

**Cell Phone Counseling to Improve Implementation of
Appropriate Nutrition Practices – a pilot of cross-sectoral
intervention between a research NGO, public hospitals and cell
phone companies.**

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Lata Medical Research Foundation,

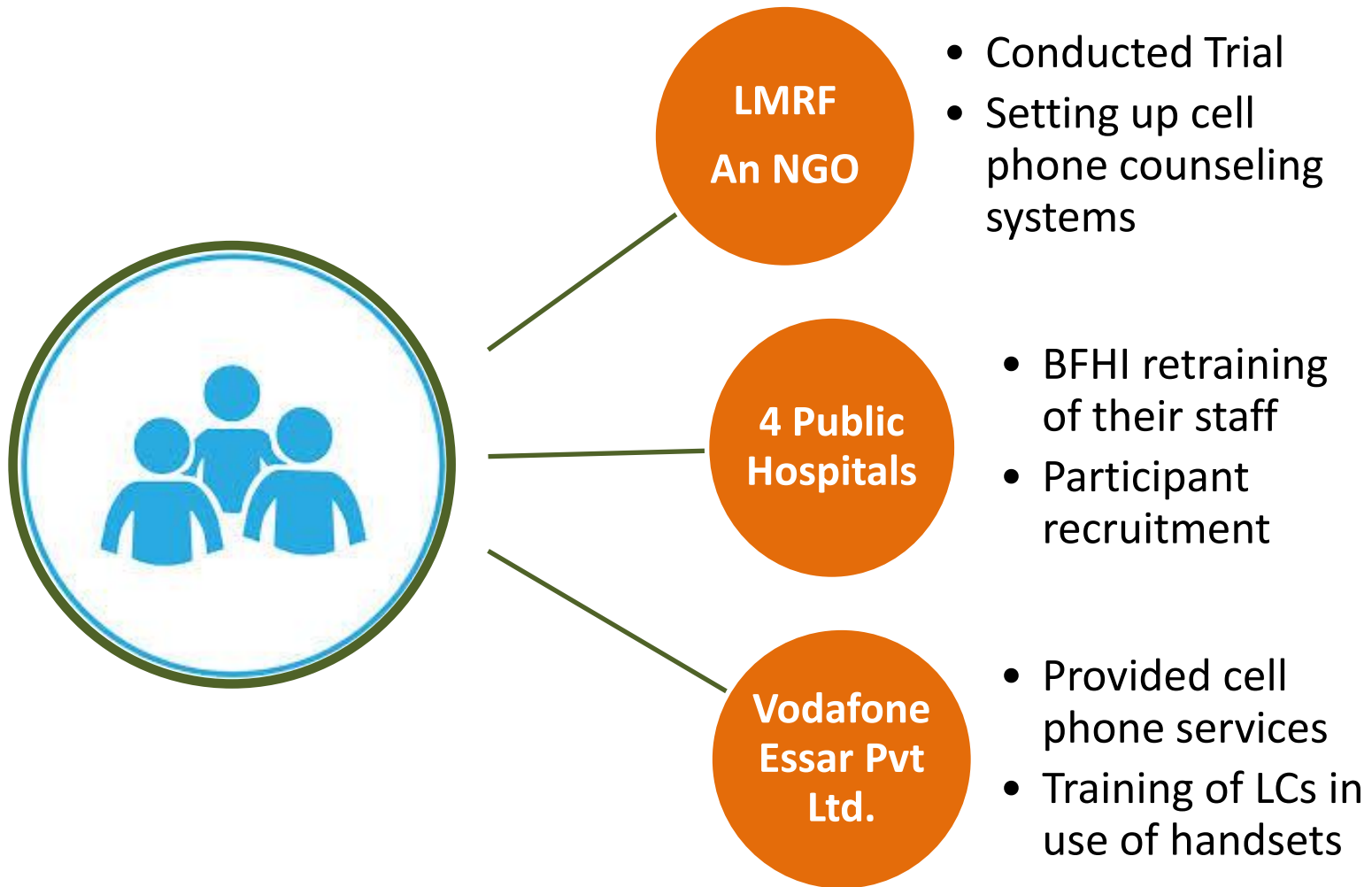
Nagpur, INDIA

30th Oct, 2014

Background

- Inappropriate infant feeding practices contribute significantly to India's high prevalence of child malnutrition.
- Cell phones (CPs) provide an innovative community-based platform
