

Digital Inclusion and Empowerment

The killer app for 6G

Josef Noll, Wisam Mansour, Christine Holst
University of Oslo & Basic Internet Foundation
Kjeller, Norway
josef@jnoll.net, m: 9083 8066

Main Message



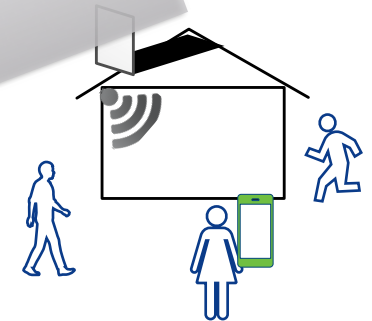
SUSTAINABLE DEVELOPMENT GOALS
17 GOALS TO TRANSFORM OUR WORLD

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

At least one Information Spot per village



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



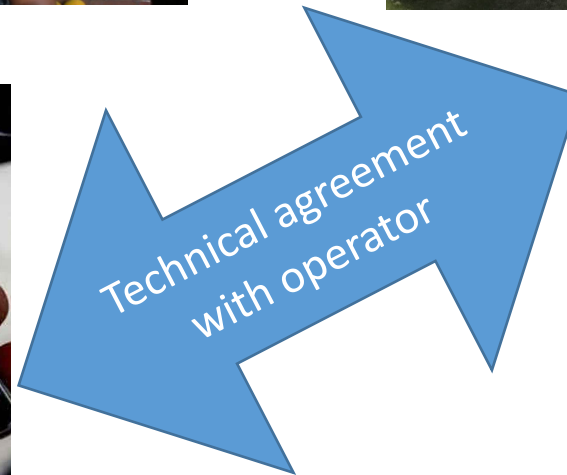
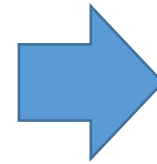
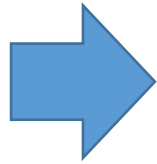
The intervention – Main objective

- 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

Health Information About Contact Report- Videos- Swahili

Protect Yourself! Stay Safe.

Cysticercosis
Watch "The story of tapeworms" here, take the quiz and learn about tapeworm and cysticercosis here.

Anthrax
Anthrax costs life. Learn how to protect your family and animals here

Tuberculosis
Tuberculosis can be avoided and cured. Read more about the disease here, and take the quiz to test your knowledge.

HIV Aids
Quality treatment, quality longer life for infected. Read more about the diseases here, and take the quiz to test your knowledge.

Cholera
Cholera is an infectious disease that causes severe watery diarrhea, take the quiz and learn about Cholera here.

Global Health
Our mission is to improve health care and health outcomes in resource-poor areas by developing videos that "bring to life" basic health care information known to save lives

More Video More Video More Video More

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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



UiO



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