Capacity development through mobile technology: Lessons from ILRI's mNutrition
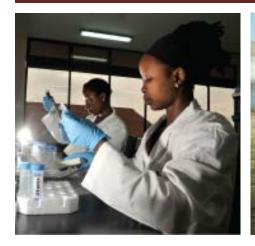
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Structure of presentation

1. Introduction to mNutrition
2. Why mobile technology?
3. The task
4. The solution
5. ILRI take home

mNutrition Project Introduction

Is a 3 year project structured into two programmes

mHealth

The mHealth programme brings together the mobile industry and health stakeholders to improve health outcomes in the ten African countries, with initial focus on Millennium Development Goals 4, 5 and 6.

mAgri

The mAgri programme enhances the livelihoods and quality of life of developing world smallholder farmers by improving access to information, financial services and supply chain solutions, delivered via mobile.
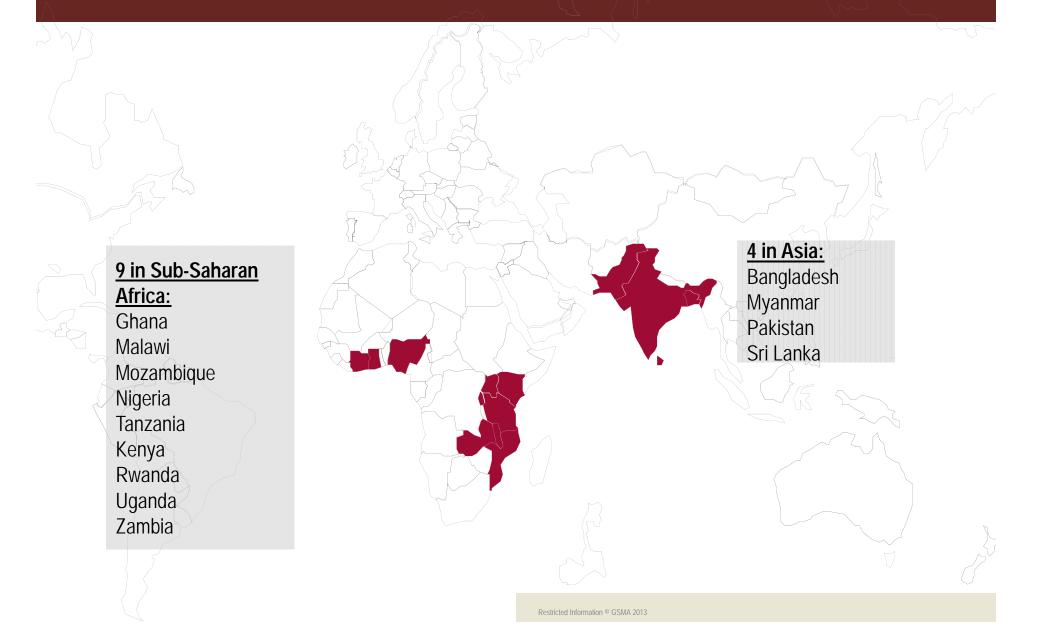
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Intro. continued

- Aims to improve nutrition for the poor over a period of 5 years

- Entails the launch of behavior change communication services, agricultural extension services, population-level registration and data tracking

- Will deliver a range of mobile services covering areas of nutrition, agriculture and healthcare, targeting mothers and children in 13 countries

Coverage

9 in Sub-Saharan Africa:
Ghana
Malawi
Mozambique
Nigeria
Tanzania
Kenya
Rwanda
Uganda
Zambia

4 in Asia:
Bangladesh
Myanmar
Pakistan
Sri Lanka

Why mobile technology?

Mobile network coverage

- More than 85% in the emerging markets
- Ubiquitous access to mobile services by rural and urban settings

Smartphone ownership base

- 1.9billion globally
- Driven by mobile VAS – ringtones, offers, emails

Learning driven by mobile

Mobile is a behaviour change communication (BCC) enabler

eLearning: mobile data facilitates remote learning via computers, tablets and phones

The task

- Develop content that is safe, factual, relevant and accessible to the target group
  - Used local content partners
- Pass this (behaviour change) information to poor households including farmers (low education)in non-traditional formats – SMS, voice
  - Language
  - Format
  - Technical depth

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The solution

- Training curriculum for content developers to ensure they produce service ready factual, relevant and accessible content
  - With 13 countries, one-off trainings would never be sufficient due to attrition, content retention etc
  - There's need for refreshers- too expensive to fly back to 13 countries
- Quality assurance framework to ensure developed content is relevant and accessible by target group
- Train local partners through blended Learning to enhance training content retention

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ILRI take home

- Validated process of transforming complex information (research outputs) to simple information (fact sheets and SMS)
- Content development tools – factsheet and message templates
- Structuring a Knowledge bank
- Implementing blended learning for improved learning outcomes
- Mobile Public Private Partnerships to achieve scale

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better lives through livestock

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