



www.healthycaribbean.org

Dr. Lynda Williams
Healthy Caribbean 2012: Rallying for
Action on NCDs
Knutsford Court Hotel, Jamaica
May 29, 2012

Mobile phones
in advocacy
and education

*A Novel
Caribbean
Campaign
for NCD
Awareness*





Who we are: Healthy Caribbean Coalition (HCC)

- ◉ **An indigenous, Caribbean NCD alliance of civil society organisations**
- ◉ Established following a civil society led conference on chronic diseases: Healthy Caribbean 2008 – a Wellness Revolution
- ◉ **Run entirely by volunteers**
- ◉ Limited funding from corporate partners





A Novel Campaign

- In March 2011: the Healthy Caribbean Coalition launched a novel NCD advocacy and education initiative, the ***Get The Message (GTM)*** campaign, in 15 Caribbean Community (CARICOM) member states and two associate territories





Aims

- To raise awareness and support for the United Nations High Level Meeting on NCDs
- **To develop an NCD advocacy initiative that would inspire young people to become involved**
- To develop a catalyst for the strengthening of the capacity of the HCC
- To demonstrate the ability of civil society to come together to respond to a major health issue





Objectives

- Engage and educate Caribbean people about NCDs, the high prevalence of these diseases and the impact of unhealthy lifestyles
- Educate on the need for a "whole of society" and "whole of government" approach to NCDs
- Initiate & foster conversation about NCDs and healthy living
- Provide a positive forum for communication about NCDs among the youth





Objectives

- Inspire a popular '**people's movement**' to agitate for change that leads to a decline in common risk factors for NCDs: tobacco exposure, excessive alcohol use, unhealthy diets and physical inactivity
- Obtain regional support for Caribbean leaders attending the Summit
- Actively encourage Caribbean leaders to aggressively address risk factors for NCDs and to structure effective health systems for care





Target Audience

17 Caribbean Countries





Challenges

- Introduce the concept of NCDs in territories with different cultures, backgrounds, languages and literacy rates
- **Overcome the foreignness of advocacy and empowerment**
- Introduce the concept of using mobile phone technology for advocacy
- **Educate about the UNHLM and its importance**





Challenges

- Set realistic targets, given no regional or international precedents for the campaign
- Design messages and determine the strategy to reach each audience
- Manage small numbers of volunteers in each in-country team
- Attract corporate partners willing to participate despite little financial benefit





Partners

- Two major regional mobile phone providers with a combined customer base in excess of 10 million subscribers
- A traditional media network
- A major regional health insurance company
- WHO/PAHO in partnership with the HCC





Strategy

- **SMS/text messages sent via mobile phones act as an electronic signature**
- SMS/text blast messages received from mobile phone providers encourage participation
- Support from traditional media (T.V., print, radio)
- Public service announcements (PSAs):
5 educational and 1 advocacy PSA





Strategy

- “Text-a-thons”
- Press releases
- Social media; to generate a campaign ‘buzz’
- Posters, Stickers, Flyers, T-shirts
- Community events





Strategy

- 160 character text blasts sent to mobile customers
- Simplest possible form of statement of advocacy: SMS/text **“Yes”**
- SMS/text sent to specific campaign **short codes** created and activated by service providers
- Auto response generated
- **All text messages FREE of cost!**





Logo and Slogan



Get the Message
Text the Message
Be the Message





A Message For Every Audience

- Campaign partners used internal intranets and other media to encourage staff and customers to send SMS/text messages
- Regional health journalists attending a PAHO/CBU conference encouraged to cover NCDs and the GTM campaign
- Organizations e.g. hospital in Antigua, actively encouraged staff texting
- Visual campaign material shown on multimedia screens during regional and international events





Images





Haiti – “For Everyone”

- Campaign translated to Haitian creole including PSAs
- Educated people on NCDs and mobile phone advocacy in an environment of low literacy
- Truck with loudspeaker, emblazoned with the logo ‘Di Tout Moun’, encouraged people to text





Results

TERRITORY	TOTAL	Country Target	% to Target
Anguilla	4 036	500	807.20%
Antigua	33 335	10,000	333.40%
Barbados	98 744	35,000	282.10%
BVI	33	500	6.60%
Cayman Islands	1 610	3,000	53.70%
Dominica	9 648	12,500	77.20%
Grenada	28 381	10,000	283.80%
Guyana	39 252	100,000	39.30%
Haiti	95 539	500,000	19.10%
Jamaica	47 423	100,000	47.40%
Montserrat	7 348	500	1469.60%
St. Kitts	14 659	5,000	293.20%
St. Lucia	14 688	10,000	146.90%
St. Vincent	14 163	12,500	113.30%
Suriname	47 646	100,000	47.60%
Trinidad	2 891	100,000	2.90%
Turks & Caicos	695	500	139.00%
TOTALS	460 091	1,000,000	46.00%





