





“ Lifestyle for Brighter Nation” Viber Sticker Package

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Context

1. **Objective**
2. **Innovative IEC on NCDs**
3. **KOFIH - Strategic Partner**
4. **Procedures**
5. **Monitoring and Evaluation**

1. Objective

online messaging platform as a channel
to effectively distribute messages

- **through person to person communication**
- **to promote individual behavior changes**
- **increase public health awareness on Non-Communicable Diseases**

2. Innovative IEC on NCDs

- create fully customized Myanmar characters with Myanmar language
- take sociocultural and political sensitivity, gender equality
- acknowledge that the health education messages are needed adequate attraction, fun and current media and entertainment trend

Why Viber?

- As Viber is a multiplatform (Android, iPhone, Desktop), people in Myanmar use Viber for different purposes
 - ***Government officers for reporting***
 - ***Daily communication for everyone***
 - ***Private sector for promotion etc***

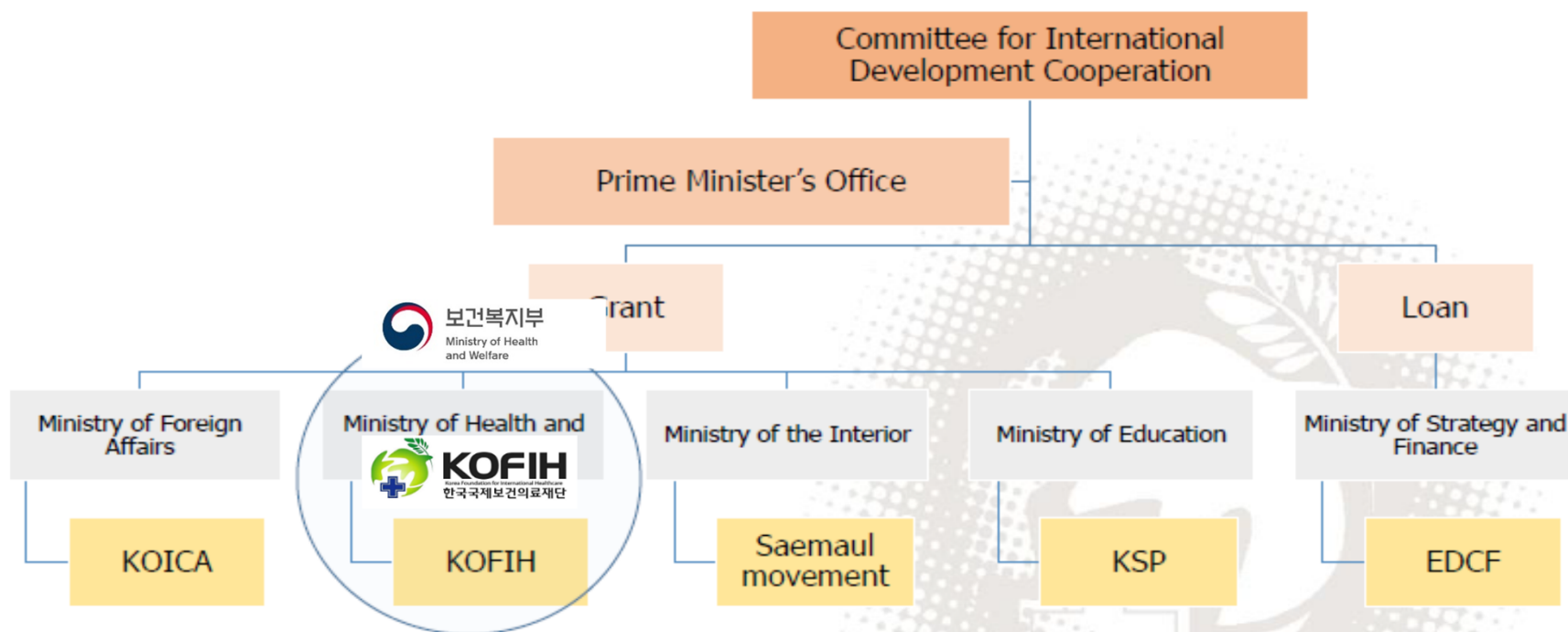
- There are 24 to 28 stickers in a standard Viber sticker pack.
- Viber - 80% of the pack should use daily expressions and sayings
- **Aim to design daily expressions related to the NCDs in a subtle way**
- For example – our stickers will be
 - ***Let's walk!***
 - ***Have you taken the medicine?***
 - ***Wear your helmet, etc.***