 - nutritional education and
 - behaviour change needed to improve nutrition practices.
- We report the first trial that evaluated the efficacy of CP communication between providers and beneficiaries to improve appropriate feeding practices of infants up to 6 months of age.

Cross sectorial approach



Intervention- Lactation counseling using cell phones

Data base of all mothers

Call transfer facility



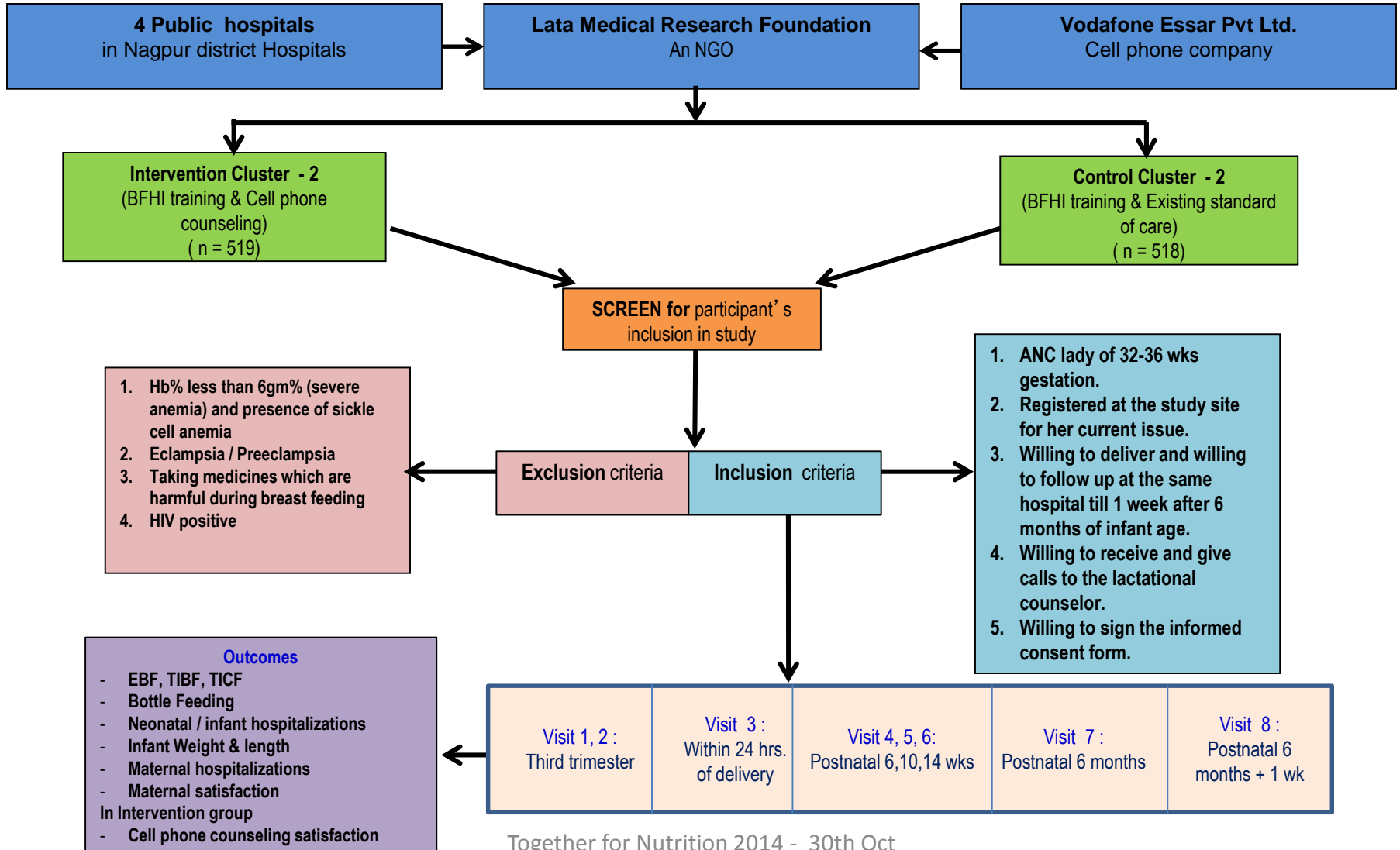
**70-80 calls/day & send 500-600
bulk SMSes daily**



