

MIRA CHANNEL

Women Mobile Lifeline Channel



Strengthening Last Mile Health System



MIRA: Mobile Channel on RMNCH+A for Rural Women



Challenge:

Maternal and Child Health still remains a global challenge across the developing world. Most of these countries have alarmingly high maternal mortality and infant mortality rates. Still more than half of the women in these countries opt for traditional method of home-based delivery and majority of the births are assisted by unskilled health workers. Lack of awareness, low demand seeking behaviours, low capacity of health workers, weak referral system and insufficient tracking are the main reasons of this problem.

Solution:

MIRA Channel is an integrated mobile channel for rural women on MCH which provides critical health information on pre-natal care, post-natal care, routine immunization, newborn danger signs, family planning & adolescent girls health using RMNCH+A ; and connects them with public health services like ANC, immunization, high risk pregnancy consultations and institutional deliveries.

MIRA is about 'Saving Lives' of mothers and children. MIRA uses iconic language with audio support making it interactive 'Talking toolkit' designed for millions of semi-literate women. In addition, it also has numerous VAS tools like stimulating social mobile games, decision-making stories and internet of things based toys to motivate communities adopt new behaviours.

- MIRA Individual App is available on mobile phones to individual women for self-management of health. It has multiple registration facility on a single handset which allows women groups sharing a common phone in the communities.
- MIRA Worker Toolkit is used by CHWs who house-to-house, do household registrations, registers pregnant women and children under 5-yea. MIRA workers deliver weekly iconic information to these communities using mobile.
- MIRA-PHC Connect is a communication and service delivery platform in sync with public health system which connects beneficiaries, CHWs and Midwives; and enable them take timely action on high risk pregnancies. The platform generates Live-Data for the state to take decisions.

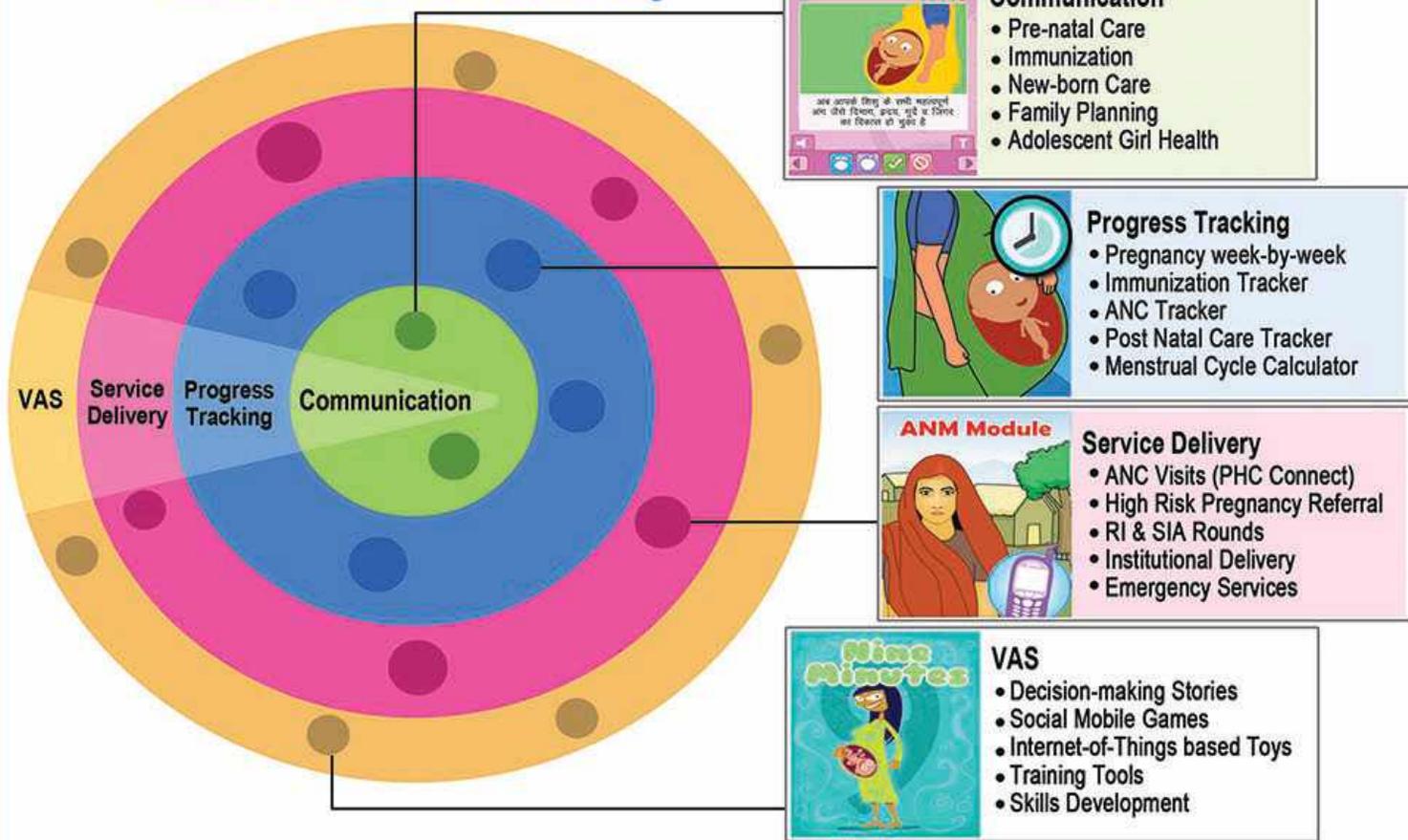
Impact:

