



Pathfinder
INTERNATIONAL

Preparing for the next pandemic: leveraging digital technologies for service delivery

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Our Mission

We champion sexual and reproductive health and rights worldwide, mobilizing communities most in need to break through barriers and forge their own path to a healthier future.



1,381,904
unsafe abortions
averted



91,499
child deaths
averted



1,184,322
HIV counseling
and testing visits



20,278
maternal deaths
averted



16,712,640
family planning
consultations



4,820,260
unintended
pregnancies
averted



\$287,888,467
saved in direct
health care
spending



5,536,988
adolescent and
youth family
planning
consultations

A world map with a dark blue background. Landmasses are shown in light gray. Countries in South Asia and Africa are highlighted in a medium blue color. The highlighted countries include Bangladesh, India, Pakistan, Mozambique, Myanmar, Nigeria, Tanzania, Uganda, Kenya, Ethiopia, Côte d'Ivoire, Burkina Faso, Burundi, and the Democratic Republic of the Congo (DRC).

Pathfinder is active in 17 countries
in South Asia and Africa.

- Bangladesh
- Burkina Faso
- Burundi
- Côte d'Ivoire
- DRC
- Egypt
- Ethiopia
- India
- Kenya
- Mozambique
- Myanmar
- Niger
- Nigeria
- Pakistan
- Tanzania
- Togo
- Uganda

mCenas!



Mozambique

30.3 million
people



20.5% 15-24
years old

14.1 million
mobile cellular
subscriptions



47.7% of the
population

10.0% of the
population uses
the internet



Decrease of
7.5% from
2016

mCenas!

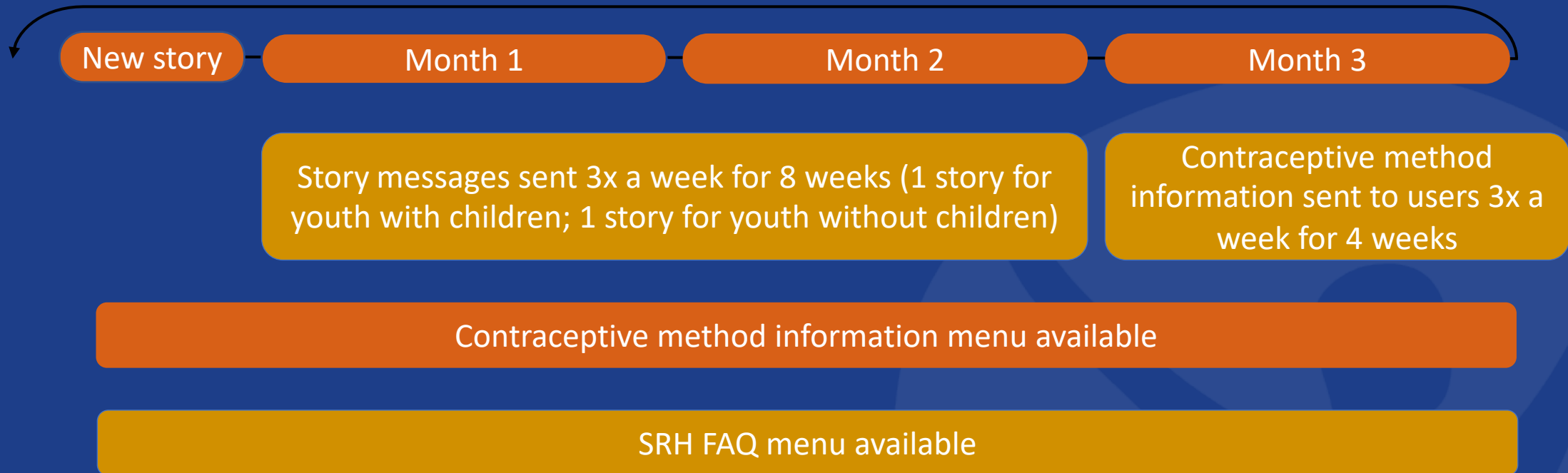
- Youth engagement to promote SRHR knowledge and awareness, dispel myths, and address barriers
- Interactive SMS system through story narrative and resources, menus and FAQs
 - Since 2014, expanded from contraception in 2 provinces to topics across SRH, gender, HIV in 7 provinces
 - COVID messaging added in 2020