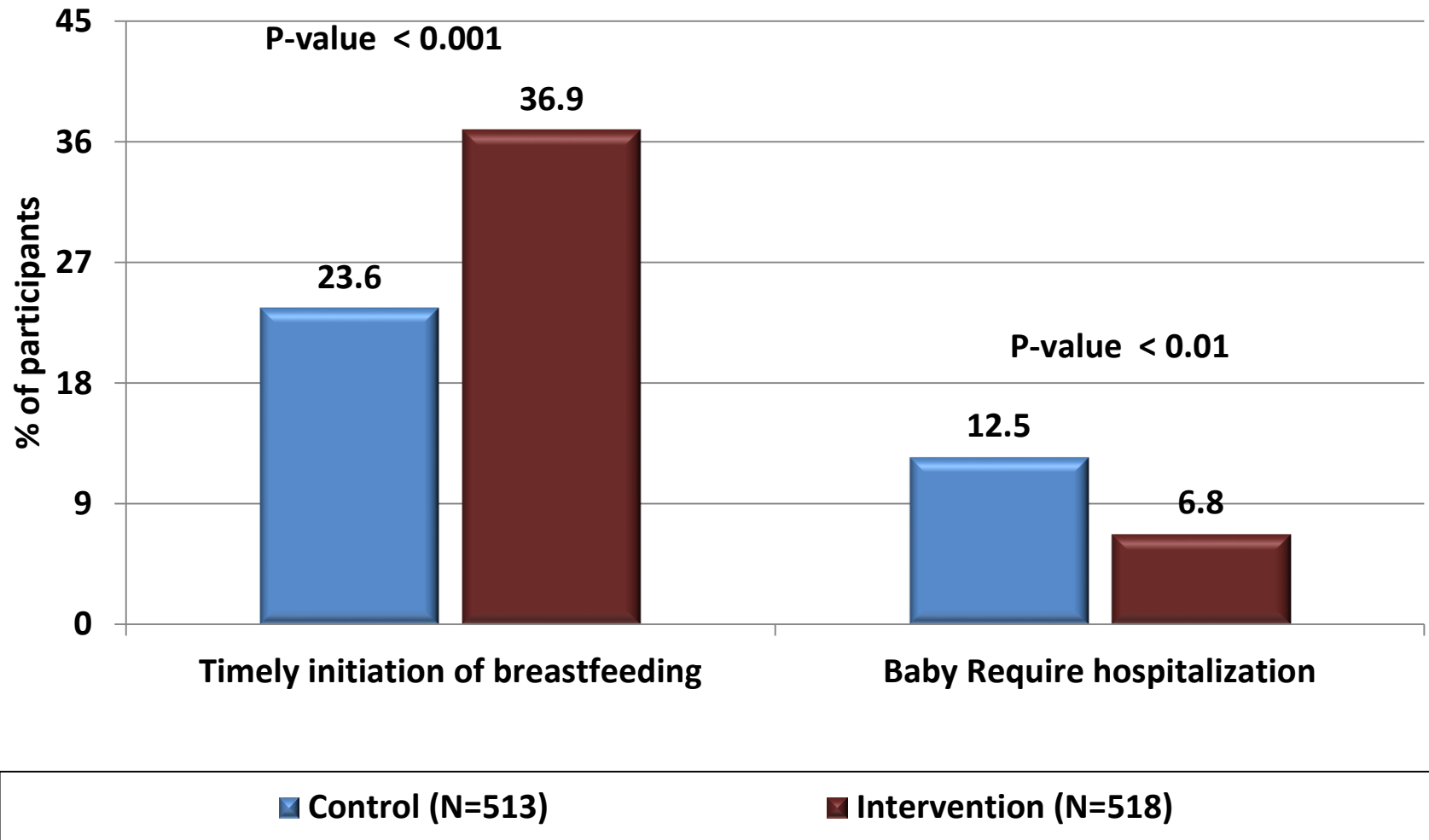
Beneficiaries - Mother - Baby dyads

**Speed
dialing and
call back**

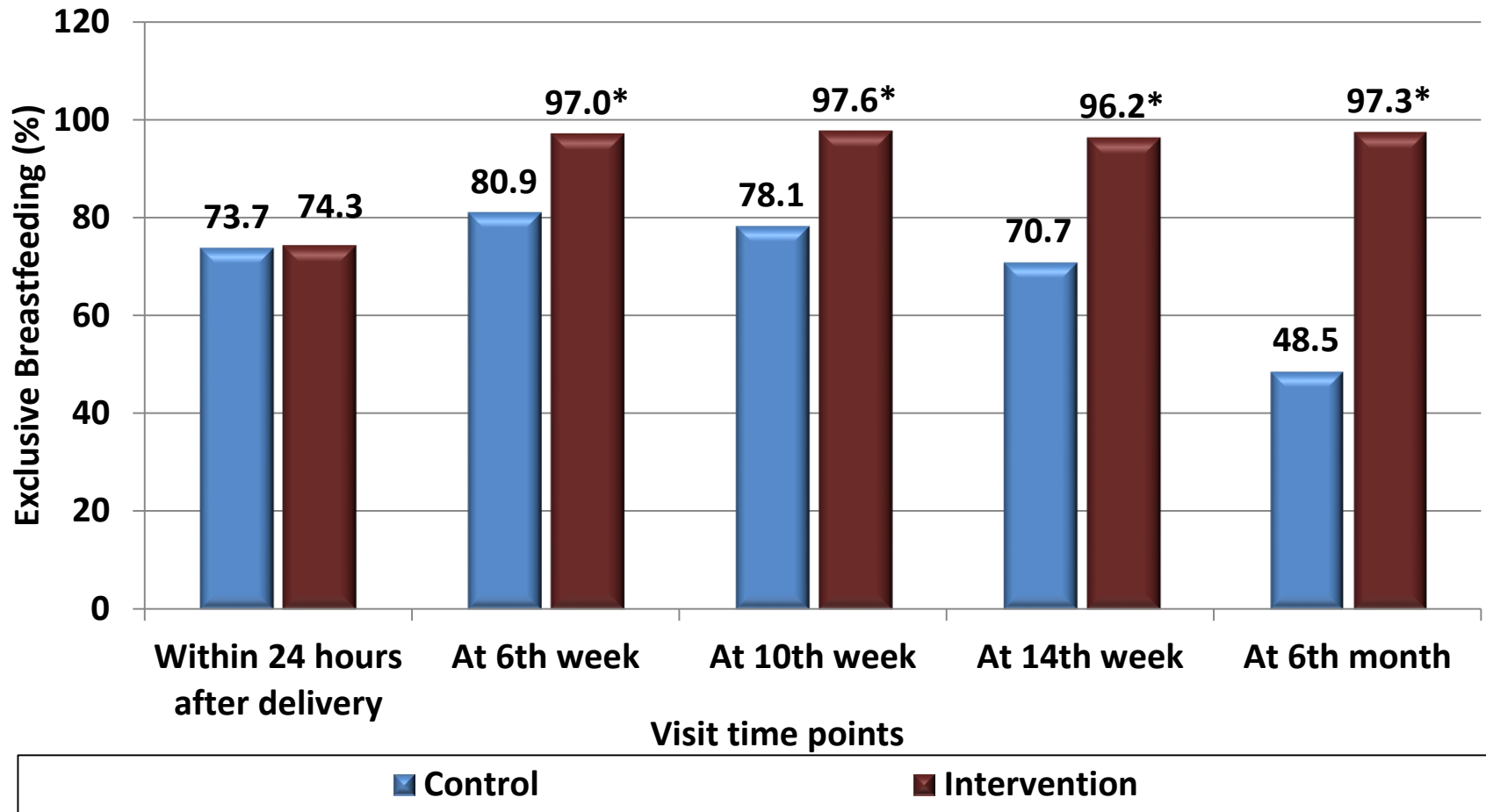
Methodology and Study design



Outcomes in Neonates

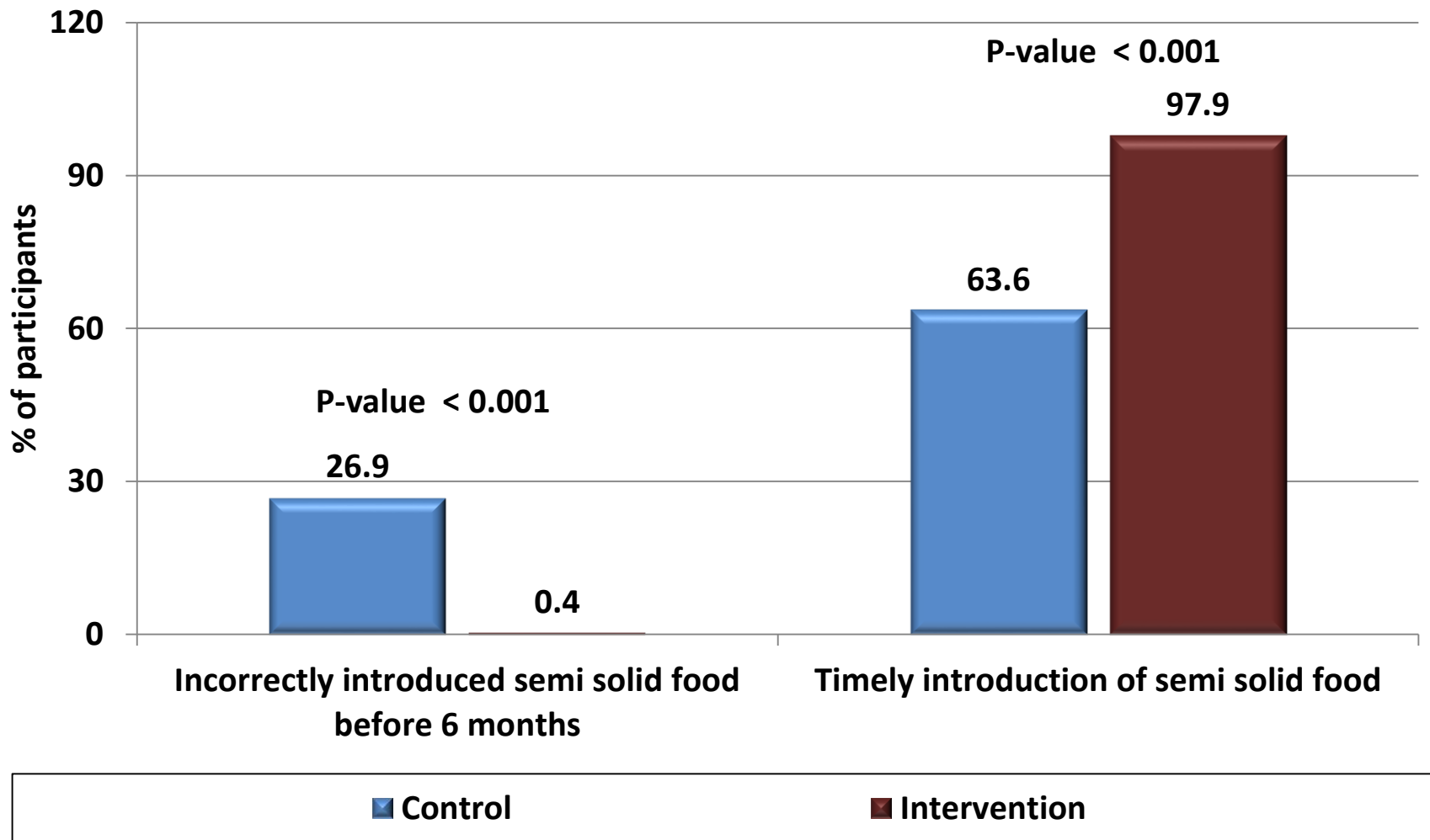


Rates of Exclusive Breast Feeding

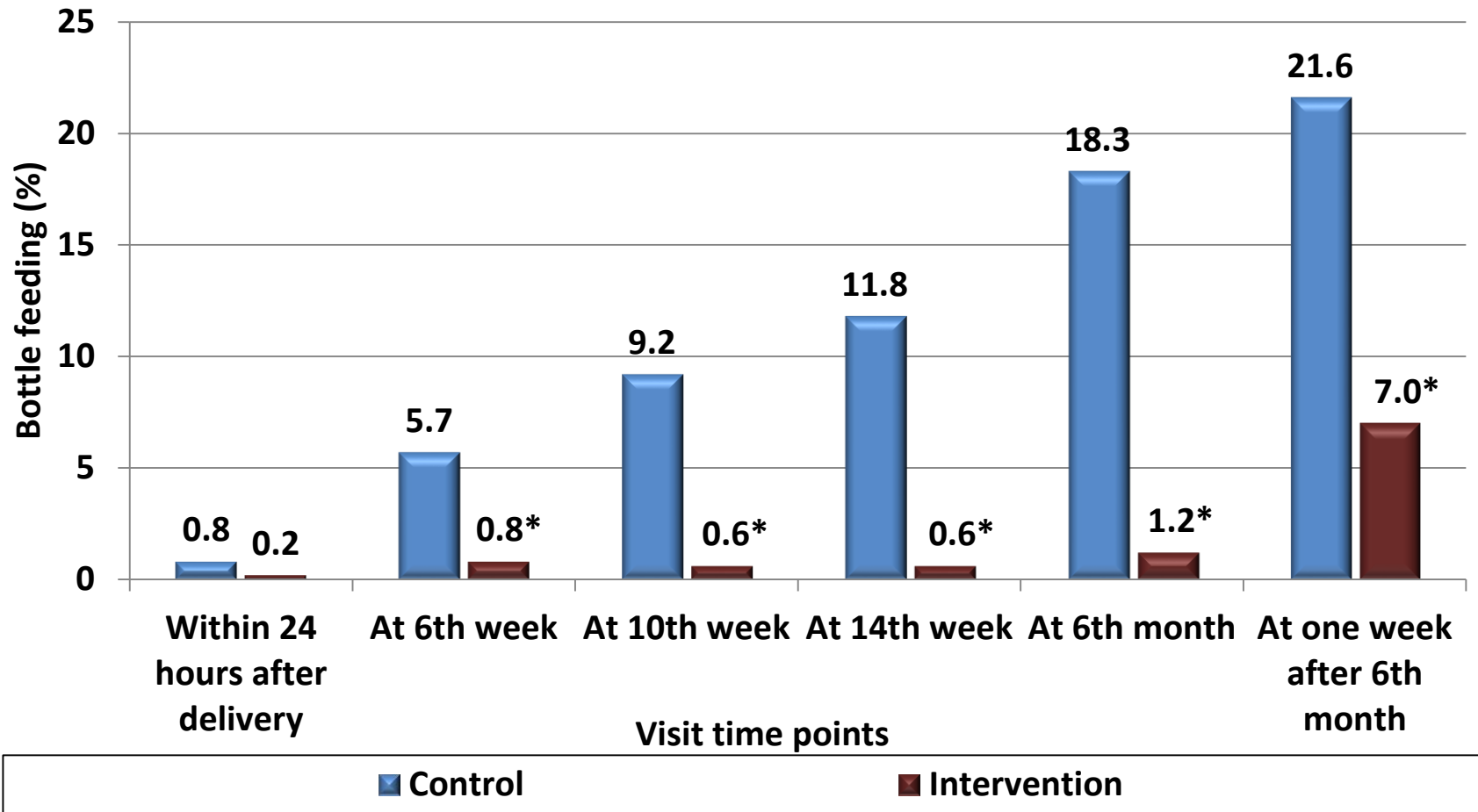


* - Represents p-value < 0.001

Introduction of Semi- Solid Feeds



Bottle Feeding Rates on Follow Up Visits



* - Represents p-value < 0.001

Key findings

- CP intervention resulted in significantly higher rates of
 - Early initiation of BF (37% vs. 24%),
 - Exclusive BF (6 months pp: 97% vs. 49%),
 - Appropriate introduction of semi solid foods at 6 months, and
