

MIRA CHANNEL Women Mobile Lifeline Channel

Making Mobile Phones Women Friendly



Brief Overview of MIRA Channel (Women Mobile Lifeline Channel)

MIRA Channel or Women Mobile Lifeline Channel - is an integrated mobile phone channel to provide healthcare information and services to rural women through mobile phones in low-resource settings. The information is delivered to women through interactive edutainment tools by building their knowledge and creating awareness on critical health issues. The channel also connects women with local health system like Public Health Centers (PHCs) and Community Health Workers (CHWs). The objective of the channel is to enable women improve health indicators, self-manage their life and reach towards a larger goal of women empowerment.

MIRA Channel is a single-window application with multiple channels on Pre-natal care, Child immunization, Newborn care, Family planning and Adolescent health issues with an objective to improve maternal and child health through **RMNCH+A** approach. The channel is designed for millions of semi-literate women using iconic language with limited audio support and minimum text in local languages. The content of the channel get regularly updated on the mobile phones.

The distinguishing features of MIRA Channel is its icon-based interactive tool kits, health calculators and trackers like pregnancy tracker, immunization tracker, menstrual cycle tracker, family planning tracker and infection prevention trackers. Use of iconic messaging system throughout the channel enables women with low or no literacy levels understand issues easily and quickly. It also has a feature to access supporting audio for all the messages which can also be downloaded externally. MIRA channel also has numerous value-added services (VAS tools) like the stimulating mobile games, soap operas, story-telling tools, decision-making stories and m-learning tools which provides edutainment to women based on ZMQ's model of "*Real-World Risk Reduction Method using Game Mechanics*" thus creating behavior change.

Currently the channel provides quality information to rural women on 5 major sub-channels which cover every aspect of a woman across life stages - from adolescence to motherhood. These are as follows:

1. **Pre-natal Care:** This module includes a Week-by-Week Pregnancy tracker tool which gives information on recommended diet, medical care and quick Dos and Don'ts for each week of pregnancy. The tool also has a specially designed weekly message for husbands to engage them in the pre-natal care along with the wives. Here, the woman registers her pregnancy based on her LMC or EDD and receives customized information every week through icons, graphics and audio messages. Various prompts like Tetanus injections, ANC visits, Iron Folic Acid pills, preparation for delivery, postpartum family planning options, essential newborn care and immunization schedules are provided as regular checklists. The channel also allows multiple registrations on one mobile handset taking in consideration that not every rural woman has a mobile phone and the phone can be shared in groups of women like the Self Help Groups (SHGs).
2. **Immunization:** This module includes a tracking tool kit which gives immunization schedule for infants and children up to 5-years of age based on the routine immunization plan followed of a specific country. It allows the parents to track the due, vaccine missed and vaccine to be take in future. Using icons and graphics, the tool also takes through every vaccine, its preventive diseases, how to get it and after effects. The channel allows multiple registrations on one mobile handset by entering the child's birth date, gender and name of the mother with other optional details like weight etc.



3. **Newborn Care:** This module focuses on care for mother and newborn. It provides basics on birth preparedness, home-based newborn care, referral, infant and young child feeding including exclusive breastfeeding practices, identifying danger signs among newborns. It also includes tools of special care for LBWs (low-birth weight babies) and techniques like KMC (Kangaroo Mother Care) for premature infants. The channel is coming up more tools related to child nutrition and childhood illnesses like pneumonia, diarrhea and malaria.
4. **Family Planning:** This module is designed with an objective of introducing women to different family planning methods and enabling them to make an informed choice. It provides information to women on healthy timing and spacing of pregnancies, use of postpartum family planning method and various other methods like male & female condoms, oral contraceptives, sterilization methods and IUDs.
5. **Adolescent Health:** This module introduces adolescents especially girls on topics related to physical, emotional and social changes they undergo during this formative phase. It focuses on issues related to menstrual hygiene and sanitation, menstrual cycle calculator, nutrition and components of life-skills education like reproductive and sexual health, relationships, behaviors and HIV/AIDS. A lot of this content is provided in a youthful way in form of game and stories.

Some of the other tools which we are providing through the MIRA channel are:

PHC Connect: We are providing a specialized build as a separate channel for Community Health Workers (CHWs) to track and provide information to rural women through this tool, and at the same time conduct customized surveys to collect data on different health indicators.

