal	Senegal preparing for evaluation of mRamadan program. Expected to start the process by March 2017 (received ethical clearance).
Costa Rica	National platform set up and country supporting interest in the technology from other central American countries (Panama, Mexico)
Tunisia	mTobacco Cessation service launched for 3,000 people in the last week of April 2016.
United Kingdom	Looking at options for a digital hypertension program to raise awareness and community engagement in a North-West region of the country (Cheshire and Merseyside)
Norway	National development of several mCOPD projects in 3 local municipalities and Oslo, centred on decision support. The most successful will be taken to scale. Workshop in March 2017.
Zambia	mCervical Cancer national program launched in October 2016 by the First Lady. 600,000 clients received text messages on cervical cancer on the launch day. Working on scaling up the program.
Egypt	mRamadan program successfully implemented in April 2016 to 50,000 people with diabetes. Working on assessment of the program – preliminary results expected soon.

The handbooks

-  mDiabetes
-  mCessation
-  mCervicalCancer
-  mHypertension
-  mSmartLife
-  mAgeing
-  mTB-Tobacco
-  M&E, DHP



BHBM Programs – key components/methodology



Why mHealth Knowledge and Innovation Hub?

- Build on successful concepts from tobacco control and HIV Hubs
- Build capacity in the regions for research on mHealth programs
- Support of the BHBM “methodology” for engaging with countries and stakeholders
- Create a first go-to place for mHealth knowledge, policy gaps and regional challenges

mHealth Knowledge and Innovation Hub – EU Project

- Four year project funded by the Horizon 2020 Program
 - ITU is Lead Partner, WHO is Partner
- Objectives:
 - Establish an EU mHealth Hub for collecting and disseminating research and experience relating to large-scale implementations of mHealth programs
 - Build capacity for the Hub to be able to support Member States in implementing national mHealth programs
- Start-up: 1st March 2017

Beyond the EU Project

- Regional mHealth Hubs
- Strengthen regional/local context for mHealth
- Network of Hubs
- Strengthen Be He@lthy Be Mobile outreach and knowledge base
- Will have to balance local role and relationship to other regional mHealth stakeholders with relationship to network of Hubs and relationship with ITU and WHO
- Avoid becoming another project and pilots operator

Who can apply to become Host for an mHealth Hub?

- Selection criteria (not official):
 - Quality
 - Experience and knowledge of the digital health field
 - Proposal design
 - Team, human resources, international network and recruitment ability
 - Financial capacity
 - Ability to attract funding
 - Support from national government
- Typical candidate is probably (but not limited to) research institute or academic institution, possibly in collaboration with other stakeholders

EC expected impact from project (H2020)

1. **Creating evidence** on health outcomes, quality of life and care efficiency gains in the NCD management by using mHealth solutions.
2. Enabling mHealth to be **deployed** in national and regional level health services and to deliver large-scale benefits, first of the selected entities, and later in the rest of Europe.
3. Becoming the **focal point** for expertise on mHealth in the EU and identifying and highlighting trends and gaps in policies, standards, regulations, etc. and best practices and barriers to the creation of consistent mHealth infrastructure and strategy.
4. Unique **platform** to support innovation in and up-scaling of mHealth by convening cross sector stakeholders (young entrepreneurs, start-ups, governments, technical officers etc.).
5. Creating **synergies** with the existing EU platforms of stakeholders such as eHealth network of Member States and also the EU EIP on Active and Healthy Ageing (requirement, scope, impact).

Timeline EU mHealth Hub

- May:
 - Call for EOIs
- May/June:
 - Roadshows to promote the mHealth Hub concept and attract EOI submissions
- July/August:
 - Publication of full RFP and selection criteria, selection process



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CANCER



CARDIOVASCULAR
DISEASES



DIABETES



RESPIRATORY
DISEASES

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THANK YOU

For more information:

hasvoldp@who.int

pujaris@who.int

hani.eskandar@itu.int

