



COMMUNITY TECHNOLOGY EMPOWERMENT NETWORK

**IMPROVING ACCESS TO HEALTH
INFORMATION FOR MOTHERS, CHILDREN,
AND YOUTH THROUGH ICT IN YEI COUNTY**

PILOT PROJECT FOR YEI COUNTY

Project Duration:

October 2012 – Dec 2012 (3 months)

Draft Total Project Budget:

53,300 SSP

Submitted to:

UNICEF SOUTH SUDAN
Communication for Development Department
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1. BACKGROUND AND JUSTIFICATION

BACKGROUND

For many decades before and after birth of new nation South Sudan, mothers and children have continued to struggle health wise. The poor health care during and after pregnancies, together with limited access to health care services, directly affects both maternal mortality and infant mortality rates, and South Sudan's records are among the highest in the World.

More so, following a recent press release by UN Agencies operating in South Sudan, an alarm has been raised over health conditions among communities in rural parts of South Sudan.

"Health workers in rural county Payams have witnessed a significant climb in death rates among children in late June, early July until present. MSF-Medicines Sans Frontiers has reported an average of five children dying every day, mostly from malnutrition, diarrhea, Malaria and other infections," said UNHCR spokeswoman Melissa Fleming at a press briefing in Geneva.¹ Further South Sudan Health facts and figures can be found in the WHO Report and international NGO AMREF's website² in which they outlined the following;

- South Sudan has only 27 percent of the health workers coupled with very little number of social workers required to adequately serve its large population and many of these workers lack key health care skills and knowledge
- Only 17 percent of children are fully immunized and only 10 percent of mothers (women) have access to skilled birth attendants
- Child mortality is 135 per 1,000 live births, and maternal mortality is approximately one in every 50 live births - which is the highest rate in the world

Yei is a medium-sized city in South Sudan's southwest region. It lies close to the borders of two of Uganda and the Democratic Republic of Congo. The 2011 estimated population of Yei by the Southern Sudan Relief and Rehabilitation Commission (SSRRC) is 185,000, currently likely to be nearly 200, 000 due to influx of refugees from DRC and returnees from North Sudan. An estimated 80% of young people in Yei County are literate with education background starting from Uganda and few in Kenya and DRC, where they were refugees during the war. Since the Comprehensive Peace Agreement in 2005, there has been little development of health services, with Yei Civil Hospital being the major health centre and few primary healthcare centers established in each of the 5 payams.

As the Government of South Sudan (GOSS) and its development partners work to improve access to and quality of health services throughout the country, there is a critical parallel need for improved access to health information by the population. Given the limited scope of face-to-face outreach by health care professionals in rural areas—due to difficulties in access and resource constraints—innovative methods are needed to facilitate more regular access to quality health information. The proposed program, entitled “Improving access to health information for mothers, children, and youth through ICT in Yei County”, responds directly to this need.

¹<http://cwisummits.com/uploads/SSISMar2012/Session%207/World%20Health%20Organization.pdf>

² <http://www.amrefusa.org>

JUSTIFICATION

“CTEN believes that access to timely, reliable and accessible health information is significant for improving knowledge on health issues for low income young mothers and children. One of our top priorities will be partnering with relevant stakeholders in assisting and empowering rural mothers and children with vital health information to improve their knowledge on most common health issues.”

CTEN plans to utilize the power of Information and Communication Technology (ICT) to improve access to critical health information for young mothers, children, and youth throughout South Sudan, beginning with Central Equatoria State-Yei County as pilot. CTEN believes that ICT can play a vital role in collecting, disseminating, sharing and analyzing health information as a means of empowering and improving the knowledge and attitudes of the target groups.

As in most parts of South Sudan, Yei County Hospital/Clinics have no regular means for distributing health information to the public/patients beyond face-to-face interaction at the hospital, which is rather limited. From time to time, a vehicle equipped with microphone is sent moving from one area to another to pass health information (vaccination dates for polio/measles etc) and announcements are made on the local FM radio stations. Beyond this, however, there is no medium for regular public health information sharing in the area, leading to limited access to information by the population at large and—as a result—relatively low levels of knowledge on critical health matters.

Access to ICT tools—especially mobile telephones—is growing steadily in South Sudan, with four mobile operators (Vivacell, Zain, GemTel, and MTN) active on the market. In Yei, all four networks are accessible, with both Vivacell and Zain offering mobile internet services. Beyond general maps of network coverage, however, there is no information available about access to and use of mobile services in the communities where CTEN works. As such, there is a need to gather this information through a rapid survey in these communities in order to effectively use mobiles as a communication tool.