MIRA has already impacted 1.2 million women, children and adolescent in India, Uganda and Afghanistan. In the intervention area in India, there is an increase in ANC visits by 55%, institutional deliveries by 49% and immunization rates by 41%. MIRA PHC model has helped midwives in taking prompt action in 84% of High Risk Pregnancy (HRPs) cases thus averting maternal and infant deaths. Live data on the platform enables department to take timely action. MIRA has reached to a population of 66,000 in Uganda and 43,000 in Afghanistan. In last 18 months, in the area of project implementation, there has not been a single maternal death reported in Uganda and only one maternal death has been reported in Afghanistan. MIRA has won several awards and accolades worldwide.

Scaling / Global Transfer:

MIRA is scaling in its earlier regions. It aims to reach to over two million people in next two years. MIRA has just commenced in Rwanda. It is also exploring partnerships in Ethiopia in East Africa and Senegal in West Africa.

MIRA Model of Delivery

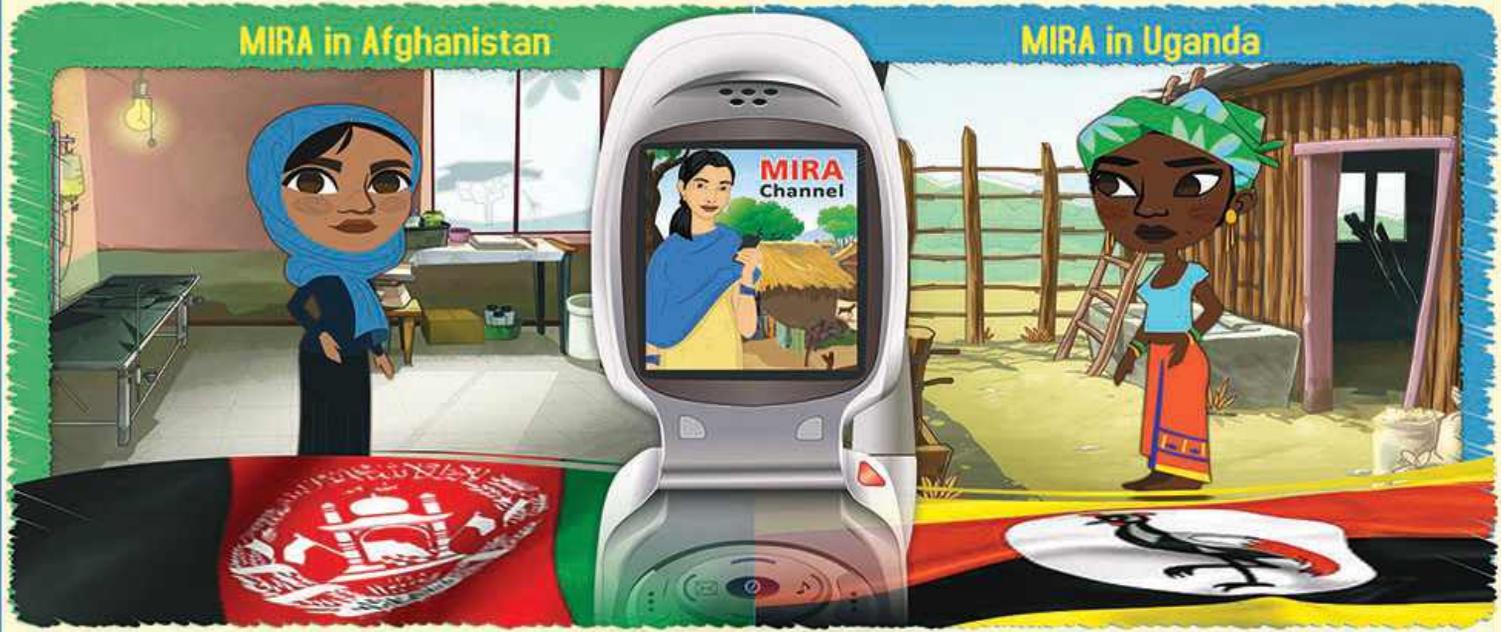


MIRA Going Global

Mobile Channel for Rural Women on RMNCH+A

MIRA in Afghanistan

MIRA in Uganda



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