mCenas! content delivery

- Stories are sent in installments via SMS over 2 months. The stories promote knowledge and awareness about SRHR:
 - Provide role models
 - Dispel myths
 - Address barriers
- SRHR information is shared following the story, sent via SMS
- Contraceptive method menu and FAQs menu are available throughout









mCenas! content delivery



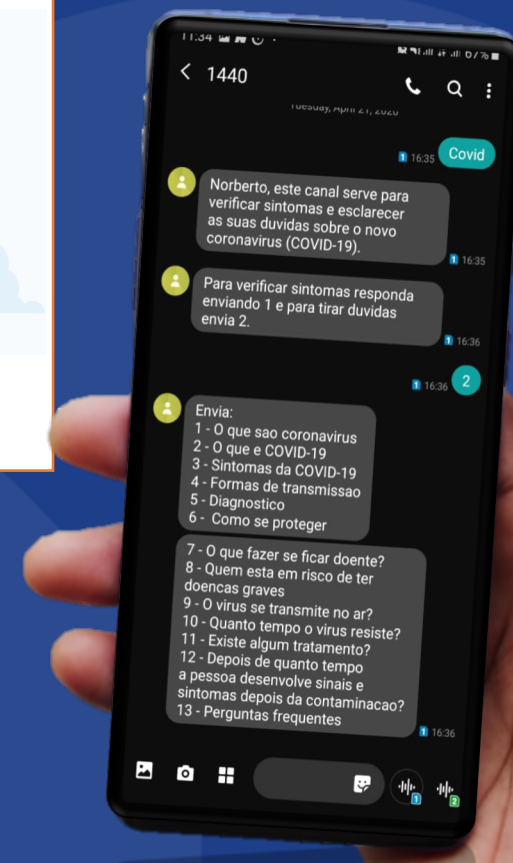
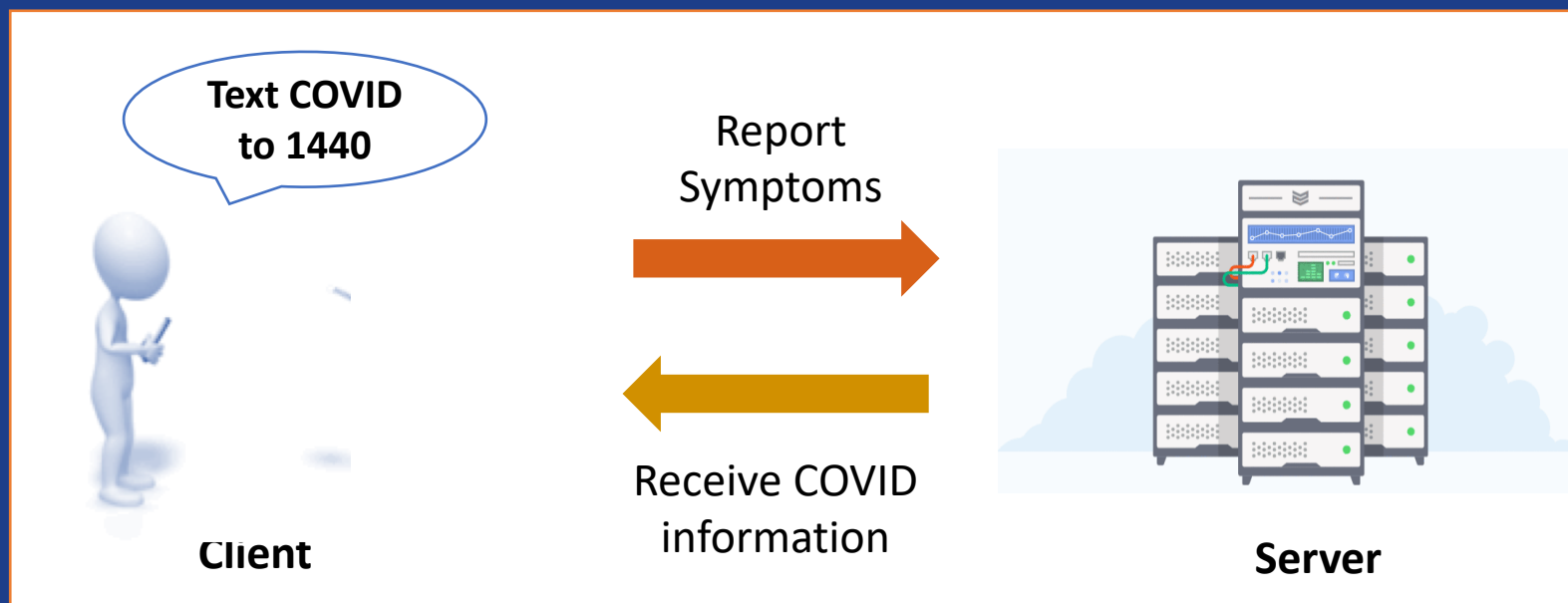
COVID-19 in Mozambique

