

CONTACT US

website: mhealth4ncd.itu.int

website: www.who.int

email: mhealth@itu.int



mHEALTH FOR NON-COMMUNICABLE DISEASES (NCDs) INITIATIVE



Cancers



Cardiovascular
Diseases



Diabetes



Respiratory
Diseases

**BE
HE@LTHY
BE
MOBILE**

MOBILE TECHNOLOGY FOR A HEALTHY LIFE

1

2

3

4

5

6

7

8

9

*

0

#



ITU-WHO Mobile Health for Non-Communicable Diseases (NCDs) Initiative

Noncommunicable diseases (NCDs) are the leading cause of death worldwide, with prevention and treatment requirements which dominate the allocation of healthcare expenditure. Cancer, stroke, heart disease, lung disease and diabetes are the most prevalent NCDs, and lead to more than 36 million deaths every year. More than nine million of these deaths are “premature deaths” occurring before the age of 60.

Although NCDs are common globally, their negative effects are more strongly felt in low- income countries, with nine out of ten premature deaths from NCDs occurring in countries with low-to-middle income levels.

Recognizing that NCDs are a major challenge for development in the 21st century, the Political Declaration adopted by the United Nations General Assembly in September 2011 called on WHO to lead and coordinate global action against NCDs.

In response to this, WHO and ITU have collaborated with the UN ITC agencies, forming a groundbreaking new partnership, which focuses on the use of mobile technology to improve the prevention and treatment of NCDs. This partnership aims to contribute to

global and national efforts to save lives, minimize illness and disability, and reduce the social and economic burden that NCDs create.

NCDs are largely preventable if common risk factors are avoided or tackled with care; tobacco use, an unhealthy diet, physical inactivity and the harmful use of alcohol all contribute to the four most common NCDs previously mentioned: cardiovascular diseases, cancers, chronic respiratory diseases and diabetes.

A number of countries are already using mobile technology to survey and quash the NCD epidemic, to raise awareness about the prevalence of risk factors, and to help countries implement national laws concerning NCDs. These successful pilots will be used as templates, scaled - up and customized to each country's need. The ITU-WHO mHealth initiative will harness the best available mobile technology, making mHealth accessible to all countries as a powerful anti-NCD measure. WHO will provide the necessary technical assistance, and ITU will help implement participating countries' projects through government partnership and support from the private sector.



The Initiative

In its initial four-year period, the Initiative will scale-up mobile technology in eight countries, allocated by priority and region. These activities will promote NCD prevention, treatment, and policy reinforcement. A two- pronged approach will be implemented; mHealth operational projects will be set up in participating countries, and an mHealth intervention package will bolster and support the more traditional existing methods of combatting NCDs. Mobile solutions will be primarily SMS- or app-based, and will include a range of services including mAwareness, mTraining, mBehavioural Change, mSurveillance, mTreatment, mDisease management and mScreening. These services will build on the existing successful pilots and scale them to fit population levels. Countries will be able to choose the interventions that are the most feasibly affordable, and most suited to their needs.

The Partners

At the global level partners will be able to share knowledge and resources, lessons learnt and technical experience to help individual countries achieve the best NCD prevention through intervention with mHealth. Individual countries will also have the option to support the Initiative financially and to act as its patrons. At the implementation level, agencies within each participating country will help to roll out the operational projects, to provide products and technical knowledge, and to contribute to the financial resources of their national mHealth schemes.

ITU is the United Nations specialized agency for information and communication technologies (ICTs). ITU allocates global radio spectrum and satellite orbits, develops the technical standards that ensure networks and technologies seamlessly interconnect, and strives to improve access to ICTs to underserved communities worldwide.

WHO is the directing and coordinating authority for health within the United Nations system. It is responsible for providing leadership on global health matters, shaping the health research agenda, setting norms and standards, articulating evidence-based policy options, providing technical support to countries and monitoring and assessing health trends.

