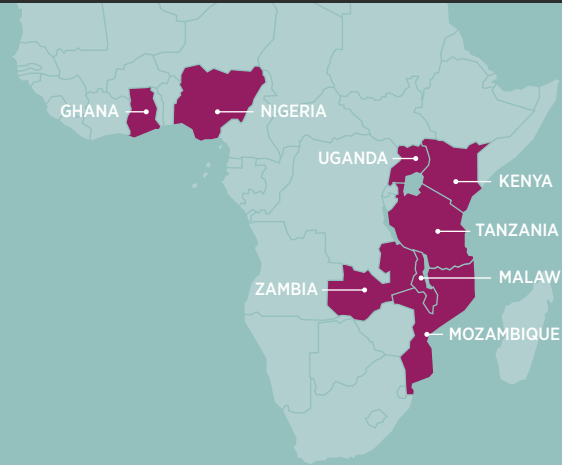




Creating mobile health solutions for behaviour change

A study of eight services in the mNutrition Initiative portfolio
www.gsma.com/creating-mobile-health-solutions



1.59m

mHealth VAS users across 8 markets



43% share information with at least 4 OTHER PEOPLE

4.29m people reached



16% improvement in knowledge about vitamin supplements among users*



11% improvement in knowledge about breastfeeding practices among users*

*Percentage point improvement



69% of mHealth service users are implementing appropriate nutrition practices

13% improvement in behaviours over non-users*

*Percentage point improvement

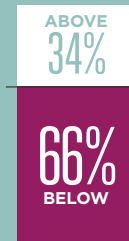
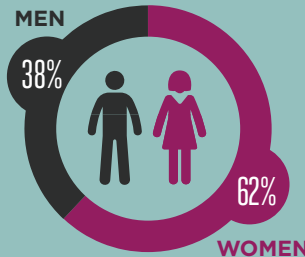


When I got my first born I breastfed him till he was 3 months old and then I gave him porridge. But now, I breastfeed my second born till six months. The service really helped me to understand the importance of exclusive breastfeeding for the first 6 months.

CATHERINE, TOTOHEALTH USER, RURAL KENYA



mHEALTH SERVICES ARE REACHING THE UNDERSERVED



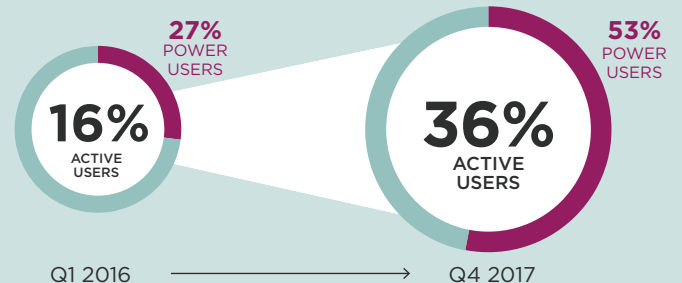
POVERTY LINE

The mHealth service is the only source of nutrition information for

ONE IN THREE users



HUMAN-CENTRED DESIGN PRINCIPLES AND PRODUCT ITERATION LED TO INCREASED USER ENGAGEMENT



Q1 2016

Q4 2017



46%

of all users keep messages saved on their phone



Our subscribers know that they can get this information for free at any time on our network and this presents longer term opportunities to build customers' loyalty to their number, to our network, to our brand and stick with us.

AIRTEL TANZANIA

