

Digital Inclusion and Empowerment

Digl.BasicInternet.no

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Main Message

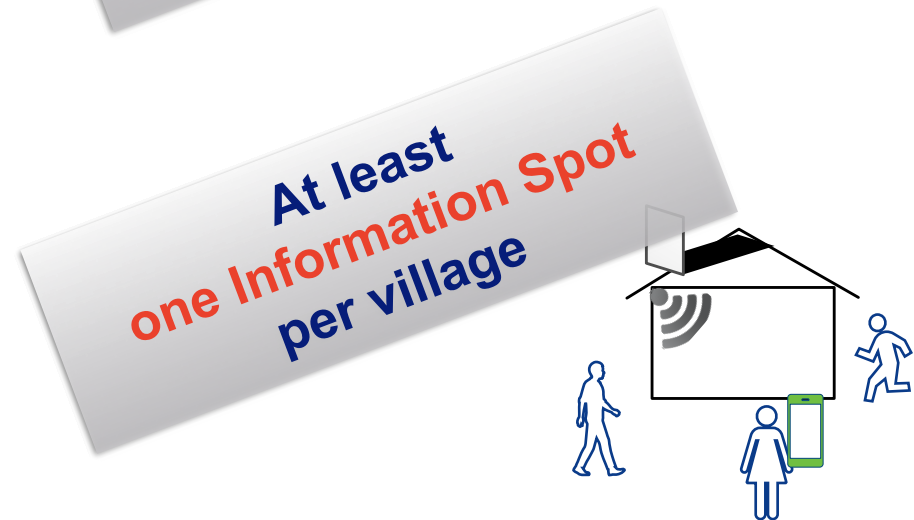


SUSTAINABLE DEVELOPMENT GOALS
17 GOALS TO TRANSFORM OUR WORLD

Basic Internet Foundation

- “Internet Lite for All” is the **catalyst** for the SDGs
 - ➔ **free access to information** for everyone
 - “walking and cycling on the Internet”
 - ➔ Digital Inclusion and Empowerment
- **Freemium** model for access
 - ➔ **free access to information** for all
 - ➔ **premium** access to **broadband**
 - ➔ sustainable solution

“Providing Internet to the basic of the pyramid isn't a question of affordability, but rather a question of sustainability”
Internet Governance Forum, Panel, WIN



Challenges and Lessons Learned

- **Internet lite for all**
 - ➔ “Nobody should be left out from the Digital Society”
 - ➔ Give everyone **access to digital information**
- **Traditional business** models are too slow
 - ➔ Mobile broadband roll-out dominated by return on investment
 - ➔ Premier league, Bollywood **outranges non-profit content**
- Address the Digital Divide through Internet lite
 - ➔ Provide at least **one Information Spot** in each village
 - ➔ **Internet lite for all** - the freemium model for access
 - ➔ **Premium** access to profitable content - **sustainable** solution

Internet Lite for All
the **catalyst for the SDGs**





UiO : Institute of Health and Society
University of Oslo

Free access to Digital Health Information in Tanzania

Christine Holst, Josef Noll and Andrea S. Winkler

VISJON 2030: 2ND FORMATIVE DIALOGUE RESEARCH PROJECT SEMINAR

@FAFO

December 2018



UiO : Global Health



In this presentation

- **Digital health promotion** vs the old school way - Digital literacy through targeted health information at Wi-Fi spots
- How can we **reach people** that are not part of the digital society?
- **Where** can we best approach people?
- What is the **type of content** which will reach the people?





Free access to health information in Tanzania – A Digital (Health Education) Intervention

- Developing appropriate health messages to address:
 - HIV / AIDS
 - Tuberculosis
 - One-Health diseases, *Taenia solium* (neuro)cysticercosis / taeniosis (TSCT)
 - Anthrax
- Providing access to the free digital health information
- Testing the effect of the digital health intervention





The intervention – Main objective

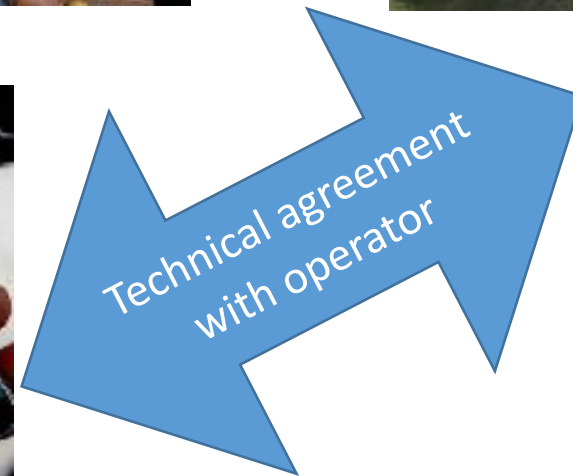
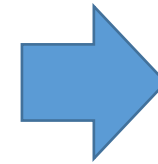
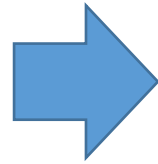
- Increased health knowledge / health literacy
- **Disease prevention**
- Better use of health care services, early treatment, quality treatment

= Strengthen the health care system, reduction of mortality and morbidity.





