

# Global Communication & Marketing

## Kenya

- Objectives**
- Test the feasibility and impact of using information communication technology in low resource settings
  - Provide technical assistance in risk communication and emergency communications response
  - Provide technical assistance in developing health communication messages and information dissemination

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- Activities**
- Pilot use of VSAT (Very Small Aperture Terminal) communication network enabling internet and communications and data sharing links at all provincial medical offices and provincial general hospitals
  - Market the new communication and information technology capability among provincial health staff
  - Train staff in 7 provinces on guidelines for appropriate infection control procedures through face to face and distance learning methods
  - Develop customer centered infection control materials appropriate for healthcare workers
  - Provide technical assistance in message development for text and video SMS to promote adherence to TB treatment
  - Pilot use of SMS to encourage repeat blood donations throughout Kenya
  - Support development of a public health emergency communications plan

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- New Technology**
- VSAT installation
  - Text SMS for blood donors
  - Text and video SMS for TB patients

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- Partners**
- CDC's Division of Healthcare Quality Promotion; GAP Kenya
  - Kenya Ministry of Health; Kenya Medical Training College; Nursing Council of Kenya; Kenya Workforce Database Project
  - African Medical & Research Foundation (AMREF)
  - DANYA

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- Expected Outcomes**
- Face to face training will be contrasted with e-learning training modules to determine knowledge retention and message effectiveness
  - The foundation for a regional health training and communications network will boost rapid response communication during health emergencies
  - Feasibility testing of SMS use will provide springboard for scaling up mobile phone use for treatment adherence and increased blood donation

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### Contact us

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