

## Projecting Health

### Health need

According to the World Health Organization, newborns who die within their first 28 days of life account for nearly 40 percent of all deaths of children under age five. In resource-poor settings, simple interventions such as birth spacing, birth preparedness, hygienic delivery, thermal care, and immediate breastfeeding could prevent the majority of these deaths. Effective, novel, and low-cost strategies for achieving improved health practices at the home and community levels are needed, especially in areas where staffing shortages and low literacy levels are common.

While basic maternal and newborn health education programs currently exist, barriers often remain for helping mothers or caregivers effectively carry out learned practices or for mothers to seek care and treatment. Public health programs have historically improved health knowledge and behaviors by asking experts to develop informational materials and then distributing these to target groups. These materials can be costly to produce, however, and are often based on a one-size-fits-all approach that may not work for people in all locations.

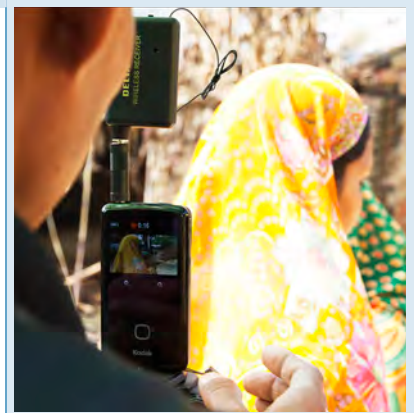
### Technology solution

Using advances in digital technology, PATH and our partners University of Washington and Digital Green, are revolutionizing social and behavior change communication methodology with a new approach for health education. Projecting Health focuses on community-led use of digital media to effectively improve health knowledge and behaviors. The new method equips communities with basic skills and low-cost technologies for targeted message creation and delivery bolstered by scientific evidence and visual demonstrations. Projecting Health transforms traditional social and behavior change communication by using customized educational videos that are developed and produced by the communities and shared via low-cost, portable projectors and other mobile devices.

By shifting the driving force for change from health experts to community members, PATH is maximizing the potential impact by improving health practices while reducing the challenges of time, money, and resources to influence those behaviors.

### Current status and results

PATH successfully integrated the Projecting Health model into an existing community program in India through local nonprofit partners Gramin Vikas Sansthan and Nehru Yuva Sangathan Tisi. To date, videos have been created to address local needs such as birth preparedness, optimal breastfeeding practices, thermal care, family planning, and maternal and child danger signs. Community members were involved in all aspects of video production, and disseminations have been led by community health workers to mothers' groups and at village health and nutrition days. In the first year, 20 videos were produced, and nearly 1,700 disseminations were conducted with more than 17,000 viewers. Preliminary data suggest that these screenings have already improved local knowledge and health practices for mothers and newborns.



Neha Kumar

**Community members lead production of health education videos.**

**“I enjoy showing the video. When I talk to the villagers they don’t understand, but by showing the video they understand.”**

Midwife from Rajasthan, India, during initial user testing.

### Availability

For more information regarding this project, contact Kiersten Israel-Ballard at [kisraelballard@path.org](mailto:kisraelballard@path.org) or Richard Anderson at [randerson@path.org](mailto:randerson@path.org).

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