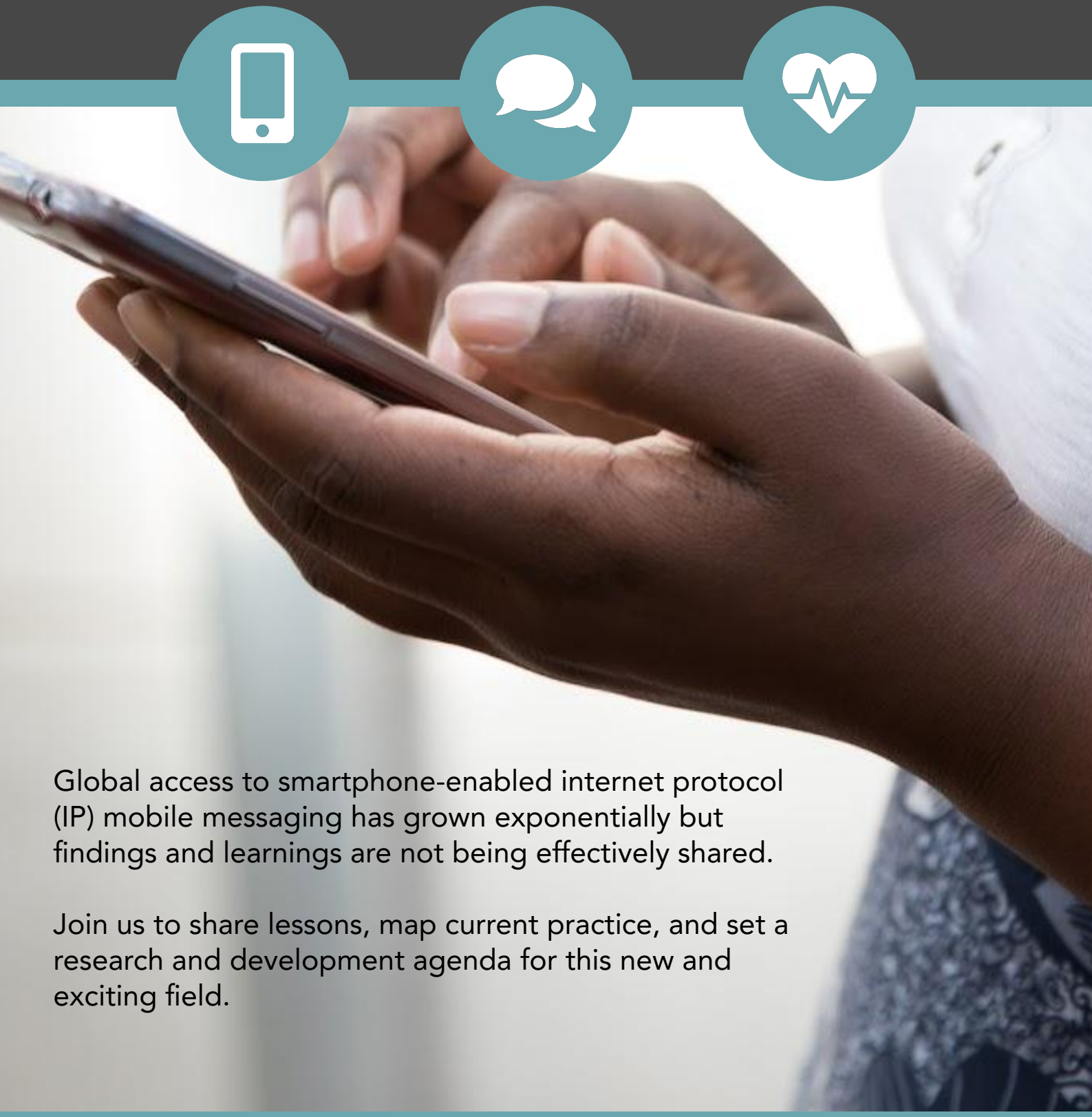
23 May 2019, New York, USA

Leveraging Smartphone-enabled Group Messaging for Global Health

(WhatsApp Telegram, Facebook and more)



Global access to smartphone-enabled internet protocol (IP) mobile messaging has grown exponentially but findings and learnings are not being effectively shared.

Join us to share lessons, map current practice, and set a research and development agenda for this new and exciting field.

UNIVERSITY of WASHINGTON

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INFECTIOUS DISEASE RESEARCH INSTITUTE
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What are the workshop objectives?

