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# APONJON NEWS



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## Now Nationwide

**18 December 2012.** It was the day Aponjon service was launched across the nation, introducing a mobile phone based healthcare service for the first ever on a national level in Bangladesh. Osmani Milanyatan, Dhaka was brimming with the representatives of all partner organizations, health and information technology organizations and well-wisher's. Finally came the long-awaited moment. A pregnant women, Sahida Begum walked on to the stage. Honourable minister registered her into the service by dialling 16227. Now Shahida is getting 2 health tips every week.

Aponjon was inaugurated by the honourable minister Dr. A F M Ruhul Haque, Ministry of Health and Family Welfare of the government of Bangladesh and the Mission Director of USAID Richard Green. Among other attendees present were the International Director of Mobile Alliance for Maternal action (MAMA) Ms Kirsten Gagnaire, Senior Secretary of Health and Family Welfare Ministry Md. Humayun Kabir, high officials of the government and the representatives of national, international and corporate partner organizations.



*“Aponjon wants to be involved with other health services especially the ones targeted at mother, new-born and child and run by the Government of Bangladesh”- Mission Director of USAID Richard Green.*



Dr. Annaya Raihan shared Aponjon’s vision and mission in a press briefing held in the second half of the program.

*“There were times we couldn’t even imagine that one could simply dial 16227 and avail vital health-related information that saved mother and new-born from many health risks; but now it’s made possible”- Honorable Minister Dr. A F M Ruhul Haque.*



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# Well Wishers of Aponjon

## Aponjon forms Partnership with Lalteer and Rahimaafrooz



**Aponjon** signed a partnership agreement with Rahimaafrooz Superstore Limited and Lal Teer Seed Limited at the Westin in Dhaka on 17 December 2012. Ms. Kirsten Gagnaire (Global Director of Mobile Alliance for Maternal action [MAMA]), A T N Labeili (Deputy Director of OPHN/USAID), Caroline Florey (Global Health Bureau of USAID Private Sector Specialist), Dr. Umme Salma Jahan Mina (project Management specialist of OPHN/USAID) and



Dr. Ananya Raihan (Chief Technical Officer of Aponjon and the Executive Director of DNET) were present at the program.

Besides, some special guests like President Aftab Ul Islam (American Chamber and commerce in Bangladesh), Niyaz Rahim (Group director of Rahimaafrooz Bangladesh), Nasreen Fatema Awal (Director of Multimode limited), Mahbub Anam (Managing Director of Lal Teer Seed Limited), Zakaria Ahmed (D G M of Center for Zakat Management) and Rumana Ahmed (Communication Manager of GlaxoSmithkline Bangladesh) were also present among others.

Special package of Aponjon *“Sponsor a Mother”* will be available in all outlets of Agora through the agreement between Rahimaafrooz limited and Dnet. There will be some gift voucher in the package and through the purchase, a Customer will be able to help a poor mother to get Aponjon service without any cost from the pregnancy period till her baby turns one . On the other hand Lal Teer seed limited will spread Aponjon through their promotional materials like calendar, leaflets, banner, street theatre etc. among peasants so that they can choose to subscribe to this service.

[www.aponjon.com.bd/sponsor-mother](http://www.aponjon.com.bd/sponsor-mother)

## Bangladesh Government with Aponjon

Aponjon intends to curb the maternal and infant mortality rates through mobile phone which is highly pertinent and complementary to the objective of “*Digital Bangladesh*” and that of achieving maternal and child health targets of the government of Bangladesh.

DGHS, IPHN, IMCI, AND BHE also plays a vital role in forming “Aponjon Technical Committee on Content” with due coordination of maternal and new-born health experts during the making of Aponjon health messages. Furthermore, BTRC also makes crucial contribution negotiations with Mobile companies on various matters.



Aponjon has been cordially cooperated with by Health and Family Welfare Ministry, Official project of Prime Minister Access to Information and BTRC ever since its beginning in 2011. Health and Family Welfare Ministry plays an important role to constitute the Advisory Board of Aponjon in coordination with all stakeholders. Besides, Aponjon is getting support from Government’s field worker,