- 23 March 2020: first confirmed case
- 1 February 2021: cumulative 39,460 confirmed cases and 290 deaths



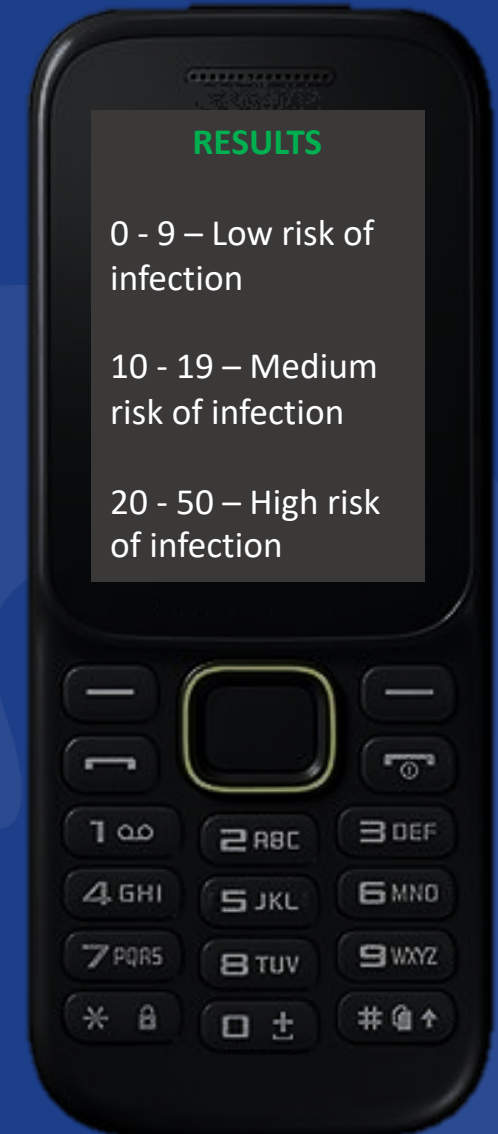
	3.929.693	Screened
	3.929.693	Entries
	319.169	Tested
	288.321	Negative for COVID-19
	30.848	Positive for COVID-19
	19.858	Recovered
	290	Deceased
	14.021	Quarantined

Adaptation for COVID-19



COVID Reporting by Symptoms

1. Cough
2. Nasal discharge
3. Body aches
4. Fever
5. Diarrhea
6. Headache
7. Sore throat
8. Breathing difficulties
9. Travel to a location with confirmed cases
10. Contact with a positive case



Referrals to MOH Hotline



CLIENT

Low Risk of Infection

- Client counseled to keep taking precautions to stay safe.

Medium Risk of Infection

- Symptoms are suggestive of a COVID-19 infection.

High Risk of Infection

- Symptoms indicate high-likelihood of COVID-19 infection.



MOH HOTLINE 24h/7

Successes

- High level of interaction with the system
- Engagement continued with COVID-19 messaging
- Linkage to MOH Hotline reinforces MOH surveillance
- Opportunity to hand-over to partners

Challenges

- SMS responses limited to pre-programmed questions or keywords
- Cannot track whether users opened messages
- Sustainability plan in the works

Lessons Learned

- SMS engagement continues to allow extension to users with limited access to internet
- Existing platforms can be adapted in times of emergency
- Users want to engage and interact with platform
- Partnerships with others allow us to provide better information and have further reach

YUVAA



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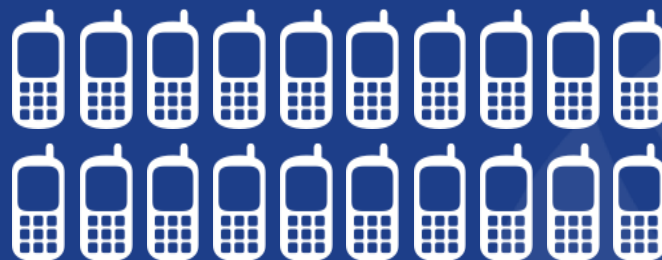
India

