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

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

The mHealth service is the only source of nutrition information for

ONE IN THREE
users

46% of all users keep messages saved on their phone

mHEALTH SERVICES ARE REACHING THE UNDERSERVED

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

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

improvement in knowledge about vitamin supplements among users* 16%

improvement in knowledge about breastfeeding practices among users* 11%

43% share information with at least 4 OTHER PEOPLE

4.29m people reached

1.59m mHealth VAS users across 8 markets

13% improvement in behaviours over non-users*

69% of mHealth service users are implementing appropriate nutrition practices

%*Percentage point improvement

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