The field of ‘Mobiles for Development’ has grown immensely in recent years, and CTEN can learn from and adapt successful global/regional interventions to effectively design and implement M4D programs in Yei county. Experience shows that platforms such as mobile phones, the internet and social media can be used as tools to provide accurate, up-to-the-minute health information and facilitate health information awareness and data analysis, particularly with ICT literate youth. To ensure that these platforms can be leveraged, participants at the community level require training on use of ICT, which CTEN will develop and deliver based on experiences in other countries³. Together with/without access to the Internet, modern Computers and mobile phones can provide the best sustainable, scalable and replicable platforms for delivering digitized health information education messages directly to mobiles of remote target groups for this project, as a result target groups will be empowered and trained through the content delivered in ways that add substantial value to their learning experience. Not only that computers in conjunction with mobiles can help improve the quality of health

³ See: **Jokko initiative (Tostan in Senegal) -- mobile literacy and community dialogue via SMS:**
<http://www.unicefinnovation.org/case-studies/community-forum-using-sms-jokko-initiative-senegal?page=3>
<http://www.rapidSMS.org/case-studies/senegal-the-jokko-initiative/>

information delivery and awareness through the provision of highly interactive, easy-to-access digital information such as videos, audio, images and SMS messages designed to make learning more exciting and meaningful.

Beyond platforms such as mobile, CTEN is uniquely positioned in Yei county to support young people's access to web-based information and participation through the CTEN Community Information Centre. Young people aged 16-25, local health workers including English literate young mothers in Yei County already visit the CTEN centre-Yei Community Information Centre regularly to access computers with internet connectivity and receive training on basic computing and internet functions. At the same time, they work together and share information to collectively develop their skills and explore the extensive possibilities of ICT. The centre is also a place where many young people come together to enjoy audio visual equipment such as DSTV-Television news, Sports and TV series entertainment, This offers CTEN an opportunity to form focus groups to discuss on main issues facing young people in the community, and ensures a steady flow of project participants

2. PURPOSE AND OBJECTIVES

PURPOSE

The main purpose of this proposed 3 months (October 2012-December 2012) project is to utilize Information and Communication Technology (ICT) tools to understand and reinforce channels for social mobilization, health information awareness, youth participation and positive social and behavior change in Yei County. It aims for capacity building of young people through the use of various ICT tools. The youth who participated in the activities would also be the driving vehicle for peace building.

In achieving this, CTEN will focus on **four key objectives**:

1. Understanding and utilizing ICT tools for more effective social mobilization, information sharing, and outreach
2. Developing locally-tailored, SMS-ready health content for dissemination
3. strengthening the partnership between other public, private and community stakeholders and CTEN-Community Technology Empowerment Network
4. empowering consumers, particularly young mothers and adolescents, to access information and participate through ICT platforms

Across these objectives, CTEN will focus on youth in Yei County—with special focus on adolescent girls, especially young mothers.

3. PROJECT ACTIVITIES AND GOALS

ACTIVITIES

The proposed project consists of five key activities:

1. Simple Baseline Survey
2. Content development and mapping with key stakeholders (doctors/translators/FM)
3. Dissemination of key messages via mainly SMS and radio
4. Social mobilization and outreach
5. Monitoring and evaluation

GOALS

Activity	Goals
1. Baseline Survey	a. Baseline survey completed with at least 500 participants across 5 payams
	b. Summary report on key findings produced
2. Content development and mapping	a. Set of 12 key messages developed, covering a total of 3 core topics
	b. Messages pretested and ‘validated’ for dissemination
3. Dissemination of key messages via SMS and radio	a. 12 unique SMS health messages sent to at least 500 participants over a 3 week period (6,000 SMS in total)
	b. 4 weeks of radio spot messaging with broadcast twice daily
4. Social mobilization and outreach	a. Register at least 500 individuals for participation in M4D programs
	b. A total of 12 community-level events organized and conducted, with at least 100 participants per event
	c. Monthly ICT promotion events (“ICT Café”) held at the CTEN Information Centre, 3 events total
	d. Development of “Mobile Phone Basics” for use in outreach and training
5. Monitoring and evaluation	a. Monthly activity reports prepared and submitted
	b. Final project report submitted

ACTIVITY DESCRIPTION

The first project activity is a **Baseline survey** to be conducted in five Payams of Yei County. The purpose of this survey is to collect information from *at least* 500 participants regarding access to and use of mobile technology, radio and other information channels, with the aim of understanding and reinforcing channels for social mobilization, health information awareness, youth participation and positive social and behavior change. CTEN will develop questionnaire forms; meet the area chiefs, health workers and few schools in order to form focus group to help mobilize up to 60 mothers and 40 children (20 males, 20 females) for this exercise. Then carry out the survey through site-based visits to selected health centers and schools. Final survey findings report will be produced.

