





"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 (Andriod, iPhone, Desktop),
 people in Myanmar use Viber for difference of 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.







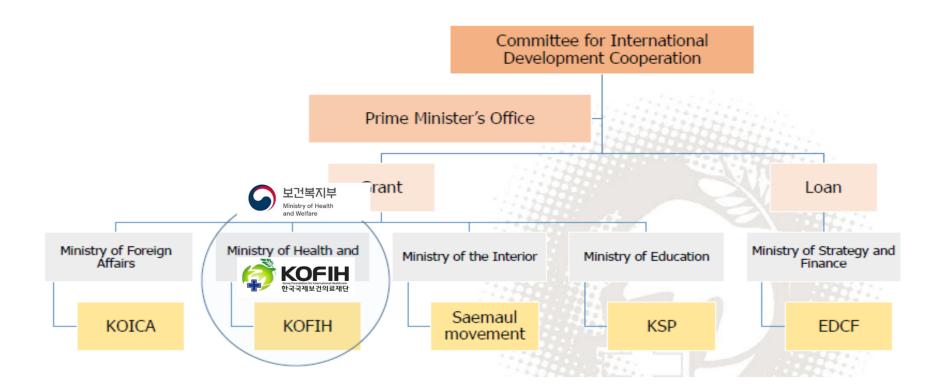




3. KOFIH – Strategic Partner

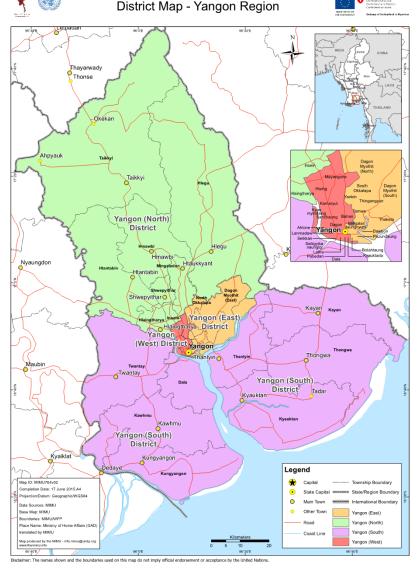
 Korea Foundation for International Healthcare (KOFIH)

ODA Agencies of Korea



KOFIH Engagements in Myanmar Myanmar Myanmar Myanmar Information Management and Myanmar Information Myanma

- Title: Primary Healthcare System Strengthening Project
- Goal: To strengthen the primary healthcare system in Hlegu township to improve both demand and supply sides of healthcare delivery in line with Myanmar's National Health Plan 2017-2021 towards accelerating progress towards SDG UHC Goals
- Region: Hlegu Township, Yangon Region
- Target Population: approx. 270,000
- Period: 2014-2019 (Phase I: 2014-2016, Phase II: 2017-2019)
- Partner: Ministry of Health and Sports, Myanmar



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

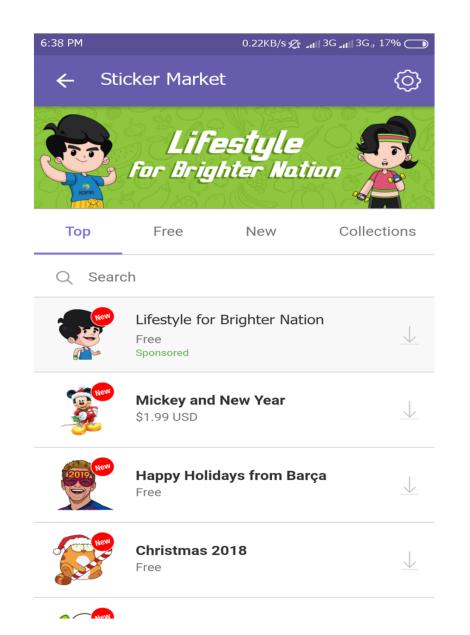
Release IEC stickers on Official launching event

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 decease overtime
- to significantly reduce the incidence of NCDs overtime by promoting healthy life styles







Lifestyle for Brighter Nation

(Sponsored)

Aim to promote awareness on healthy life style of society

Available until 20.03.2019













Let's promote healthy lifestyle for Brighter Nation!