



Community Health in The Digital Era



Dr. Bhupendra Sheoran
Executive Director



Health

CYBERBULLYING

Social Media

Anxiety

Screen Addiction

Community

Online
Communities



SOCIAL GROUPS

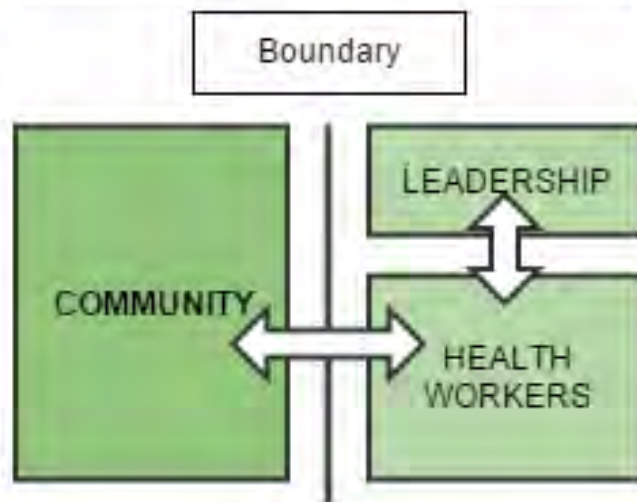
GLOBAL & LOCAL

PROFESSIONAL
GROUPS

The New Normal.....

- Over 5 million people are calling, texting, tweeting and browsing on mobile phones worldwide.
- YouTube users upload 48 hours of new video every minute of the day
- 570 new website are created every minutes

TRADITIONAL COMMUNITY MODEL



DIGITAL COMMUNITY MODEL





Connected Health Technology

IMPROVED ABILITY to self-
manage, alert providers and
support medication
adherence

FOR PROVIDERS

Deliver safe, timely, more efficient
and cost-effective care



Right Information
in the
Right Place
at the
Right Time



Youth and young adults living in LAC are some of the most active participants in new technology



Typically go to
social media and
chat applications
as
**communication
mode of choice**

Internet usage is also evenly distributed, with women accounting for nearly 50% of the region's internet usage

Spend **more time** online than other youth across the world; the current global average is 26.2 hours online per month, but Central and South American youth are averaging 32.5 hours online per month

What are people doing on their mobile phones?

Instant Messaging
Social Media

You Tube

Video Watching

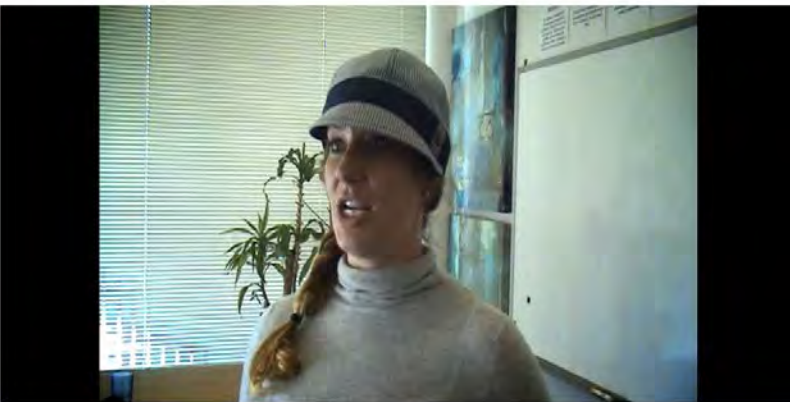
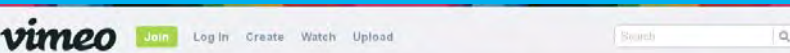
NETFLIX



DIGITAL

Storytelling

ordinary people tell their own 'true stories'