1.37 billion
people



18.1% 15-24
years old

1.15 billion
mobile cellular
subscriptions



84.3% of the
population

34.5% of the
population uses
the internet

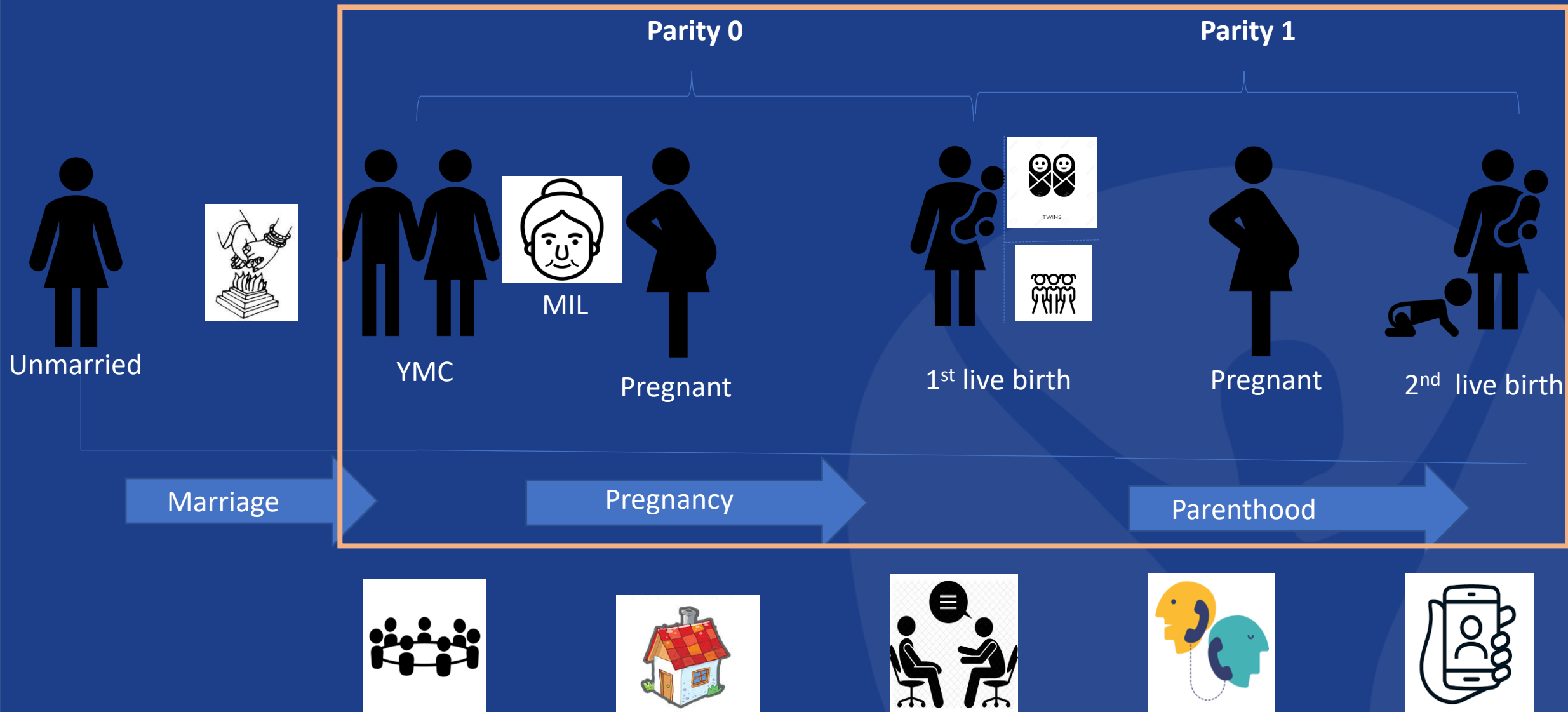


Increase of
12.2% from
2016











YUVAA Project

- Increased uptake of modern contraception among married couples and first-time parents (15-24 years) in YUVAA-supported districts in Bihar and Maharashtra
- Reached through entrepreneurship model to target population, topped with in-person and digital counselling model
- Geographic coverage: 10 districts in two states in the country
- Total target population coverage: 1.2 million people
- Funded by Bill and Melinda Gates Foundation
- July 2018- June 2022