- Review and disseminate ongoing work using smartphone-enabled group messaging to improve health in resource-limited settings
- Connect groups conducting smartphone-enabled group messaging projects
- Encourage software development that is interoperable and responsive to existing and anticipated community use cases
- Shape advocacy for technology access and development that supports the use of smartphone-enabled group messaging for global health

What will the workshop cover?

Workshop participants will share their experiences using smartphone-enabled group messaging for health and their perspectives on topics such as platform choice, technology needs, ethical considerations, and sustainability.

Where and when is the workshop?

May 23, 2019. Conference room 1109, Columbia University School of Social Work, 1255 Amsterdam Avenue, New York, NY 10027.

There will be an optional co-working day in the same location on May 24th which all participants are welcome to attend.

What will the workshop's outputs be?

- A narrative review and landscape analysis published in a peer-reviewed journal, crediting each participant for their contribution(s)
- A publicly available case study report describing each project represented at the workshop, clearly crediting each participant for their contribution(s)
- A publicly available report describing software development needs and guidelines
- Creation of a community of practice listserv and/or smartphone group (channel TBD)

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WORKSHOP AGENDA

08:00-8:30	Registration, coffee	
08:30-08:45	Welcome, introductions Facilitator: Eli Grant & Keshet Ronen	
08:45-10:45	Session 1 - Project overviews Facilitator: Brandon Guthrie	
	08:45-08:55	Kick-off: Project failures
	08:55-09:02	Keshet Ronen, University of Washington, USA
	09:02-09:09	Brian Ahimbisibwe, Ariel Superstars Group, Uganda
	09:10-09:17	Eric Green, Duke University, USA
	09:18-09:25	Sungano Bondayi, Africaid, Zimbabwe
	09:26-09:33	Jennifer Velloza, University of Washington, USA
	09:34-09:41	Damian Hacking, Médicins Sans Frontières, South Africa
	09:41-09:48	Jakub Hein, Médicins Sans Frontières, South Africa
09:49-10:00	Break	
	10:00-10:07	Elizabeth Haight, Planned Parenthood, USA
	10:08-10:15	Nick Pearson, Jacaranda Health, USA/Kenya
	10:16-10:23	Christine Lenihan, VillageReach, USA
	10:24-10:31	Ilon Rincon Portas, Empilo Salud, Venezuela
	10:32-10:39	Brian DeRenzi, Dimagi, South Africa
	10:39-10:46	Eli Grant, Praekelt, South Africa
10:46-11:00	Break	

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WORKSHOP AGENDA (Continued)

11:00-11:15	Session 2 - Primer on WhatsApp's business API model Charles Copley
11:15-12:15	Session 3 - Discussion of project strategies & challenges Facilitators: Eli Grant & Keshet Ronen Cross-cutting participatory discussion based on Session 1: • Intervention design process & theories • Data analysis considerations • Ethics considerations - accessibility, privacy, oversight, regulations • Key challenges & solutions
12:15-13:15	Lunch
13:15-14:15	Session 4 - Technology & business considerations Facilitator: Charles Copley Cross-cutting participatory discussion based on Sessions 2 & 3: • Integrating platform business models with health program needs • Choosing between technology platforms • Costs & who bears them • Community wishlist: software or business developments that would enable our work
14:15-14:30	Break
14:30-15:30	Session 5 - Funding & sustainability Facilitators: Eli Grant & Brandon Guthrie Cross-cutting participatory discussion: • Definitions of sustainability • Sustainability challenges & solutions • Funding streams
15:30-15:45	Break
15:45-16:45	Session 6 - Wrap-up & moving forward as a community of practice Facilitators: Charles Copley, Eli Grant, Brandon Guthrie, Keshet Ronen
17:00	Close
17:00-19:00	Optional networking at local venue (TBD)

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ORGANIZERS



KESHET RONEN

Keshet Ronen, PhD MPH, is Clinical Assistant Professor in the Department of Global Health at the University of Washington. Her research interests are in the use of mobile communication technology such as text messaging and social media as part of services to improve the health of underserved and marginalized populations, including adolescents, peripartum women and gender and sexual minority populations. Keshet is passionate about social justice and committed to working with communities to develop strategies to improve health equity.