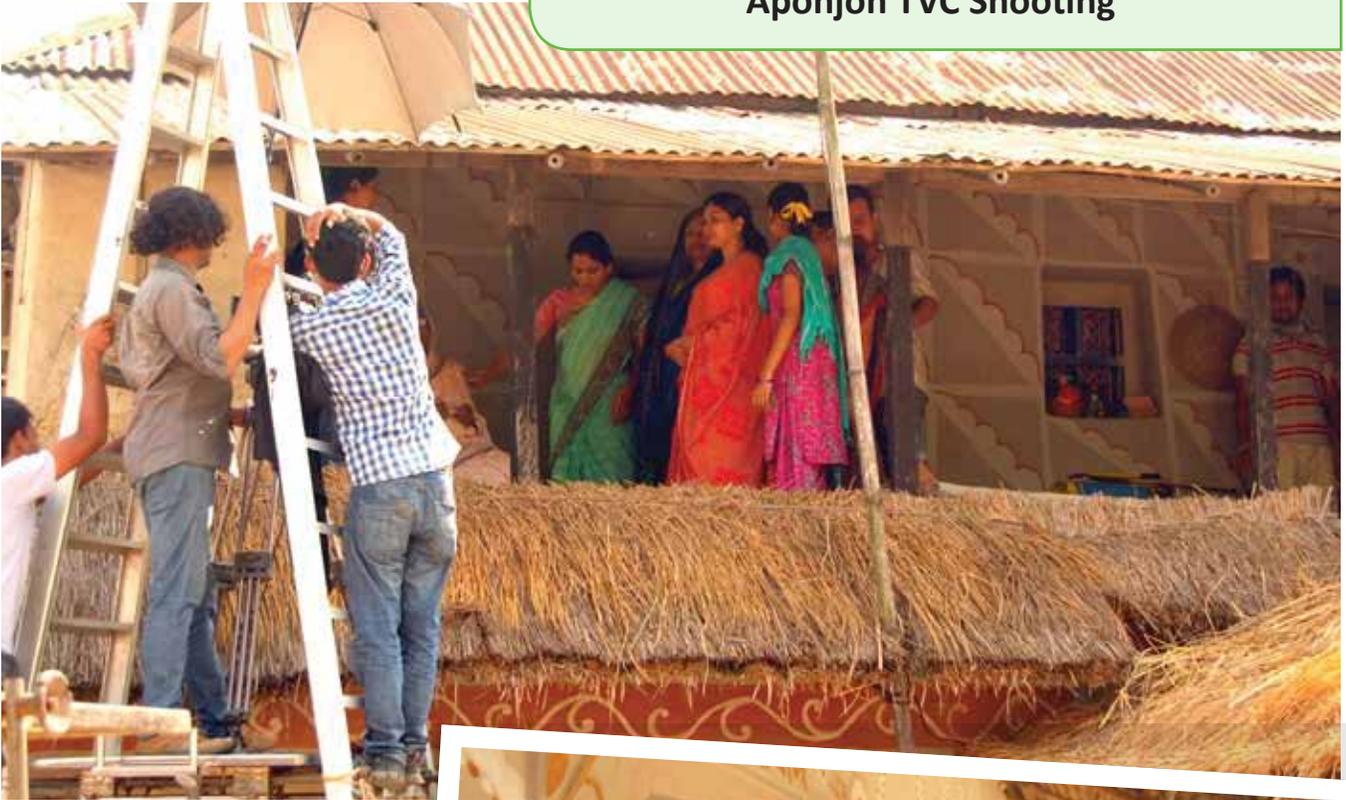
Health Centre and Upazila office for conducting their program in all over the country. Aponjon has also been complemented by BTV and BETAR in terms of advertising its service without any cost. Government has gone as far as promoting Aponjon Services by sponsoring media and health conventions.

Dissemination of information about Aponjon services across different media platforms is a part of the national scale-up.

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## Aponjon Team in Action

### Aponjon TVC Shooting



In October, Aponjon team travelled to Dinajpur to shoot their first TV advertisement. Grey advertising company directed the TVC. Acceptability of the script and audio visual both were tested in some region before shooting. Heavy revisions of the script were made in order to exhaust all scopes of improvement



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In Dinajpur, shooting was executed with a traditional rural society as backdrop. Shooting continued from dawn to dusk every day. Shots from many different angles were taken. The director wouldn't call it a day if the perfect shot was yet to be taken. The ambience felt as if the entire cast and crew were driven by the motto of Aponjon. The team of Aponjon was also present the whole time and complemented the Ad team as required. On 18 December 2012, the two TVCs were shown to the attendees of Aponjon's inauguration for the first time. These two advertisements are scheduled to be aired on BTV and some other channels.



## Looking back at Aponjon



Pilot operations have just been wrapped up. MAMA Bangladesh team went for a retreat on the 7-9 October in BRAC CDM to reorganize themselves before work. In this retreat of three days, the team members planned about their next year plan, budget and several initiatives. Question-answer and *“brainstorming”* session were put on the national level task, where the team members participated and identified their mistakes and shared new concepts. After retreating, the whole team came back with confidence and enthusiasm.