YUVAA Target Audience

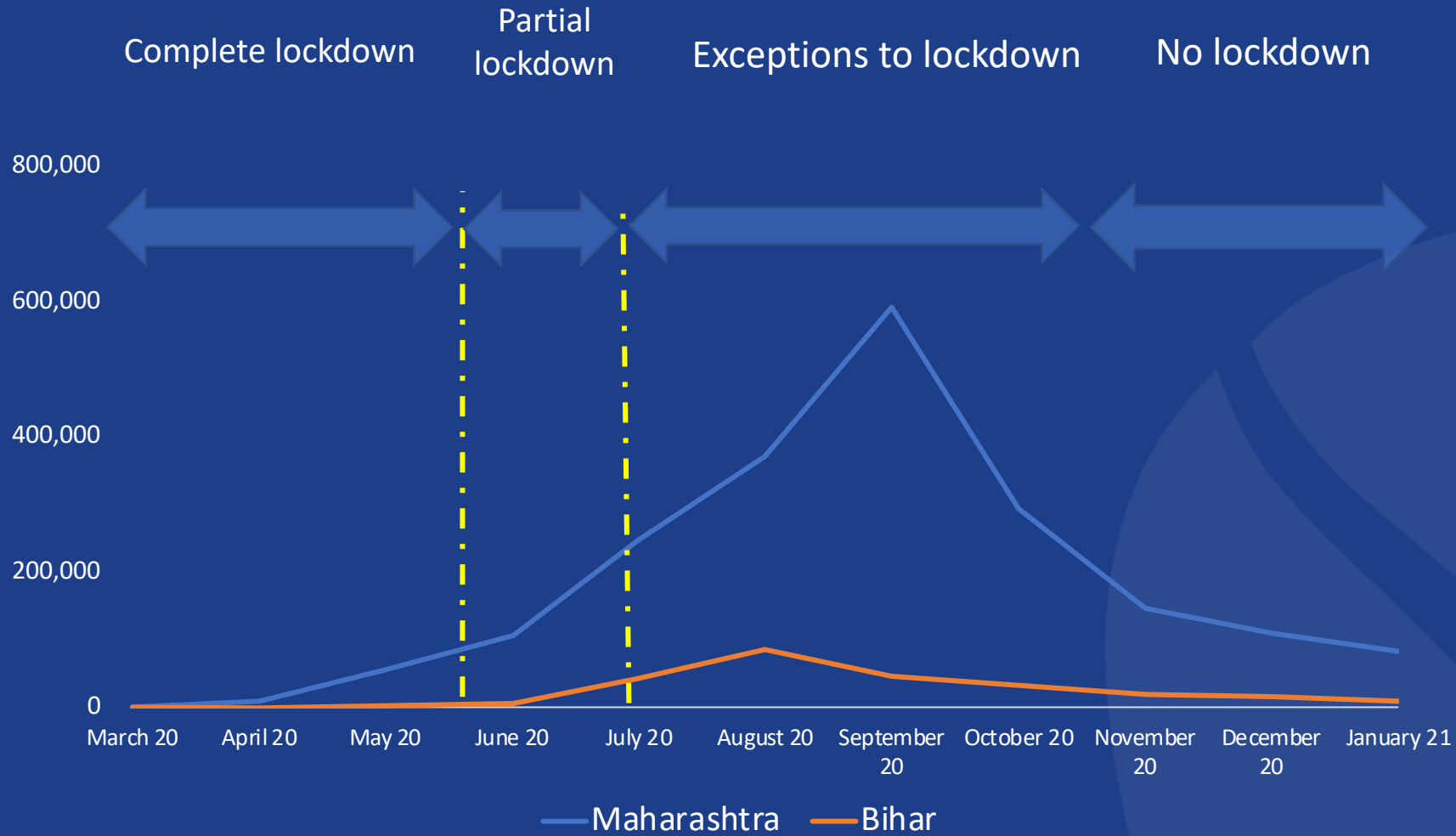


Segmentation

		ACCESS TO PHONE	USES PHONE TO...				ABILITY TO...			
			Call	Text	Music	Apps	Dial Spoken Number	Dial Written Number	Access Number in Contacts	Use App on the Smartphone
	Segment 1 Reserved	69% 	98%	21%	44%	11%	94%	96%	89%	36%
	Segment 2 Isolated/ Good intentions	74% 	98%	24%	42%	21%	94%	95%	91%	42%
	Segment 3 Social	87% 	92%	22%	55%	18%	98%	97%	90%	46%
	Segment 4 Theory minus practice	86% 	99%	63%	64%	27%	99%	98%	94%	60%
	Segment 5 YUVAA Aligned	72% 	100%	41%	45%	26%	97%	98%	95%	47%