The second activity is **content development and mapping**. Proposed focus areas for health content development include maternal and newborn care, nutrition/malnutrition issues, breastfeeding promotion, control of malaria and diarrheal disease, immunization, family planning (child spacing) and HIV/AIDS awareness. The proposed interventions can be implemented in accordance with UNICEF standards and recommendations. To develop accurate and locally-relevant content, CTEN will work with the Yei County Chief Doctor in order to develop 12 key health messages for dissemination under this project. CTEN will also draw on [UNICEF Facts for Life](#) (FFL) in order to identify and choose more relevant messages. To promote and reinforce SMS messages, CTEN will collaborate with local FM radio stations to produce radio spot messages and jingles for broadcasting over a four week period (beginning one week prior to the first SMS blast).

The third activity is **dissemination of key messages via SMS and radio**. Here CTEN will use various ways to disseminate. For SMS messaging, CTEN proposes to use Frontline SMS in collaboration with all four local mobile operators. FrontlineSMS is the best system for this project because it is Open Source and has proven positive impact on many organizations all over the world in bridging information communications gaps and ‘breaking into’ the field of Mobiles for Development, particularly in relation to dissemination of health information⁴. In short, Frontline enables users to send, receive and manage SMS over a mobile phone connected to a laptop/PC. Users only pay the standard text messaging charges through their regular mobile provider (Vivacell/Zain/GemTel/MTN).

The fourth activity is **social mobilization and outreach**, designed to promote interest and use of CTEN services—both under this project and Throughout the project duration, CTEN will organize free training events and monthly “ICT Café” events (on use of Facebook, mobile phone and computer/internet access in general) to mobilize young people through its CTEN Centre of Information-Hai Leben-Yei. Under this project, CTEN will develop a simple “Mobile Phone Basics” orientation/training module tailored to the local context for use in outreach. In addition to the monthly ICT Café events, basic training on use of mobile phone will be conducted in each of 5 payams after the survey.

The fifth and final activity is ongoing **monitoring and evaluation** of implementation by CTEN management to ensure successful implementation. In addition, monthly progress reports will be produced as evidence for CTEN and a final project report completed and submitted to UNICEF South Sudan.

Required partnerships

In order to obtain most of the benefits highlighted, the implementation of this proposed project should be carefully carried out between balanced partnerships among all stakeholders including local county health institutions, CBOs, UN Agencies and international NGOs and Donors. The effort required for implementation of this proposal (targeting poorest mothers and children in need including street children) is moderate and perfectly achievable with reasonable costs if the right partnerships are formed and maintained. Meetings and workshops with potential partners should determine the means of collaboration to be set up.

⁴ See: **FrontlineSMS for Health promotion / basic health messaging + link between SMS and Radio**
<http://www.frontlinesms.com/2012/01/30/faster-channels-of-communication-a-radio-and-sms-initiative-in-ne-kenya/>

Possible Partners include:

1. Local County Health Department
2. UN Agencies-UNICEF, WHO, UNHCR, UNESCO, UNFPA
3. Development Agencies-USAID, World Bank, UNDP, EU, MDTF, JDT
4. International NGOs-Save the Children, ARC, War Child, SUHA
5. Local CBOs
6. Local Schools
7. local Churches
8. Local community leaders

Project Sustainability

CTEN aims to implement this project in collaboration with the County Health Department and all other key stakeholders (UNICEF, WHO, CBOs, FM radio stations..). It is CTEN's best interest to share experiences and replicable best practices for future scale up and implementation of this project on a wider scale. CTEN therefore seeks to form partnership and look to obtain initial Funding for some of this project's activities.

County community Health workers shall be invited for any awareness events taking place and will gain information and skills to strengthen their knowledge. These invited people will later continue to be resourceful in the community even after the project expires. On a positive note they will also be recognized by the local county government where they will continue to receive support in case of need.

CTEN also plans to implement the project with great consideration of cost in mind. The possible cost of implementing some aspects of the this project will in the future be shared at County, State and National level with possibilities of marketing some models as initiatives that can be adopted at a national level.

It is worth mentioning that the proposed CTEN's solutions have great potential for broader application to other counties' communities. The FrontlineSMS system can be used to disseminate other future health intervention programs necessary for large-scale outreach.