Project:
Keshet co-leads the Vijana-SMART and mPACT studies, which aim to develop WhatsApp peer support groups for youth living with HIV (YLWH) in Kenya. Vijana-SMART emerged from WhatsApp groups organically created by YLWH in Nairobi, and seeks to characterize the functions of these groups in order to develop a standardized WhatsApp-based intervention. mPACT is adapting this approach and evaluating its impact on treatment outcomes of YLWH as they transition from pediatric to adult care.



BRANDON GUTHRIE

Brandon Guthrie, PhD, is an epidemiologist and Assistant Professor of Global Health and Epidemiology at the University of Washington. His research interests focus on improving engagement in care among people living with HIV. Brandon has NIH-funded research projects based in Nairobi, Kenya that evaluate interventions to improve linkage and retention in HIV/AIDS care, expedite treatment initiation, and reduce mortality. His research includes both randomized intervention trials as well as mixed methods and implementation science approaches to evaluate interventions tailored for both effectiveness and acceptability.

Project:
Brandon co-leads the mPACT study.

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ORGANIZERS



ELI GRANT

Eli Grant, PhD, is a behavioural health scientist and Head of Research at Praekelt.Org. She has worked as a research scientist and behavioural programme designer for non-profits, multilateral organisations and government in Europe, Southern Africa, and Latin America. As co-Principal Investigator of the Bill & Melinda Gates Foundation funded Patient Engagement Lab, her team has focused on designing and implementing intervention optimisation methods for digital behaviour change programmes using adaptive trial designs and mixed-method feedback cycles. Eli is a fellow of the UK Higher Education Academy, Behavioral Medicine Association and the Cochrane Multiple Interventions Methods Group.

Project:
Eli leads the Patient Engagement Lab's WhatsApp interactive intervention research programme. This has included a pilot mothers support group run with Mothers 2 Mothers; a participatory research programme for MomConnect in South Africa using anonymous WhatsApp groups; and ongoing development of a monitoring framework for capturing changes in social structure or dynamics in chatbot-facilitated WhatsApp groups. Eli is also co-lead on a sequential randomised control trial with the Behavioural Insights Team to optimise behavioural change strategies for violence prevention using chatbots deployed over Facebook and WhatsApp.



CHARLES COPLEY

Charles Copley, PhD, is an astrophysicist and Head of Data Science at Praekelt.Org. Charles once worked on cryogenic radio receiver deployment and backend signal processing. As a Senior Systems Scientist at the Square Kilometre Array (SKA) project in South Africa, Charles led the deployment of the first successful African VLBI integration outside of South Africa. Charles then developed social network algorithms for mobile data with Jumo, an international digital financial services company offering pan-African mobile micro-loan platforms. Charles is also co-Principal Investigator of the Patient Engagement Lab. His team focuses on using natural language processing to make interactive mHealth systems more efficient at scale and enabling data-driven programme optimisation systems.

Project:
Charles leads the Patient Engagement Lab's WhatsApp interactive intervention technology development work, including leveraging WhatsApp API integration to enable anonymous WhatsApp groups; developing natural language processing tools for monitoring interactive programme components at scale; and a WhatsApp-Redcap integration to enable data collection reminders, study support groups and proactive facilitation of research group coordination in a pan-African multi-site trial.

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PARTICIPANTS



BRIAN AHIMBISIBWE

Brian Ahimbisibwe is a public health scholar, HIV activist, sexual health rights mentor, global ambassador for Elizabeth Glaser Pediatric AIDS Foundation, board member for Mayanja Memorial Hospital Foundation, Global Health Corp Fellow 2019-2020 and past President of the Rotaract Club of Kabale Community. With over 7 years of experience in programming for youth living with HIV (YLHIV), Brian has presented his work on bridging the generational divide at the Common Youth Summit in London and the International AIDS Society Conference 2018 in Amsterdam. Brian is a member of the International AIDS Society, Uganda Network of Young People Living with (UNYPA) and Society of Adolescent Health in Uganda (SAHU) among others. Learn more about Brian's work here: https://www.devex.com/news/aids-2018-told-the-story-of-a-global-health-crisis-93197 www.pedaids.org/ambassadors

Project:
Brian is the founder and lead facilitator of the Ariel Superstars Group, a mobile phone based virtual treatment adherence, psychosocial support and social behavior change and communication program run via WhatsApp for adolescents with unsuppressed viral load in rural Uganda.