- Lowered rates of bottle feeding (6 months pp: 1% vs. 18%)
- It was well accepted by the clients and significantly improved rapport with the providers
- Standard operating procedures that helped monitor the trial can help establish services at public and private hospitals

Significance

- This innovative intervention was successfully implemented by the tripartite partnership of public hospitals, CP companies, and an NGO.
- The results have contributed to develop CP interventions in 5 member countries of the South Asian Infant Feeding Research Network (SAIFRN).
- Cross-sectoral engagement of community health workers, CP companies and social enterprises such as CommCare, Dimagi has been initiated to transform maternal and infant nutrition practices in the South Asian region

Implications

- Public private partnership and corporate social responsibility can ensure sustainability.
- Scalability - front line health workers (Auxiliary nurse midwives) can successfully implement cell phone lactational counseling so can scaled up in public and private health care system

Recognitions Received

1. 2009 grant competition South Asia Regional Development Marketplace (4-6th Aug, 2009 Dhaka, Bangladesh)
2. Chairman's distinction for Manthan Award 2011:
http://manthanaward.org/section_full_story.asp?id=1093
3. Finalist certificate for WIN Awards (Women & Innovation for mobile awards 2011) http://www.vodafone-foundation.in/wp-content/uploads/documents/WIN_Awards.2011.pdf