*N=1,812, Asked to all those who own a phone, share a phone, or have someone in the household who owns a phone; only not asked to those who have nobody in the household who owns a phone

COVID-19 in India

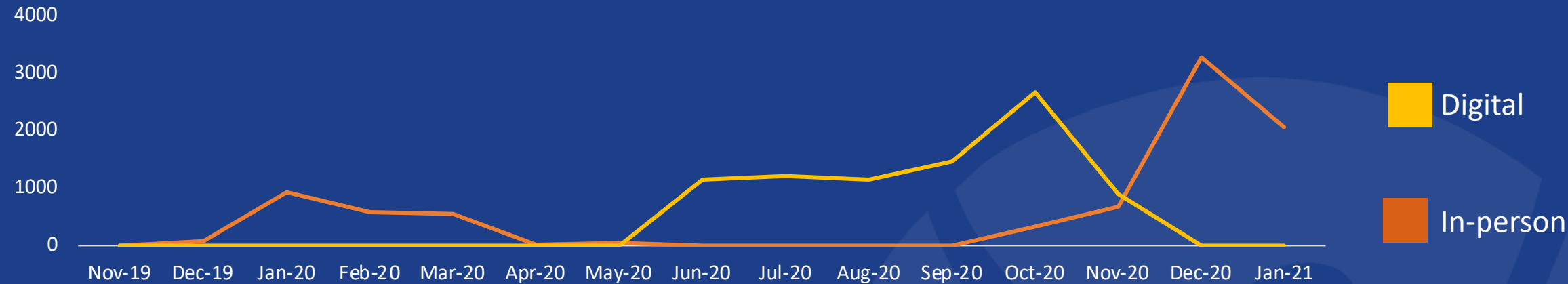


At a Glance (02 February)	Number
Total Tested	197,752,057
Confirmed	10,767,206
Recovered	10,447,450
Deceased	154,522

