

Mobile Health (mHealth) Tanzania Partnership



LAUNCHED IN **2012**

Largest mHealth service in East Africa

- **130+ MILLION** TEXT MESSAGES SENT AND RECEIVED
- **2.2+ MILLION** USERS

- **4+ MILLION** REACHED
- **73% SHARE** WITH AT LEAST 2 PEOPLE
- **29 PARTNERS**

MATERNAL AND CHILD HEALTH

WAZAZI NIPENDENI (HEALTHY PREGNANCY, HEALTHY BABY)

LAUNCHED IN **NOV. 2012**

SUBSCRIBERS RECEIVE MESSAGES AND REMINDERS ON

- Antenatal care
- Family planning
- Fetal and child development milestones
- Postpartum care
- Prevention of mother-to-child transmission of HIV/AIDS
- Reminders for health services

2.2+ MILLION SUBSCRIBERS

- 44%** Pregnant women
- 43%** Mothers with children 0-5 years
- 10%** General information seekers
- 3%** Supporters

130+ MILLION TEXT MESSAGES SENT AND RECEIVED

9,000+ HEALTH WORKERS TRAINED

PEDIATRIC HIV MESSAGING SERVICE (PEDAIDS)

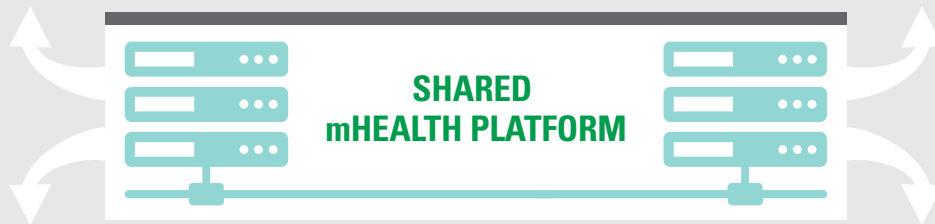
LAUNCHED IN **AUG. 2016**

WORKS TO INCREASE pediatric HIV identification and ART initiation and retention

IMPLEMENTED IN **MBEYA REGION** with HJFMRI- Walter Reed Program Tanzania

4,546 CLIENTS SINCE LAUNCH

WITH PEDIATRIC-SPECIFIC MESSAGES encouraging ongoing HIV testing and evaluations for newborns



HIV

FAST ART SELF-ASSESSMENT AND ARV REFILL MOBILE SERVICE (FASTA)

LAUNCHED IN **AUG. 2018**

FIRST EVER mobile technology application for multi-month drug scripting targeting ART-stable clients
TEXT MESSAGE SCHEDULING COMPONENT used to deliver monthly self-assessments and semi-annual clinical visitation reminders to registered ART clients

- Launched in **15** HIGH-VOLUME SITES in Ruvuma
- Enrolled **361** HIV-STABLE CLIENTS
- Trained **50** HEALTHCARE STAFF
- Oriented **28** PHARMACISTS on dispensing ARVs

TUBERCULOSIS

TB SELF-SCREENING AND PATIENT TREATMENT MHEALTH APPLICATION

LAUNCHED IN **SEPT. 2018**

LEVERAGES MOBILE TECHNOLOGY to increase identification of symptomatic TB patients in the general population

PROVIDES DETAILED TAILORED TREATMENT LITERACY to TB and TB/HIV patients on TB treatment, based on classifications:

- TB/HIV patient
- New TB patient
- Previously treated TB patient
- TB drug-resistant (TB-DR) patient
- TB-DR/HIV patient

- 5,500+** PEOPLE completed TB self-screening assessment
- 4,600+** ENROLLED in TB awareness messaging service
- 400** HEALTHCARE PROVIDERS TRAINED