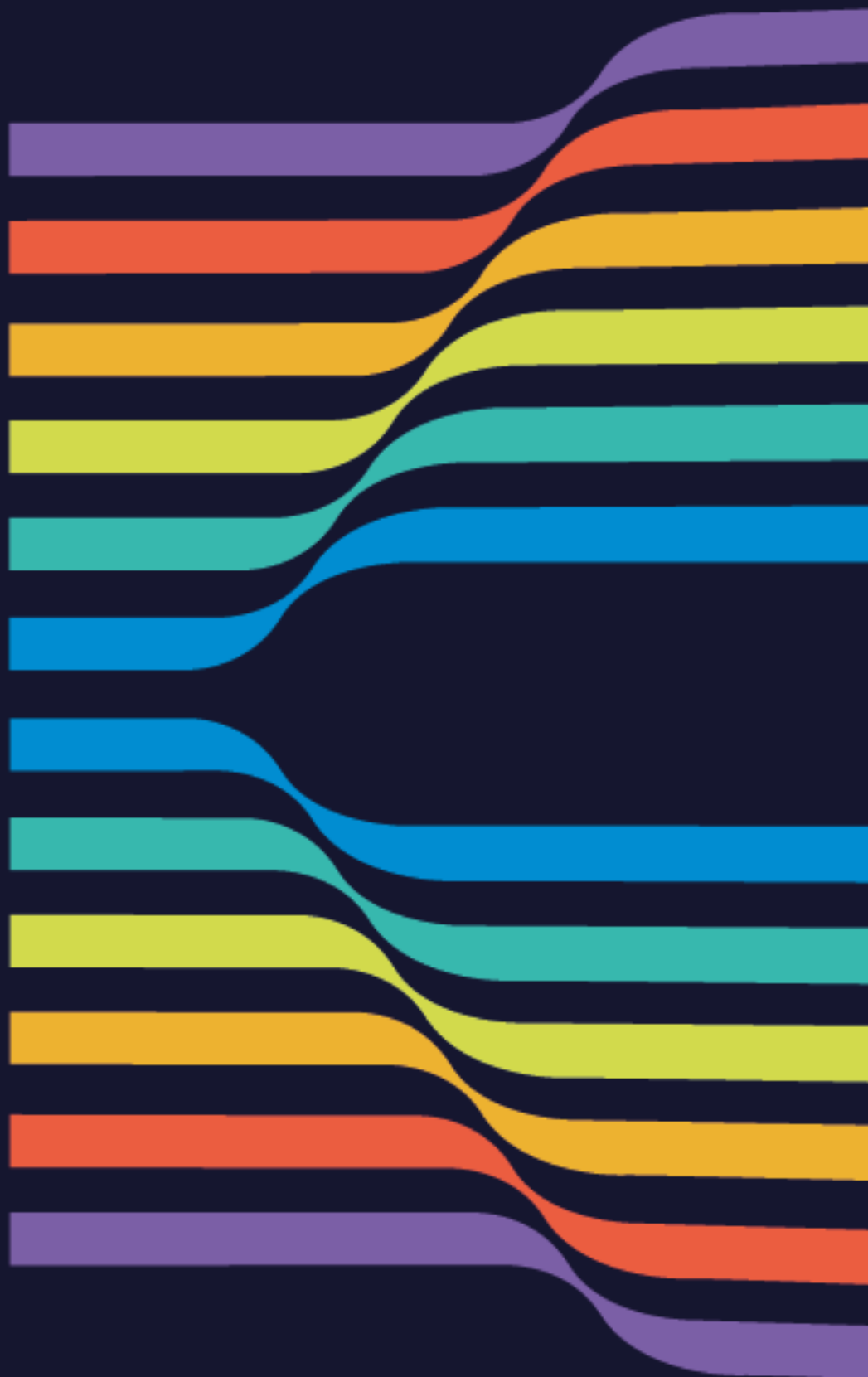


BE HE@LTHY, BE MOBILE

Annual Report 2018



World Health
Organization



Be He@lthy, Be Mobile Annual Report 2018

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Foreword

Preventing disease is the most sustainable way of improving population health. It may, however, be difficult to reach people with the right information in order to stop the development of avoidable conditions. This can be solved by using a technology that most people have in their pockets – just by using what already exists.