4. Finalist at Vodafone 'mobiles for Good' Grant Fund 2011
<http://mobilesforgood.mbillionth.in/m4g-2011/nominees/>
5. Audience vote prize at the lightning round presentation of the South Asia Regional Development Marketplace (SAR DM) on nutrition presentations – June 2012
6. Certificate of participation for successfully conducting the World Breast Feeding Week 2012, for World Alliance for Breastfeeding Action (WABA)

Acknowledgements

Our sincere thanks to:

Sponsors: World Bank and Alive & Thrive

Collaborating institutions / Organisations:

- *Lata Medical Research Foundation (India)* was the lead organization and planned, implemented, monitored, and coordinated the study, including re-training in BFHI, data collection and analysis, and setting up of the cell phone counseling systems.
- *Indira Gandhi Government Medical College & Hospital (IGGMC), Daga Memorial Government Hospital, Matru Seva Sangh Mahal Hospital, and Matru Seva Sangh Buldi Hospital (India)* granted permission for conducting BFHI retraining of the staff and enrolling participants from the respective study sites.
- Vodafone Essar Pvt Limited, Nagpur, India for provision of handsets, calling plans, SIM cards and recharge vouchers at subsidised rates.

Project staff and Study participants



Together for Nutrition 2014 - 30th Oct
2014