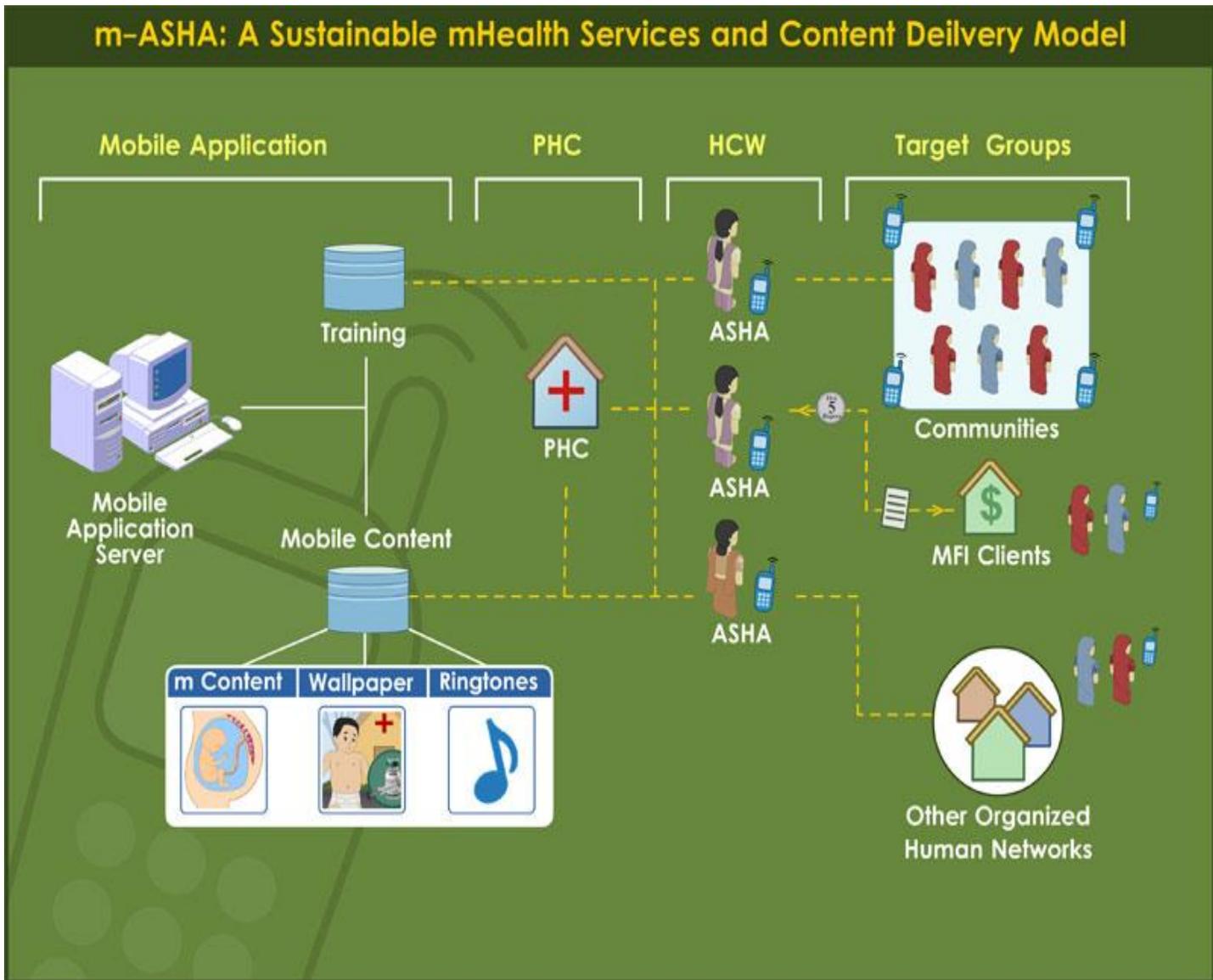
VAS Tools: Apart from this, the channel is building value added tools over the channel in form of mobile games, mobile stories & soaps and m-learning toolkits. Sabido methodology demonstrates the fact that sustained educational entertainment is a proven methodology for inculcating healthy behavior which can ultimately raise awareness among large numbers of people on critical health issues to adopt new behaviors.

MIRA channel is growing. Our objective is to serve more and more rural and semi-literate women in low-resource settings, and to achieve our larger goal of women empowerment. As we expect to grow our subscriber base, we are planning to add more utility tools for women to keep them engaged on the channel. We are currently developing tools on the topics like functional literacy skills, disaster preparedness, financial literacy skills, women entrepreneurship development and vocational training for women. Visit us at: <http://www.empowershe.org>

Make Your Mobile Phone Gender Neutral

Architecture of MIRA Channel:

PHC Connect Module with mContent (mGames and mStories)





MIRA CHANNEL
Women Mobile Lifeline Channel

An initiative of



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