4. PROJECT MANAGEMENT

4.1 Supervision of the Program

While CTEN will concentrate on preparations and mobilizing the target groups in the various rural Payams areas, we request that UNICEF utilize its expert personnel or consultants in guiding and supervising us throughout the duration of the project. However CTEN Director will lead his staff to ensure success of all project activities.

4.2 Financial Management

Financial management is the core function of CTEN in achieving its vision and objectives. The general planning, organizing, directing and controlling of any CTEN Project finances shall be transparently managed by CTEN Executive Directors and Treasurer/Financial Assistant in accordance to ARTICLE 10 of CTEN's Constitution. However CTEN shall also abide by various partners standard financial control forms to enable both effective and efficient management.

4.3 Logistics

Logistics is crucial for success of every project. Currently, CTEN's biggest challenge is logistics, no any means of transport especially to reach out to the remote Payams areas. This has hampered our efforts in reaching out to our target population. In terms of CTEN location, Yei County has city power providing reliable electricity however we lack a Generator power as immediate alternative during downtimes. While long distances to remote areas remain a challenge, CTEN believes the best solution is to acquire active Internet connection through either laptop computers or PDAS/mobile phones with at least minimum bandwidth to enable communication.

4.4 Information Management

Information is at the heart of all CTEN's activities as we strive to develop and encourage utilization of digital/computerized information management tools. We plan to acquire and develop the latest modern information management tools such as Database, website, document management system, equipments Inventory and many more. CTEN aims to be exemplary in this aspect!

4.5 CTEN Resources including Staff Contribution toward this project

CTEN has 8 present staff readily available for this project. All CTEN staff will work in accordance with its rules and regulations. The role of CTEN staff will be;

1. Manage the design, implementation, and monitoring of all core project activities.
2. Perform technical equipments' and software installation and maintenance.
3. Write and produce monthly project progress including financial reports.
4. CTEN shall contribute the following equipments and software for this project as shown in page 13 table.

Contribution and Role of CTEN towards this project (Equipments, software and Staff)

S/No.	Equipment Description	Condition	Action needed	Quantity	Unit cost (ssp)	Amount
1.	Laptop computer	Old/used	Continue update/maintenance	5	1500	7500
2.	Laptop computer	Old/Not working	Needs upgrade/parts replacement	4	800	3200
3.	Desktop computer	Old/used	Continue update/maintenance	3	1200	3600
4.	Desktop computer	Old/Not working	Needs upgrade/parts replacement	5	800	4000
5.	Digital Optoma Projector	Old/dirty lens	Needs upgrade/parts replacement	1	2500	2500
6.	HP M1522 B/W Printer	Old/used	Needs Toners	1	500	500
7.	HP DeskJet F2480 Color printer	Old/used	Needs paired Cartridges	1	300	300
8.	Television	Old/used		1	300	300
9.	DSTV Set/services	Old/Subscription	Monthly payments	1	2000	2000
10.	Chairs	Old/used		12	45	540
11.	Tables	Old/used		4	200	800
12.	Office space	Good/rented		2 rooms	400 per month	800
13.	City Power (YECCO)	Monthly payments	Monthly payments	1	500 per month	500
14.	Internet Zain Modem	used		1	300	300
15.	Zain Modem Airtime	Subscription	Monthly payments	1	132 per month	132
16.	Staff Mobile phones	Old	Monthly payments	8 (1 each)	200	1600
17.	Electric dust blower	Old/used		1	300	300
18.	Cooling Fans	Old/broken	Needs new ones	2	150	300
19.	Microsoft Windows XP/7	Old/used		2	200	400
20.	Microsoft Office 2003	Old/used		1	150	150