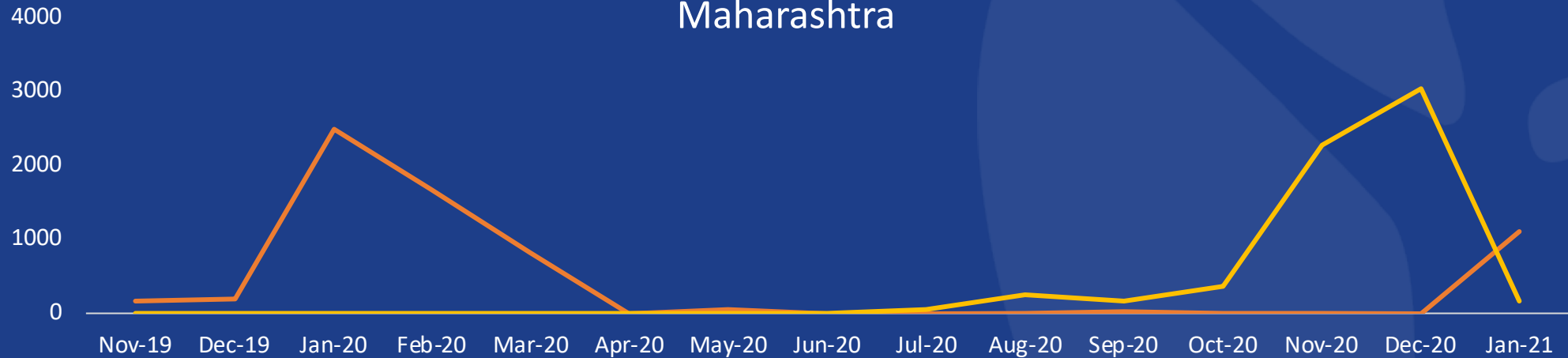
YUVAA Contacts for Consumer Mapping



Bihar

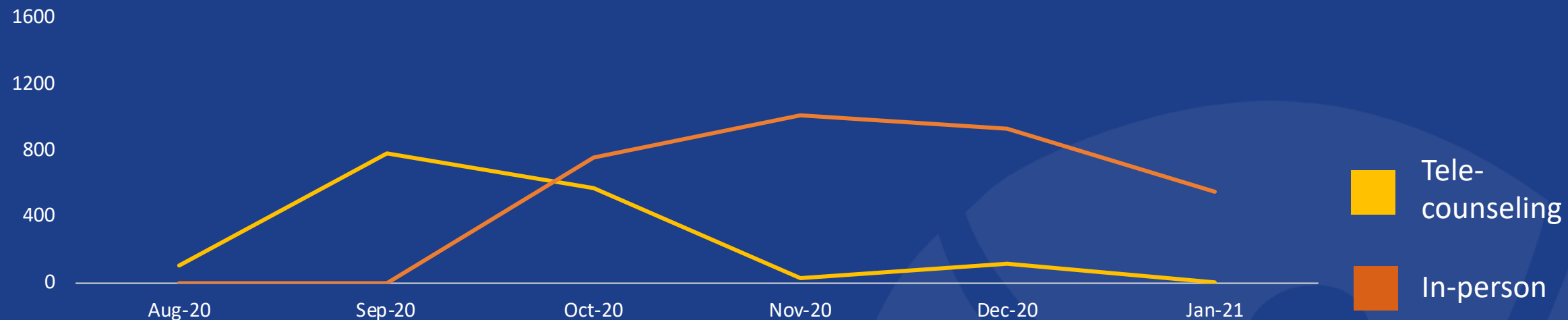


Maharashtra

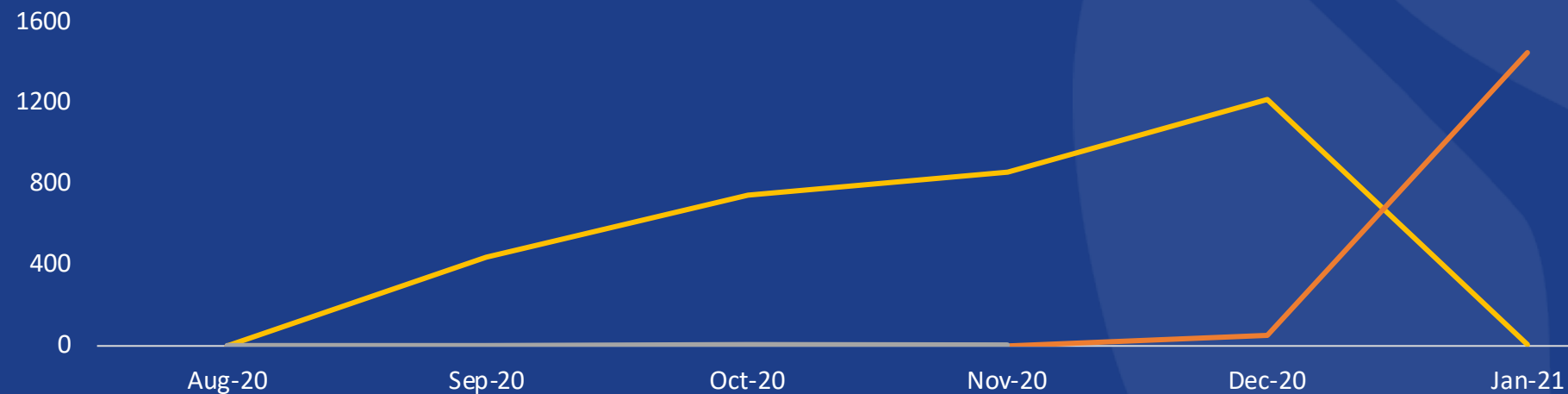


YUVAA Contacts for Tele-counseling

Bihar



Maharashtra



YUVAA Training



Up to March 2020



From September 2021



Successes

- We were able to quickly adapt because we had already planned to use digital outreach
- After investments to adapt, our numbers rebounded
- Established digital content and online platforms

Challenges

- Delays were difficult
- Skills transfer during online training
- Keeping field workers motivated

Lessons Learned

- Digital engagement and content needs to be tailored to users with different access and skills
- In-person outreach will always be important for a program like ours
- Flexibility and adaptation is essential as we face crises at any scale

Discussion

For additional Pathfinder COVID adaptations:
<https://www.pathfinder.org/covid-19-learning-briefs/>



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