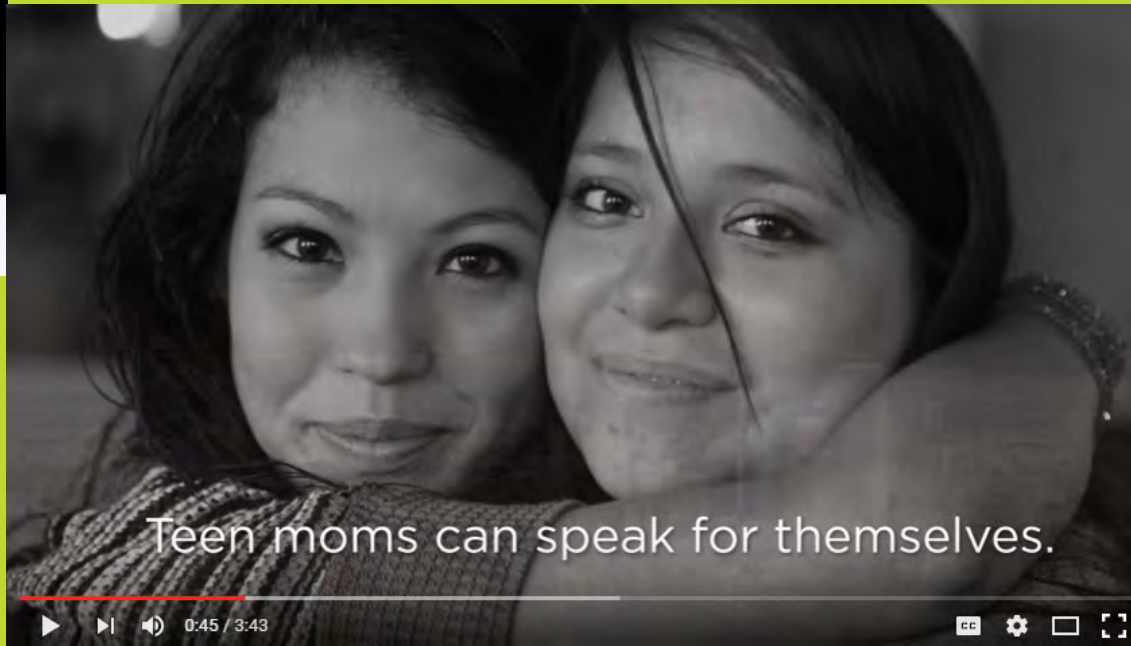


yth Spark and ISIS Present: Oakland Women's Stories

ENGAGING

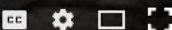


EMOTIONAL COMPELLING



Teen moms can speak for themselves.