Factors influencing territory response

- Size of the campaign team relative to the size of the target audience
- Strength and motivation of the local campaign team
- Support from other media
- Number of text blasts sent out in specific territory





Lessons Learned

- A realistic time frame for achieving objectives is critical
- Need to identify key decision makers among partners at an early stage and set clear roles for partners
- Do not step outside of your area of expertise. E.g. let mobile phone partners with greater experience create text blast messages
- Achieve buy-in from regional NCD alliance partners not accustomed to working together





Lessons Learned

- Need to develop strong, motivated in-country teams of volunteers
- Free SMS/text message is critical to success
- Data must be reported in a timely manner. Reporting should be controlled by the campaign and not service providers.
- **Mobile phones CAN be used as an effective tool for advocacy and education with respect to NCDs!**



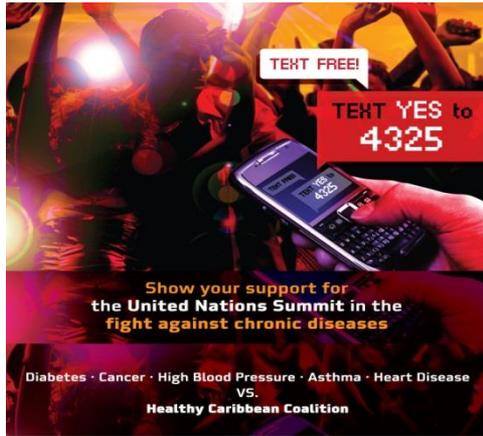


Beyond the UNHLM

- 💡 **Establish GTM as a specialized advocacy division of the Healthy Caribbean Coalition**
- 💡 Purchase a mobile network system with unique short code(s) to be used continuously
- 💡 Member NGOs would have an opportunity to use mobile phones for advocacy, education and to raise charitable support
- 💡 **Develop a powerful NCD lobby that can influence Caribbean political structures**



Get the message



TEXT FREE!

TEXT YES to 4325

Show your support for the United Nations Summit in the fight against chronic diseases

Diabetes · Cancer · High Blood Pressure · Asthma · Heart Disease VS. Healthy Caribbean Coalition

Get the message | **Digicel**
The Bigger, Better Network.

HEALTHY CARIBBEAN COALITION
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Digicel

www.facebook.com/getthemessage



TEXT FREE!

COME TOGETHER show your support for the United Nations Summit on CHRONIC DISEASES

TEXT YES to 4357 LIME

TEXT YES to 4325 Digicel
The Bigger, Better Network.

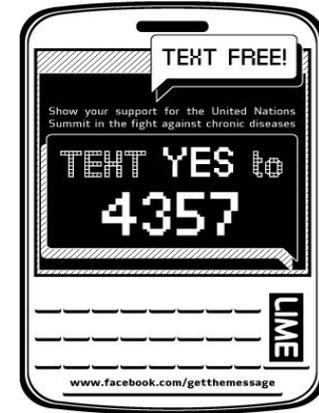
Get the message

- GET THE MESSAGE
- TEXT THE MESSAGE
- BE THE MESSAGE

- CHRONIC DISEASES:
- DIABETES
 - CANCER
 - HIGH BLOOD PRESSURE
 - ASTHMA
 - HEART DISEASE

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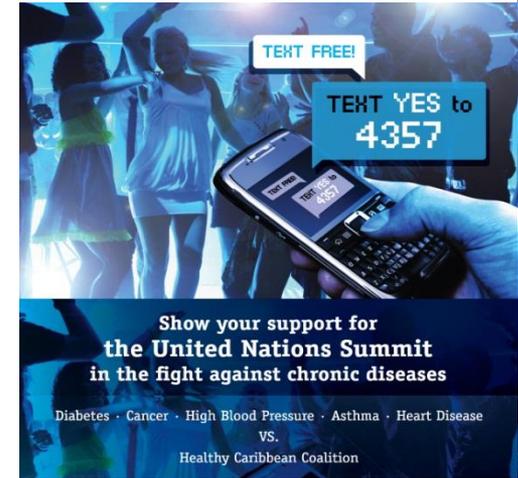
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