3. KOFIH – Strategic Partner

1. Korea Foundation for International Healthcare (KOFIH)

ODA Agencies of Korea



4. Procedures

Initial Development on key messages with NCDs

Step 1



Developing customized IEC stickers by Graphic Company(Yangon Bee Art Studio)

Step 2

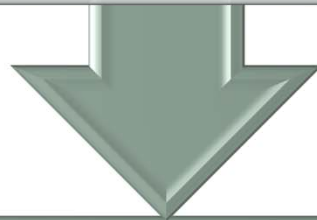


Field Testing of Developed Stickers within Community

Step 3

Submit the developed IEC stickers for MOHS approval

Step 4



Send the IEC stickers to Viber

Step 5

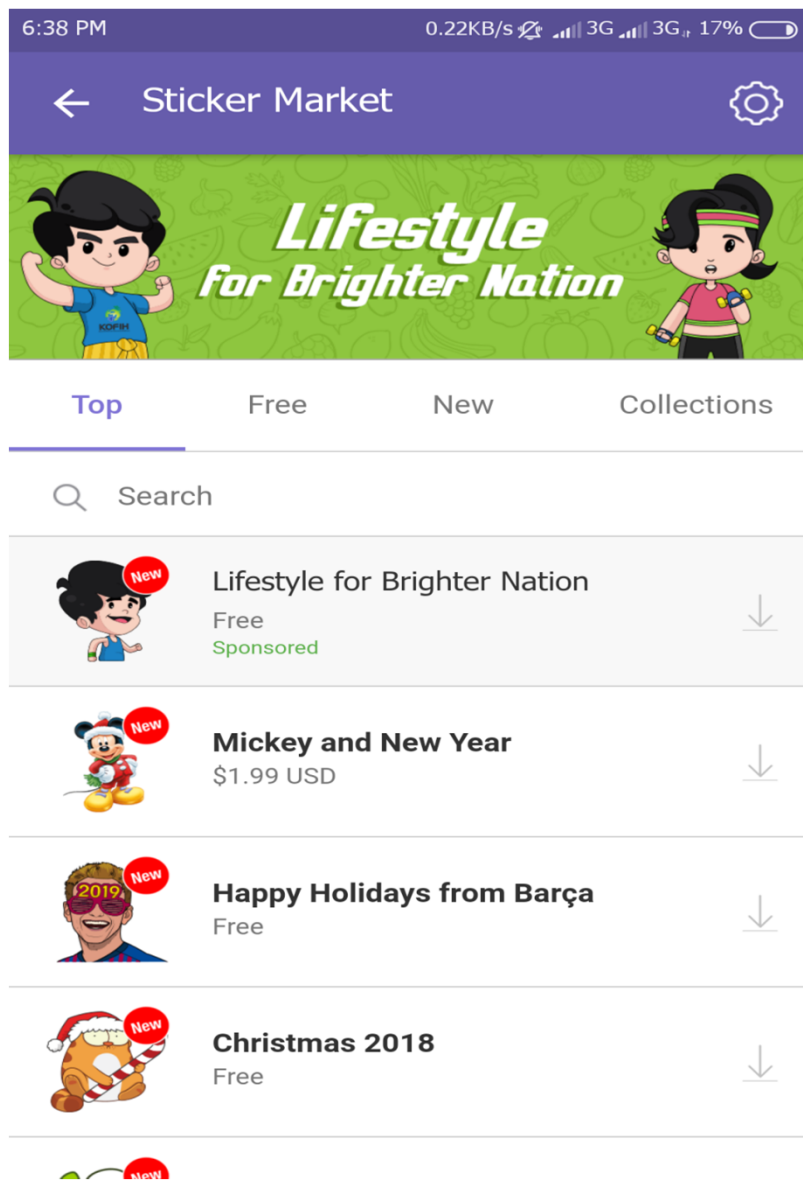
Release IEC stickers on Official launching event

5. Monitoring and Evaluation

- As a part of the service, Viber will provide automated report.
- From this automated report will have the detail information on
 - *how many times user has downloaded the IEC stickers pack*
 - *how many times IEC stickers has been sent to individuals and groups, group and public chat*
- cost effective and will not incur any significant cost on the Ministry.
- research on effectiveness of IEC strategies

Expected Outcome

- with sending health educational messages sticker to their love ones,
- the behavioral risk factors for NCDs will decrease overtime
- to significantly reduce the incidence of NCDs overtime by promoting healthy life styles





**Let's promote healthy lifestyle
for Brighter Nation!**