The intervention – in the village



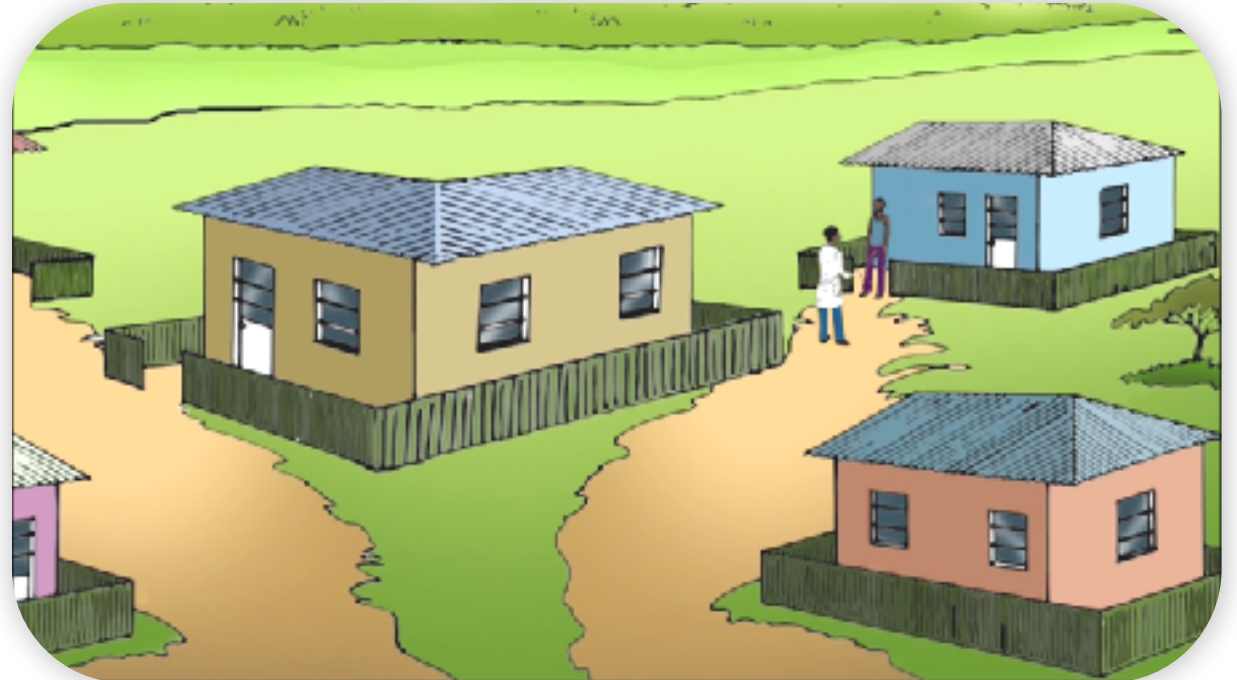


The intervention – in the village

The screenshot shows a website interface with a header that reads "Protect Yourself! Stay Safe." Below the header, there are six main content blocks arranged in a 2x3 grid:

- Cysticercosis:** Includes an illustration of a pig and a person in a rural setting. Text: "Watch 'The story of tapeworms' here, take the quiz and learn about prevention and treatment here." Buttons: "More", "Video".
- Anthrax:** Includes an illustration of a person kissing a child. Text: "Anthrax costs lives. Learn how to protect your family and yourself here." Buttons: "More", "Video".
- Tuberculosis:** Includes an illustration of a person coughing into their elbow. Text: "Tuberculosis can be avoided and cured. Find more about the disease here, and take the quiz to test your knowledge." Buttons: "More", "Video".
- HIV Aids:** Includes an illustration of hands holding pills. Text: "Quality treatment, quality longer life. Find out more about the disease here, and take the quiz to test your knowledge." Buttons: "More", "Video".
- Cholera:** Includes an illustration of a water drop and a person near a water source. Text: "Cholera is an infectious disease that causes serious watery diarrhea. Take the quiz and learn about Cholera here." Buttons: "More", "Video".
- Global Health:** Includes the "GLOBAL HEALTH MEDIA" logo. Text: "Our mission is to improve health care and health outcomes in resource-poor areas by developing videos that 'bring health' into health-care information systems to save lives." Button: "More".

At the bottom of the page, there are social media icons for Facebook, Twitter, and YouTube.



Testing of the digital health intervention

- Does it work?
- Has the intervention increased health knowledge?
- How do people feel about the intervention?





Testing of the intervention, continued

- Pre and post intervention investigations to explore change in health knowledge, via questionnaires
- Pilot study: Two intervention villages, two control villages
- 500 participants – one per household.
- Baseline, immediate after and three follow-ups over a year





Testing of the intervention, continued

Semi-structured interviews

- Planned with participants (users of intervention)
- In each of the intervention villages
 - After 6 months
 - After 12 months





Concrete challenges experienced and adjustments made

- Time consuming bureaucratic processes:
 - UiO: Internal registration and approvals, at institute and faculty level
 - NSD: registration and assessment
 - NIMR (TZ): Ethical approval
 - COSTECH (TZ): Research permit
- The dynamics of working multi-disciplinary
 - Communication aspects
 - Objective objectives? Background influences!





Vision for the future

- Expand
 - More villages – all together 10 in phase 2
 - More information – Malaria, Malnutrition





Digi partners



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