BE HEALTHY
BE MOBILE
mobile technology
for a healthy life

An initiative from the International Telecommunication Union and the World Health Organization

2013 PROGRESS
mHealth: a timeline

**October 2012**
WHO DG and ITU SG sign off on a joint initiative for mHealth

**January 2013**
Costa Rica President formally requests to join the initiative

**March 2013**
First steering committee meeting in Costa Rica

**May 2013**
Technology specifications for Costa Rica and eHealth content from OECD and eHealth
Costa Rica: WHO, Russian Federation, Zanzibar, Russian Federation and Zanzibar Health system ready to propose the initiative
First TDF delegates attend follow up meeting and express interest in the initiative

**June 2013**
Second steering committee meeting

**July 2013**
mHealth framework for Costa Rica developed

**August 2013**
First steering committee meeting in Costa Rica

**September 2013**
Second steering committee meeting

**October 2013**
First steering committee meeting in Costa Rica

**November 2013**
Third steering committee meeting

**December 2013**
Fourth steering committee meeting

**January 2014**
BUPA & ITU showcase the initiative in London

**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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**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 per year

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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.

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Contact

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partners

countries

Bupa  verizonfoundation  IFPMA  The NCD Alliance

Costa Rica  Senegal  Zambia

Putting non-communicable diseases on the global agenda