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# Aponjon in Abroad



## m-Health Summit 2012

M- Health conference was held on 3-5 December 2012 in Washington. The representatives of Aponjon joined the conference and highlighted research experience learned from the pilot phase operations of Aponjon and shared the business plan for service sustainability to 4000 specialists of M-Health. M –Health specialists, working in developing country, liked the voice message and procedure of SMS of Aponjon. Moreover, the process of mobilizing field health workers in reaching out and registering pregnant women and mothers in remote areas was also highly praised. Many M-Health experts sought Aponjon’s cooperation for replicating the service in their countries.

## Digital World 2012



Access to Information, a project of Prime Minister Office’s organized Digital World 2012 in BanggaBondhu International Conference Centre. Various aspects of Aponjon services were exhibited at the stall. Moreover, Aponjon organized a discussion program titled ‘**Taking M-Health to scale: what Matters**’ on 7 December. Different challenges of M-Health services were

discussed at the conference. Senior Secretary Humayun K abir, Ministry of Health and Family Welfare, was present as a president. Dr. Kawser Afsana, Director of Brac and Health conducted the discussion and the keynote speeches were delivered by the Director of DNET Samarukh Alam and Director of M- power Health Mridul Chowdhury.

[www.aponjon.com.bd/sponsor-mother](http://www.aponjon.com.bd/sponsor-mother)

# Aponjon Experience

## Momtaz Begum : A Dedicated Field Worker

Momtaz Begum (38) is an inhabitant of Lakurtala of the district of Barguna. Her educational qualification is upto class 8. She is working for mother and child health from 2011 in her own area. At present, she is working under Kalikapur Youth Sangsad at Surjer Hasi Cilinic as a “clinic aide”. She got training on the 18th of July 2012 on Aponjon service. She registers tenfold customer in every month from her target goals. Already she has registered 630 pregnant women and mother in the service of Aponjon. She goes to another clinic close to Surjer Hasi in every afternoon and she informs about the services of Aponjon to those women and guardian and also registers them.

Not only that, to include new mothers who have recently given birth, she focuses on the importance of the service to their guardians and registers new mother and the guardian in the process.



*Mamtaz Begum said,  
“I like to inform people about Aponjon, I think, this service is necessary for both mother and child”.*

*Mamtaz Begum’s diligence has impressed Aponjon family. These industrious, dedicated field workers will be an inspiration to others, even to the team of Aponjon.*

## Prize for Community Agent

Besides their daily work, field workers go door-to-door, hospital or pharmacy and register pregnant women and new mother into the Aponjon service.

The fieldworkers of Aponjon is getting talk time and specific amount of money for their contribution. Mobile Banking of Dutch Bangla Bank has delivered

this prize to the fieldworkers. Moreover, if a fieldworker completes 100 registrations, a special gift will be given to her.

### Aponjon messege: Now that your pregnancy is 17 weeks

I am your Doctor Apa. It is very necessary to check up regularly after getting pregnant. If you do not have a specific physical problem yet you need to check up for 4 times.

You can learn more about you and the baby's health having the health test. Doctor can give you necessary advice. Previously, if you do not vaccinated 5 dose of TT, then you must take 1 dose TT vaccination.

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## Story of the Field

Huge number of Aponjon's customer register through field workers in the villages. These fieldworkers are government-non government, domestic-international agency staff of the field level. The co-partners of Aponjon's; Brac, Mamony (Save the Children), Surjer Hasi, Infolady and Social Marketing Company are helping in the field level. Aponjon completed its experimental operations around June 2012. Then it started its preparation for national scale-up. From the month of October to December, Aponjon team trained 414 fieldworkers in the area of Netrokona, Sherpur, Laxmipur, Noakhali, Uttara, Chittagong, Chandpur, Mirpur(vasantak), Khagrachori and Rangamati. 18 expert workers trained from the field level



assistance organizations who can oversight the registration task of the fieldworkers. Aponjon will start experimental working among new partner organizations with Union Information Service Centre.



### Blue Star Workshop

On 19 December 2012, Social Marketing Company organized a day long workshop at the Hotel Naz Garden, Bogra where 350 Blue Star worker were present. In that workshop, the team of Aponjon highlighted various services of Aponjon and registration procedure which ignited enthusiasm in the Blue Stars present there. They showed interest towards necessary training to spread Aponjon Services in their area. Aponjon expects to register pregnant women and mother in many more different areas through Blue Star workers.

