

'You have an SMS': Innovative knowledge transfer for agriculture and health

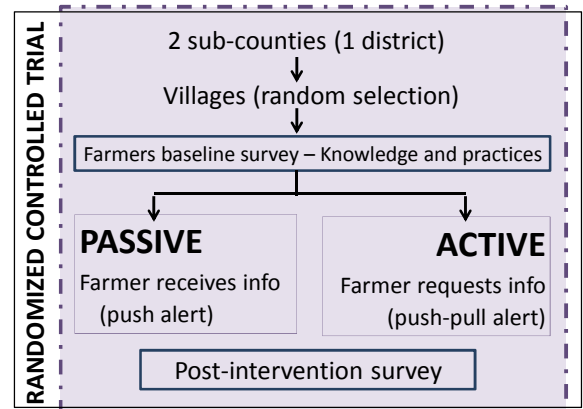
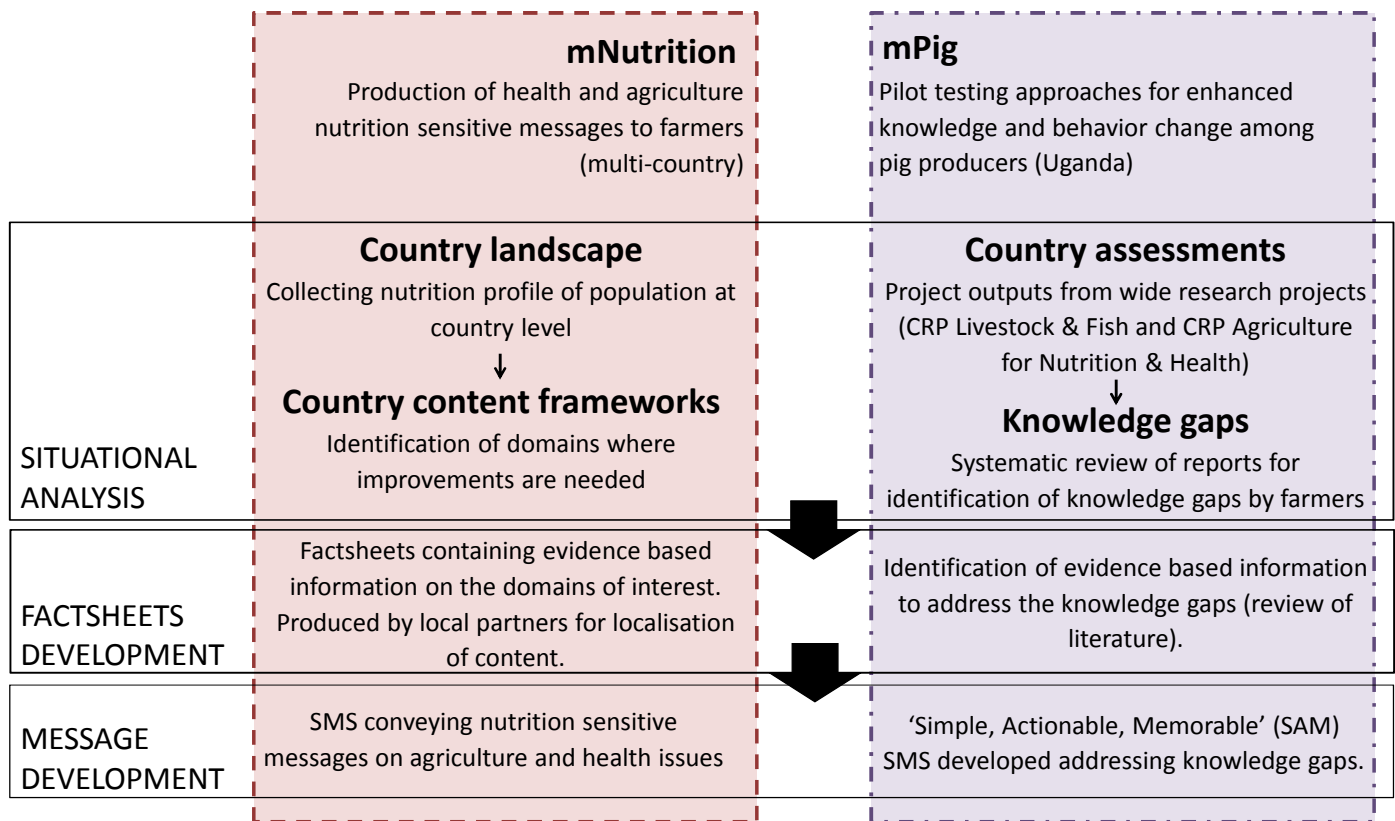


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Background

Education and knowledge are crucial to empowerment. In developing countries, knowledge transfer to communities in rural areas has been traditionally challenged by limited accessibility, lack of resources and low literacy levels. The large mobile phone coverage in rural areas in low income countries offers a unique opportunity for knowledge dissemination to rural households. We present two examples of projects exploring the use of mobile technologies for knowledge dissemination.



Points for reflection

- Ultimate aims: **increased knowledge** that leads to **behavior change**
 - Need **LOCALLY SPECIFIC content**: more actionable = higher impact
 - Need **SIMPLE messages**
 - Need **delivery** method that enhances learning and action
- **Sustainability** – need to consider potential business models and willingness to pay

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