TARA BATISTA

Tara Batista, PhD, is Assistant Director of Academic Affairs at the School of Social Work, Columbia University. She teaches classes in social entrepreneurship and impact investing and leads the Management Fellows Program. She is currently developing the School of Social Work's first social entrepreneurship concentration. Her research focuses on the intersection of evidence-based practice, social impact investing and technology.

Project:
Tara is a Senior Research Fellow in Praakelt.Org's Patient Engagement Lab, where she works on integrating human-centred design with experimental optimization methods. She is hosting the workshop at Columbia and will support organizers and participants to write up and disseminate the smartphone peer group models developed to date.



SUNGANO BONDAYI

Sungano Bondayi is the communications officer at Africaid, a community based organisation in Zimbabwe which, through its Zvandiri programme, provides community and health facility based prevention, treatment, care and support for children, adolescents, and young people living with HIV. She has been working for more than five years with the Zvandiri Mentors and Community Adolescent Treatment Supporters or 'CATS', facilitating training and supervision in MHealth which has included WhatsApp as well as ZVAMODA - Africaid's mobile application used by CATS to track and collect real time data around the services provided for their clients.

Project:
Sungano is in charge of Africaid's social media platforms. This includes use of WhatsApp to supervise and mentor the CATS, as well as coordinating U Report – a free SMS based platform led by UNICEF through which trained CATS receive and respond to SMSs from young people across the country, requesting HIV and health related information and linkage to services.

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PARTICIPANTS



BRIAN DERENZI

Brian DeRenzi, PhD, received his doctorate from the Department of Computer Science & Engineering at the University of Washington (2011). His dissertation focused on applying mobile technology to global health and development in low-income settings, with a focus on point of care tools for facility-based and Community Health Workers (CHWs) in East Africa. CommCare, which Brian helped design and initially deploy, has been scaled up and used by over 40 organizations in more than 60 countries. More generally, Brian is interested in completing feedback loops within health systems and communities at large. He is a Fulbright Scholar, a recipient of the NSF Graduate Research Fellowship, and a recipient of the Bob Bandes Teaching Award.

Project:
Brian's current work with Dimagi has focused on developing secondary services enabled by mobile health tool data. This has included integration with smartphone messaging channels. Examples include tools to explore automated data quality, automated reminders and supervision, and performance feedback for health workers.



ERIC GREEN

Eric Green, PhD, is a psychologist and Assistant Professor at Duke University who studies health and technology. He is also a Co-Founder of Nivi, a digital health company based in Boston with offices in Nairobi and Mumbai. He studies how to bring health services closer to the people who need them. His work spans the continuum from formative studies that use design thinking approaches to create new services to large scale randomized controlled trials to estimate the impact of interventions.

Project:
Eric leads the Zuri/Healthy Moms pilot study, which tests the Healthy Moms Perinatal Depression Intervention using a single-case experimental design with pregnant women and new mothers recruited from public hospitals outside of Nairobi, Kenya. The Healthy Moms Perinatal Depression Intervention is an adaption of an in-person perinatal depression treatment for automated text message delivery. See: https://tinyurl.com/yybowoxl.



DAMIAN HACKING

Damian Hacking is the eHealth Activity Manager for Médicins Sans Frontières (MSF) in South Africa and is based in the Khayelitsha project. He has worked on mHealth projects since 2012, with a focus on patient-centered interventions. He was a researcher for the University of Cape Town after he received his Masters in Health Economics there.

Project:
MSF in South Africa has piloted the use of digital technologies to support patients through (1) SMS reminder and support services (2) WhatsApp support groups for youth in ART adherence clubs, youth with drug-resistant TB, adults with drug-resistant TB, and young women on PrEP and (3) WhatsApp peer-to-peer mentorships between newly diagnosed HIV youth and youth stably on ART.

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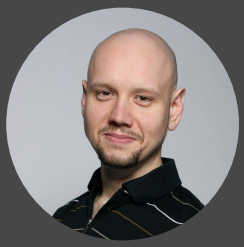
PARTICIPANTS



LIZ HAIGHT

Liz Haight, MPH, is Global Programs Manager at Planned Parenthood of the Great Northwest and Hawaiian Islands in Seattle Washington. She supports projects involving comprehensive sexuality education, LGBTQ inclusivity, high quality sexual and reproductive health services, and digital health. She is a graduate of the Department of Global Health at the University of Washington. Before moving to Seattle, she worked at Peace Corps Headquarters in Washington, DC and previous to that served as a health volunteer in the Peace Corps in the Dominican Republic.

