



**CERVICAL  
CANCER  
ADVOCACY AND  
EDUCATION:  
A novel approach  
through mHealth and  
eHealth**

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**Rallying for  
Action on  
NCDs**

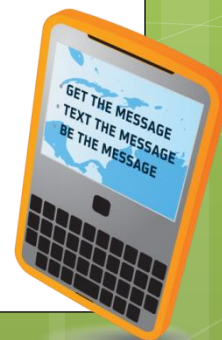
**Cancer Workshop  
Healthy Caribbean 2012**

**May 27, 2012, Wyndham  
Kingston Hotel**



# THE HEALTHY CARIBBEAN COALITION (HCC)

- An indigenous, Non Communicable Disease (NCD) alliance of Caribbean non-governmental and civil society organisations
- Established following a civil society conference: Healthy Caribbean 2008 – A Wellness Revolution
- A registered, not-for-profit company with an executive, run entirely by volunteers
- Limited funding from corporate partners





# THE HEALTHY CARIBBEAN COALITION (HCC)

- An umbrella organization with a focus on cancer, heart disease, lung disease and diabetes
- Focus: Advocacy, Communication, mHealth, Capacity Building
- Promote the concept of NCDs as a whole
- Promote alliance between in-country, regional and international agencies for capacity building in the fight against NCDs





# HCC AND NCD ADVOCACY

- HCC 2011: 'Get The Message', a 6 month NCD health advocacy campaign
- 700,000 votes received using mobile phones in support of the UNHLM on NCDs
- Successful use of electronic media (eHealth) in a major public health advocacy campaign in the Caribbean
- Engagement of major mobile service providers, the key to success





# What is eHEALTH?

- Use of information and communication technologies (ICT) for health (WHO)
- Recognized as one of the most rapidly growing areas in health today
- Distinct advantage in hard to reach populations particularly in Low and Middle Income Countries (LMICs)
- Can include use of social media networks





# What is mHEALTH?

- Mobile health (mhealth) is an area of electronic health (ehealth) and is the provision of health services and information via mobile technologies such as mobile phones, patient monitoring devices, personal digital assistants and other mobile devices (WHO-Global observatory for eHealth)



# What is mHEALTH?

- Involves the use and capitalization on a mobile phone's core utility of voice and short messaging service (SMS); more complex applications including: general packet radio service (GPRS), third and fourth generation mobile telecommunications (3G and 4G systems), global positioning system (GPS), and Bluetooth
- Mobile phones- most widely used communication technology in the world. Coverage in the Caribbean region ~92%





# USES OF mHEALTH/ eHEALTH

- Community and clinical health data collection
- Health surveys
- Disease surveillance and epidemic tracking
- Community mobilization (health promotion)
- Raising public awareness (health advocacy)
- Delivery of health education to patients
- Health information and decision support systems for practitioners







# USES OF mHEALTH/ eHEALTH

- Health call centers
- Emergency toll-free telephone service
- Managing emergencies and disasters
- Appointment reminders
- Monitoring treatment compliance
- Mobile patient records
- Real-time monitoring patient vital signs
- Direct provision of care (via mobile telemedicine)





# mHEALTH/eHEALTH AND CERVICAL CANCER

- Cervical cancer identified by PAHO as a disease of major public health importance in the Caribbean
- Community groups in need of cervical cancer health promotion activities: including: women seldom/never screened; youth ; spouses/partners
- Rapidly expanding growth of ICTs including mobile technologies in the Caribbean region
- Most NGOs have limited use of ICTs





# NEW HORIZONS

- A new partnership: HCC and the American Cancer Society (ACS)
- Seed funding made available by the ACS for raising awareness, education and advocacy for cervical cancer
- Build on the success and the networks developed by the Get the Message campaign
- Promote development of a major mHealth/eHealth campaign for cervical cancer in the Caribbean





# Aims

- Facilitate cooperation between Caribbean agencies involved in cervical cancer through the development of shared objectives for a major mHealth/eHealth campaign
- Promote the sharing of resources and technical assistance for the campaign
- Help to identify barriers and to work with agencies to overcome these barriers





# Aims

- Encourage innovative and imaginative ways for the use of mHealth and eHealth initiatives for cervical cancer
- Facilitate dialogue with regional and international public health agencies such as PAHO/WHO
- Monitoring and evaluation of the campaign
- Create a model for health advocacy, education and promotion for other chronic diseases e.g. diabetes





# Potential benefits

- mHealth/eHealth , a powerful tool for educating and empowering communities and individuals
- Allows Caribbean women to be participants in their own cervical cancer care
- Provides reassurance to communities and individuals about the quality of health information they receive about cervical cancer
- Increased focus on at-risk populations
- Services can be tailored to fit the populations needs



## Potential benefits

- Produce enduring collaborations between health and non-health NGOs, civil society organizations
- Can be used to gain feedback on quality of care, to conduct surveillance on uptake of services
- Cost effective through the sharing of resources



“If you want to go fast, go alone. If you want to go far, go together.”

## African Proverb

[www.healthycaribbean.org](http://www.healthycaribbean.org)

[www.facebook.com/getthemessage](http://www.facebook.com/getthemessage)

[www.twitter.com/healthcaribbean](http://www.twitter.com/healthcaribbean)

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