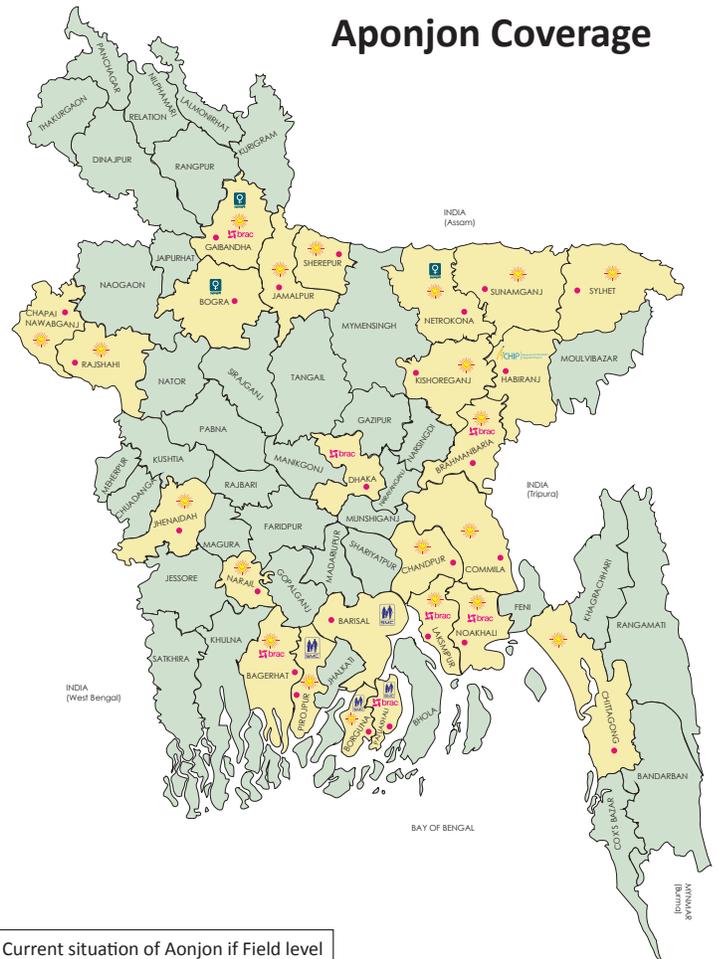
[www.aponjon.com.bd/sponsor-mother](http://www.aponjon.com.bd/sponsor-mother)

# Aponjon Service at present

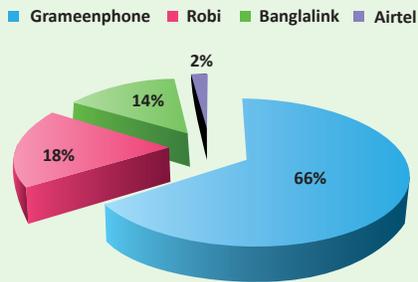
**10000 Aponjon Customer!!**

Aponjon registered more than ten thousand pregnant women and mother through the field workers of different partner organizations by December 2012. More than two thousand guardians alongside the primary subscribers are getting health-related information every week. Twenty two percent of women living under the poverty line is currently receiving the service without any cost. Presently Grameen phone, Robi, Banglalink and Airtel are providing the cellular platform for registration of subscribers into the service. The co-partners of Aponjon's; Brac, Mamony (Save the Children), Smiling Sun, Infolady and Social Marketing Company also contributed in the registration of customers.

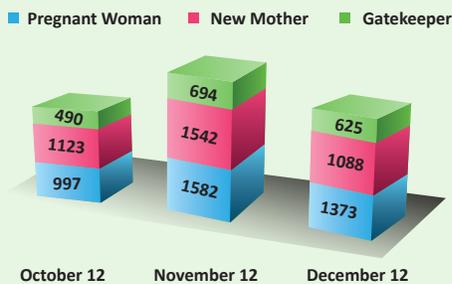
## Aponjon Coverage



### Telco wise Aponjon Subscribers



### Aponjon Acquisition Trend (October - December 2012)



#### Current situation of Aonjon if Field level

-  Smiling Sun Clinic
-  BRAC
-  Social Marketing Company
-  Infolady
-  MCHIP (MAMONI)

#### Mobile Alliance for Maternal Action

**MAMA Bangladesh Office:** Kohinoor Tower-2, Level-4, House-SW (E) 7, Road-7, Gulshan-1, Dhaka-1212, Bangladesh.

**Dnet (Head Office):** 6/8 Humayun Road, Block B, Mohammadpur, Dhaka 1207, Bangladesh.



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Global Partners



**USAID**  
USAID

*Johnson & Johnson*

UNITED NATIONS  
FOUNDATION

*mHealth Alliance*

babycenter

National Partners



Ministry of Health & Family Welfare

Outreach Partners

**brac**



**MCHIP** Maternal and Child Health  
Integrated Program



Smiling Sun Franchise Program



Corporate Founding Partner

**BEXIMCO  
PHARMA**

Corporate Partner



Retail Partner



*a MAMA initiative*  
Mobile Alliance for Maternal Action

Implemented by **dnet**

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