Project:
Fortaleciendo la autodeterminación de madres adolescentes (FAMA), is a digital support network for adolescent mothers. The network uses WhatsApp groups to share educational messages and provide a forum for questions and conversation. FAMA aims to increase use of postpartum family planning, attendance at well-child and vaccination appointments, and access to social support.



JAKUB HEIN

Jakub Hein is a Digital Health Promotion Officer at Médecins Sans Frontières (MSF) Belgium in South Africa. Previously, he served as MSF's digital development and AV production officer. In his past career, he was a reporter for the Czech Center for Investigative Journalism and Finarea.cz, a correspondent for Tydenik Respekt, a journalist for Generace 20, and a copywriter for the Prague Freedom Foundation and Generace 20. Jakub has a Bachelor's degree in Journalism from the Univerzita Karlova v Praz and a Master's degree in New Media Studies from Charles University in Prague.

Project:
Jakub is developing MSF social media and digital communication health promotion strategies for engaging hard-to-reach populations in South Africa. These aim to increase uptake and utilisation of health services relating to HIV, TB. and sexual and gender based violence.



CHRISTINE LENIHAN

Christine Lenihan, MPH, leads VillageReach's Supply Chain Technology Services (SCTS) program, which aims to improve supply chain performance and, subsequently, health outcomes through support for the utilization of logistics data and digital tools. Christine has 8 years of experience in the assessment, design, implementation, and support of health information systems and mobile technologies. Prior to joining VillageReach, Christine worked for the Center for Global Health & Development at Boston University and MEDITECH – an electronic health record software company. Christine holds an MPH from Boston University School of Public Health and a BA in International Relations from Connecticut College

Project:
Project Izizi employed theater-enhanced focus group discussions, digital WhatsApp focus group discussions, and Human Centered Design to understand Malawian adolescents' experiences with and perspectives on contraception, and what methods they believe would better meet their needs. Results indicate that adolescents feel comfortable using WhatsApp to engage on sensitive topics in ways beyond what they share in traditional in-person focus groups.

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PARTICIPANTS



NICK PEARSON

Nick Pearson is Founder and Executive Director of Jacaranda Health, a venture working in Kenya to change how maternity care is provided by creating a network of high-quality, affordable hospitals. Nick has worked at the intersection of business and global health in East Africa, Vietnam, and India. Prior to founding Jacaranda, he worked in Kenya for the Acumen Fund, investing in businesses serving the urban poor.

Project:
Jacaranda provides interactive automated SMS support to peripartum women across 60 facilities in Kenya. Scaling the project has included adapting it to be delivered through WhatsApp and Facebook messenger.



ILON RINCON

Ilon Rincon, MD, is Executive Director of Empilo Salud, a Venezuelan grassroots non-profit providing digital health services to displaced and underserved Latin American populations. Ilon is an emergency medicine specialist, with several years of experience as medical expedition leader for Caritas, bringing primary care to remote indigenous communities in Venezuela. Ilon is also Associate Director for Clinical Facilitation at Kaplan Medical, offering digital training for physicians and medical students from around the world.

Project:
Juntas en Salud (JES) comprises community-developed WhatsApp groups serving Venezuelan diaspora refugees. Groups connect peers to facilitate access to news, maintain relationships, and facilitate the more efficient delivery of health and legal support via facilitators and prepared messaging. Formative work documented a range of concerns amongst refugee populations about the use of WhatsApp in fragile political contexts, as well as the need for accessible non-governmental digital support.



JENNIFER VELLOZA

Jennifer Velloza, PhD, MPH, is a postdoctoral fellow in the Department of Global Health at the University of Washington. She is interested in understanding how psychosocial factors – such as depression, substance use and gender-based violence – might influence HIV pre-exposure prophylaxis (PrEP) use among young women in Kenya, Uganda, South Africa and Zimbabwe.

Project:
The PrEP SMART study aims to test the effect of four intervention approaches on daily Pre-exposure prophylaxis (PrEP) adherence, mental health and social support, and HIV incidence. The interventions include weekly 2-way SMS messages and WhatsApp groups to provide social support around PrEP use. The study assesses the level of engagement in these mHealth interventions, qualitatively examine message content, and explore receipt of these
interventions as facilitators of PrEP use.

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