

# IAP HealthPhone

Laying the Foundation for Combating Malnutrition in India  
The Power of Knowledgeable Mothers

## IAP HealthPhone Launches the World's Largest Digital Mass Education Programme to Focus on Mother and Child Malnutrition

In partnership with the Indian Ministry of Women and Child Development (MWCD) and UNICEF and supported by Vodafone India

New Delhi, 2 June 2015

The Indian Academy of Pediatrics (IAP), in partnership with the HealthPhone project of The Mother and Child Health and Education Trust, today announced the formal launch of the nation-wide IAP HealthPhone programme, the world's largest digital mass education undertaking to tackle malnutrition in mothers and children.

IAP HealthPhone is a public private partnership initiative that is supported by Vodafone India. This unique programme leverages the increasing penetration of mobile phones and by 2018 will educate over ten million 13-65 year-old women and their families in India on better health and nutrition practices.

The programme will achieve its objectives by widely promoting and distributing on mobile phones four videos on: i) issues regarding the status of women; ii) the care of pregnant women and children under two; iii) the importance of breastfeeding and good nutrition; and iv) simple changes in diet and caring practices that can significantly enhance nutrition status. The videos are updates from the *Poshan* series, jointly produced by MWCD and UNICEF in 18 Indian languages.

As a powerful boost to the IAP HealthPhone programme and to encourage viewing of the four videos, IAP has forged a special partnership with Vodafone India which will enable its customers not only to view/download the videos free of data charges but also, on viewing all four videos, to receive Rs. 10 worth of free talk-time.

Vodafone will also send out approximately 300 million text messages every year to its 184 million subscribers to encourage viewing of the four videos and will support IAP to undertake a comprehensive print and social media communication campaign to promote the programme across the country.

IAP HealthPhone and its partners are committed to strengthening the programme through their networks and to synchronise their efforts to address malnutrition systemically. As next steps they will:

- equip Anganwadi workers, ASHAs and ANMs with a HealthPhone microSD card, containing a library of videos, to enable them to share health and nutrition knowledge with women, families and the communities they serve;
- partner with social media giants (such as Facebook, Twitter and Google) to use their exponentially-growing channels to reach more caregivers, both rural and urban.

Harnessing the power of affordable and ubiquitous technology, the three-year IAP HealthPhone campaign has the potential to benefit the health of tens of millions of children in India in the years to come and will be truly transformative in educating mothers at the front-line of India's fight against malnutrition.

For additional information, please contact Nand Wadhvani at [nand@motherchildtrust.org](mailto:nand@motherchildtrust.org)



## IAP HealthPhone Partners

<p><b>The Indian Academy of Pediatrics</b> is the largest and most representative association of paediatricians in India. Established in 1963, IAP is committed to the improvement of the health and well-being of all children. For this purpose, the Academy dedicates its efforts and resources to strive for the achievement of optimum growth, development and health in the physical, emotional, mental, social and spiritual realms of all children irrespective of diversities of their backgrounds. For more details, please see <a href="http://iapindia.org">iapindia.org</a></p>	<p><b>Dr. S. S. Kamath, President IAP</b></p> <p>“Almost 33% of the world's malnourished children live in India. Mass education about the seriousness of this problem, its pitfalls and easy solutions, is critical among women of child-bearing age, mothers and their immediate families. Working integrally with HealthPhone, we aim to jointly educate caregivers and in time change their behaviour to address this issue comprehensively.”</p>
<p><b>HealthPhone</b> is a project of The Mother and Child Health and Education Trust, a charitable trust in Hong Kong that strongly advocates for the power of knowledge to educate, motivate, empower and inspire communities, and particularly women, to improve health practices for the benefit of children. The Trust maintains a network of more than 20 websites that offer the knowledge needed by mothers and fathers, teachers and students, doctors and village health workers, community leaders and the public to keep children healthy. HealthPhone offers access to over 2,500 short educational health and nutrition videos, audio and text messages, in more than 75 languages and in formats accessible to people who can't read. The videos can be pre-loaded on a microSD memory card and inserted into mobile phones. Visit us on-line at <a href="http://healthphone.org">healthphone.org</a></p>	<p><b>Mr. Nand Wadhwani, Founder, HealthPhone</b></p> <p>“The three-year campaign by IAP HealthPhone will be transformative for India's fight against malnutrition and is expected to benefit the health of tens of millions of children in India in the years and decades to come. We are thrilled to be a part of this ‘dream team’ working together to put health and nutrition knowledge <i>directly</i> in the hands of those who need it most. We look forward to India's children thriving from the power of their knowledgeable mothers.”</p>
<p><b>Vodafone India</b> is a 100%-owned subsidiary of the Vodafone Group Plc. with around 184 million customers across India. Commencing operations in India in 2007, and with a long-term commitment to the country, it has built a robust business in a highly competitive and price sensitive market. Vodafone India has been providing innovative, customer-friendly and reliable products and services by continuously differentiating itself with a strong brand, best quality network, unique distribution and great customer service. This has been acknowledged at several prestigious forums where Vodafone India has consistently won awards and recognition across different segments. The Vodafone Group has mobile operations in 26 countries, partners with mobile networks in 55 more, and has fixed broadband operations in 17 markets. As of 31<sup>st</sup> March 2015, it had around 446 million mobile customers and over 12 million fixed broadband customers. For further details, please see <a href="http://vodafone.in">vodafone.in</a></p>	<p><b>Mr. P. Balaji, Director – Regulatory &amp; External Affairs, Vodafone India</b></p> <p>“At Vodafone, we understand the significant role mobile technology can play in addressing social issues and are committed to using its potential to address some of India's most pressing challenges relating to education, health, development and access. We are delighted to partner with the Government of India through MWCD, IAP, HealthPhone and UNICEF to build a healthier future for the country.”</p>
<p><b>UNICEF</b>, an integral part of the United Nations, works with governments, communities, civil society organisations, the private sector and other partners worldwide to advance children's rights, and is guided by the Convention on the Rights of the Child. In partnership with the Ministry of Women and Child Development, UNICEF has produced the <i>Poshan</i> videos to create awareness on good practices to improve nutrition during the 1000 days from conception until the child is two years of age. UNICEF is committed to using a variety of innovative media to promote good nutrition to accelerate progress towards enhanced survival, growth and development. For more information on UNICEF's work in India please visit <a href="http://unicef.in">unicef.in</a></p>	<p><b>Mr. Louis-Georges Arsenault, UNICEF Representative to India</b></p> <p>“Consequences of chronic under-nutrition are irreversible and life-long, ultimately leading to a loss estimated to be over 3% of GDP. Further, governments should invest in addressing malnutrition; the benefit-cost ratios may even be better than public investments in roads and irrigation.”</p>