This is the aim of Be He@lthy, Be Mobile. This award-winning initiative, run jointly by the World Health Organization (WHO) and the International Telecommunication Union (ITU), has worked with governments since 2013 to improve disease prevention with mobile technology. The initiative provides access to evidence-based information to protect people from the diseases that kill the largest numbers worldwide: noncommunicable diseases (NCDs). The initiative is available in 11 countries and has received expressions of interest from more than 90 others, indicating a huge demand for such services.

The approach is designed to be scalable: instead of promoting specific products, it provides cross-cutting health information and technical support for incorporation into other applications. It also develops the broader systems for national mHealth programmes, helping to ensure that they are integrated into other health services. Thus, each programme becomes a sustainable part of the health system, helping to promote health and well-being.

Be He@lthy, Be Mobile has reached over 3.5 million people with its mHealth programmes. Over 2.1 million people are registered in India's mTobacco Cessation service, and over 8.5 million messages have been sent through the mDiabetes programme. Over the past 5 years, more than 370 000 people have enrolled in annual diabetes campaigns during Ramadan in Senegal. In Zambia, more than 1 million messages were sent to raise awareness of cervical cancer, and the Government is developing the programme as a model for the continuum of care for this cancer.



In 2018, Be He@lthy, Be Mobile continued playing its role in achieving Health for All. The initiative works to increase the number of people it supports and the variety of diseases it addresses and also participates in global discussions on the future of digital health. This year, Be He@lthy, Be Mobile was part of the management team of the Focus Group on Artificial Intelligence (AI) for Health with ITU, began discussions on partnership with Google Fit and supported development of the WHO digital health strategy. The initiative is also working on the first European mHealth knowledge and innovations hub to scale up of mHealth and digital health programmes throughout Europe.

The global community increasingly recognizes the transformative power of digital technology and its potential to improve health service delivery globally. During the Seventy-first World Health Assembly in May 2018 in Geneva, Member States unanimously passed a resolution for the advancement of global digital health (1), which commits WHO to provide technical assistance and normative guidance to Member States for scaling-up and integrating digital health into their health systems.

We are proud to present our 2018 annual report, humbled by the challenges and opportunities that lie ahead and eager to take them up with our partners.

Doreen Bogdan-Martin
Director of the Telecommunication
Development Bureau, ITU



Dr Svetlana Axelrod
Assistant Director-General for
Noncommunicable Diseases
and Mental Health, WHO



Be He@lthy, Be Mobile
Scaling up digital solutions
for a healthier world



[https://www.youtube.com/
watch?v=Uf1Snc-m29M](https://www.youtube.com/watch?v=Uf1Snc-m29M)

Overview

Handbooks

Handbooks are the basis for planning large-scale digital health programmes. They are comprehensive, evidence-based documents that provide guidance to governments and policy-makers for developing, implementing and evaluating mHealth programmes to prevent and control NCDs and their risk factors.

Countries

Countries scale-up digital health programmes, supported by Be He@lthy, Be Mobile in all regions, for all income groups and disease priorities. Teams from WHO headquarters and regional and country offices meet country priorities and requests by providing technical support for programmes ranging from raising awareness about cervical cancer to helping people quit tobacco use.

Innovations & hubs

Innovations prepare for the future.

Digital innovations that can improve health care comprise a broad range of technologies that are less conventional than SMS, such as smartphone applications, wearables, AI and machine-learning technology. With partners and collaborators, Be He@lthy, Be Mobile is investigating how best to deploy such digital health solutions at scale.

Partnerships

Partners add value and reach. This unique initiative has partners in many sectors globally and nationally, engaging national partners and governments to ensure success. We understand the value of collaboration and have partnerships with organizations that share the vision that digital technology can help protect people from NCDs.

ACHIEVEMENTS in 2018

Geneva, Switzerland

1. Results of mDiabetes and mTobaccoCessation evaluations published in *BMJ Innovations*
1. Health insurance meeting
2. World Health Assembly: Digital health resolution passed
1. mAgeing handbook published
2. mBreatheFreely – mHealth for asthma and chronic obstructive pulmonary disease handbook published
1. First meeting of the ITU Artificial Intelligence for Health focus group
2. Groupe Spéciale Mobile Association (GSMA) "Big data for TB" joint case study published

Boston, USA

- Be He@lthy, Be Mobile won the Green Electronics Council "Catalyzing Disruptive Innovation" award

Stanford, USA

- mActive workshop

Senegal

1. ■ 180 000 users registered

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