

SCALING COMMUNITY OUTREACH WITH DIGITAL TOOLS

To promote health literacy and eliminate NTDs

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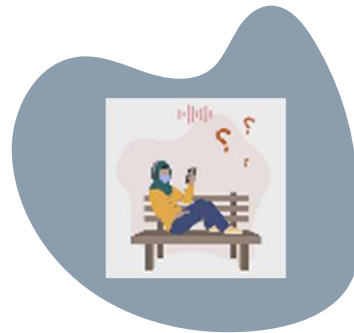
The Challenge: Health Education Today

AUDIOPEDIA

- **Open ecosystem** for localized digital audio content
- **Technical framework** that enables the customization of technologies
- **Capacity development platform** that empowers NGOs/CBOs



DIGITAL COMMUNITY OUTREACH IN PRACTICE



Social Media Campaign

On COVID-19 to counteract fake news in 16 countries



4 Pilot Projects

Testing the relevance and suitability of Audiopedia




SOCIAL MEDIA CAMPAIGN

powered by **dotfly.**



4 PILOT PROJECTS



PROJECTS	Setting	Audiopedia	Content
Uganda	Refugee settlement		Mental health & COVID-19
Nigeria	Suburban South Eastern Nigeria		Health and development information
India	Tribal/rural area & suburban area		COVID-19, WASH, leprosy
Brazil	In 'virtual' Brazil	https://	Leprosy & skin diseases

DIGITAL COMMUNITY OUTREACH IN PRACTICE

DEVELOPMENT OF HEALTH MESSAGES

- Co-design with the community



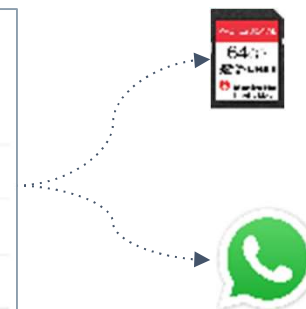
DIGITAL COMMUNITY OUTREACH IN PRACTICE

DEVELOPMENT OF HEALTH MESSAGES

- Co-design with the community

DESIGN OF THE DIGITAL SOLUTION

- Based on the ICT infrastructure in the target community



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DEPLOYMENT WITHIN THE COMMUNITY

- Development of capacities in the digital sphere
- Building of trust through community leaders
- Engagement with the community to enable referral





AUDIOPEDIA

WHAT IT IS

WHAT IT IS NOT

A technical framework for creating and delivering digital audio-based health knowledge appropriate to the context.	A remedy.
A possibility to scale community outreach.	A replacement of outreach work.
A resource hub for localized, easy-to-understand and barrier-free health education.	An all-encompassing library of health knowledge.
A tool providing correct information to support community health workers in the field.	A replacement for health service delivery or treatment.
A capacity development platform supporting NGOs/CBOs in the design of digital solutions.	An expensive product to be purchased created by a service provider.



“During these challenging times of the pandemic, we found that this was an innovative way to maximize our reach within the community and society as a whole.”

Jainum Akbar Sheikh, Health Worker





Join our network and get involved
to eliminate NTDs!
<https://www.audiopedia.org/partner>

Thank you!