ANNEX 1: ACTIVITY WORK PLAN (October 2012 to December 2012)																
Activity	Tasks	Target number	Location Payam	Time frame												Partners involved
				Oct				Nov				Dec				
				W K 1	W K 2	W K 3	W K 4	W K 5	W K 6	W K 7	W K 8	W K 9	W K 10	W K 11	W K 12	
1 Conduct Baseline survey	1.1 Develop and print questionnaire forms	500	-Yei	█											CTEN	
	1.2 Meet the local payam chiefs and health workers	5	All payams	█	█										CTEN	
	1.3 Carry out the actual survey in all 5 payams (using focus groups and site visits)	5	All payams			█	█								CTEN	
	1.4 Write survey findings report	1	-Yei				█									
2 Contents development	2.1 Meet Yei County Hospital main doctors and health supervisors	3	-Yei		█										CTEN/Hospital doctor	
	2.2 List and select main messages, others from UNICEF facts for life	12	-Yei		█	█									CTEN/Hospital doctor	
	2.3 Transform and produce messages in two formats-SMS and audio jingles	12	-Yei				█	█							CTEN/FM Radio	
	2.4 Pre-test messages with small group of target beneficiaries	1	-Yei				█	█							CTEN	
	2.5 Validate messages with UNICEF prior to dissemination	1	-CTEN				█	█							CTEN	
3 Information dissemination	3.1 Send weekly SMS messages (4 messages per week)	12	CTEN					█	█	█	█	█	█	█	CTEN	
	3.2 Broadcast of radio spots and jingle	3	-At Yei					█	█	█					FM Radio	
	3.3 Post unique health messages and events on CTEN Facebook	5	CTEN office	█	█	█	█	█								

4 Social mobilization and outreach	4.1 Develop simple mobile phone training module																	
	4.2 Organize basic mobile phone training at each payam	10	All payams															CTEN
	4.3 Focus group topical questions and answers session	10	All payams															CTEN
	4.4 Organize computer and internet access including facebook training	10	CTEN centre															CTEN
5 Monitoring and evaluation	5.1 Monthly report	3	CTEN															CTEN
	5.2 Write and produce final project report	1	CTEN															CTEN

ANNEX 2: CTEN PROJECT ACTIVITIES COST BREAKDOWN

ACTIVITY	TASKS	Quantity	Unit Rate (SSP)	Amount (SSP)
1. Conduct Baseline Survey	1.1 Develop and print questionnaire forms	550	2	1100
	1.2 Meet the local payam chiefs and health workers (5 payams, 5 car trips)	5	400	2000
	1.3 Form Focus groups in each payam (10 car trips)	10	400	4000
	1.3 Carry out the actual survey in all 5 payams (using focus groups and site visits,10 car trips)	10	400	4000
	1.4 Write and print survey findings report	1	0	0
	Sub Total			11100
2 Contents Development	2.1 Meet Yei County Hospital main doctors and health workers	10		0
	2.2 List and select main messages, others from UNICEF facts for life			0
	2.3 Transform messages and produce audio jingles	4	100	400
	2.4 Pre-test messages with small group of target beneficiaries	1	0	0
	2.5 Validate messages with UNICEF prior to vdissemination	1	0	0
	Sub Total			400
3. Information dissemination	3.1 Send weekly SMS messages (total of 6000)	6000	0.1	600
	3.2 Broadcast of radio spots and jingles	4	400	1600
	3.3 Post unique health messages and events on CTEN facebook	1	0	0
	Sub Total			2200
4. Social mobilization and outreach	4.1 Develop simple mobile phone training module	1	0	0
	4.2 Organize basic mobile phone training at each payam (10 car trips)	10	400	4000
	4.3 Mobilize the focus group in each payam for training events	10	400	4000
	4.4 Organize computer and internet access including facebook training	1	0	0
	Sub Total			8000
5. Monitoring and evaluation	5.1 Monthly report	2	0	0
	5.2 Write and produce final project report	1	0	0
	Sub Total			0

Request for cheap mobile phones donation for communication	2	150	300
Request for basic digital camera donation for field visits imaging	1	1200	1200
Request for mobile internet modems field communication and centre trainings	5	300	1500
Upgrade existing old projector lens for clear display during meetings/trainings	1	1200	1200
Internet modems airtime for 5 modems, up to 3 months	3	300	900
Project printing-3 pairs of Colour catridgesfor three months)	3	300	900
Project printing-Back/White Tonors (total of 3 tonors for three months)	3	500	1500
CTEN Project Staff field pardiem (food and drinks, total of 50 car trips)	50	40	2000
Project Director	3	1200	3600
Project Manager	3	800	2400
Project outreach officers (3 staffs)	3	1200	3600
Meeting with Chiefs and health workers refreshments (total of 10 meetings, all 5 payams)	10	50	500
Focus group meetings/sessions refreshments (total of 15 sessions, all 5 payams)	15	400	6000
Generator hire for key field event (for social mobilization sound/microphone system and trainings sessions for all 5 payams)	10	300	3000
Sound system hire for area social mobilization at all 5 payams	10	300	3000
	Sub Total		40600
GRAND TOTAL			53300

Annex 3. CTEN-YEI COMMUNITY INFORMATION CENTRE YOUTH ICT TRAINING ACTIVITIES