0:45 / 3:43



SOCIAL MEDIA MOST POPULAR ACTIVITY





ProFamilia El Salvador

@profamiliaSV

Home

About

Photos

Likes

Notes

Videos

Events



Like



Message



Save



More

Watch Video



ProFamilia El Salvador

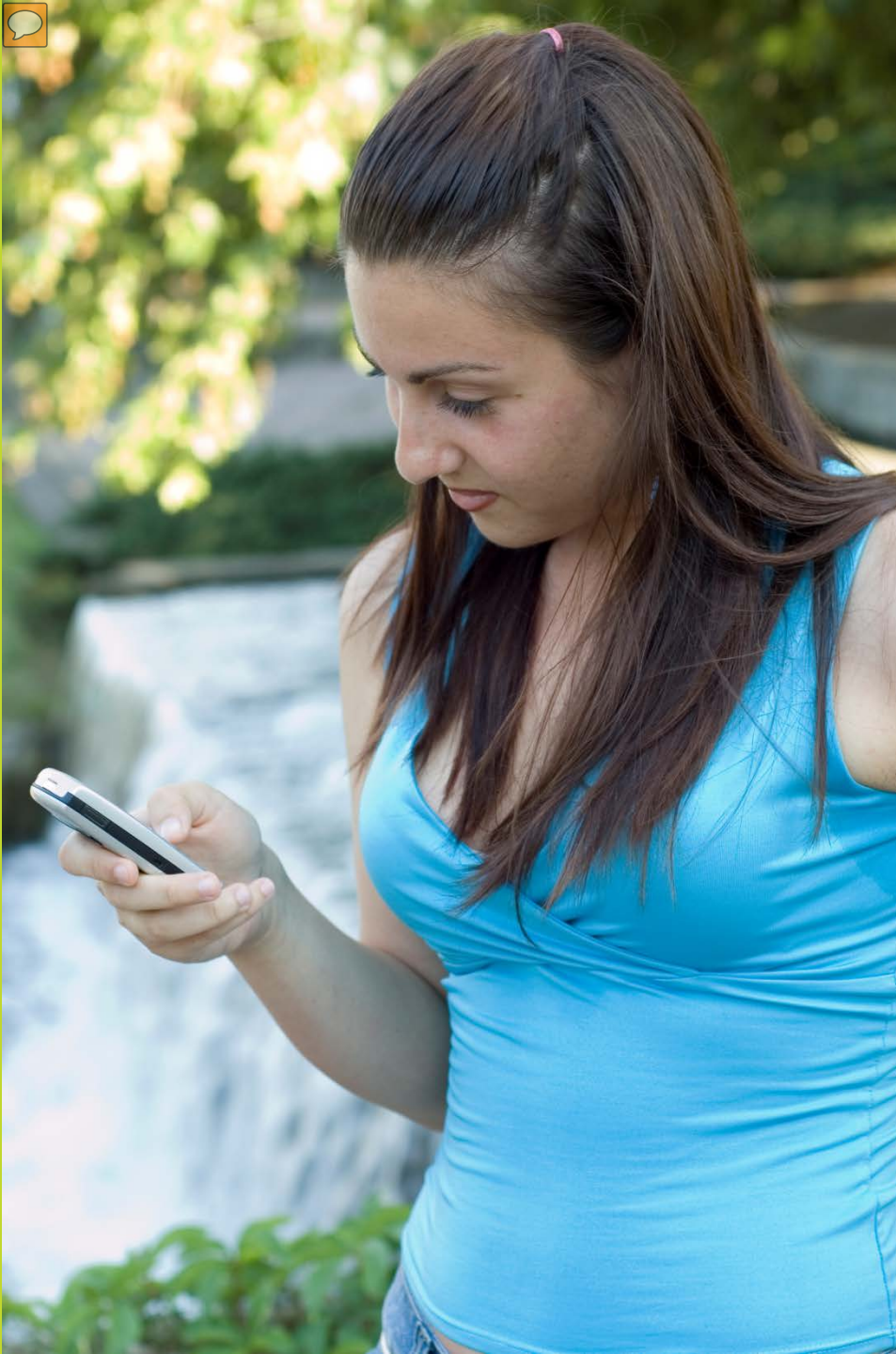
October 21 at 12:23pm · 🌐

#TomeNota #CáncerdeMama #Prevención Comparte!!!

See Translation

Non-Governmental Organization (NGO) ·
Reproductive Service
in San Salvador, El Salvador

Always Open



**“MOBILITY”
IS
KEY**



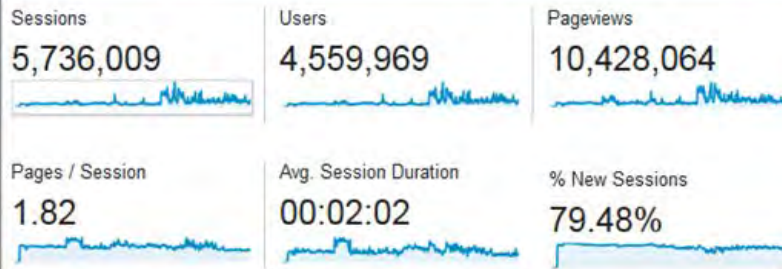
HABLEMOS DE SEXO Y AMOR

Libre, claro y sin rodeos

Google™ Analytics

Audience Overview

Oct 1, 2012 - Nov 4, 2015



Device Category	Sessions	Sessions	Contribution to total: Sessions
	5,736,009 % of Total: 100.00% (5,736,009)	5,736,009 % of Total: 100.00% (5,736,009)	
1. mobile	3,270,087	57.01%	
2. desktop	2,299,090	40.08%	
3. tablet	166,832	2.91%	





60% access website
through mobile phones





¡Únete Latina!

Mobile
Website

Services
Locator

Para enterarte de servicios que están para ti

🇪🇸 Español

¡Únete Latina!

CLÍNICAS DE SALUD

CLÍNICAS DENTALES

SERVICIOS LEGALES

APOYO A LA COMUNIDAD

SALUD EMOCIONAL

ALBERGUES

LÍNEA TELEFÓNICA DE AYUDA



Buscar palabra clave...

Todos los sectores



BUSCAR

BIENVENIDA A ÚNETE LATINA

Un servicio para mujeres Latinas en el condado de Fresno. Puedes buscar servicios que son de bajo costo, que hablan español y aceptan la matrícula aquí.

(c) 2013 Un Servicio de YTH and ILRC. Todos los derechos reservados.



MOBILE APPS



Whiz toys
to **valuable tools**
Improving health



Simple

mHealth

Complex



Single use mHealth

Focuses on a single purpose for a single user, typically consumer initiated.



Social mHealth

Draws upon the social capabilities of mobile technology including support, encouragement, or a sense of competition sourced through peer and social networks.



Integrated mHealth

Links apps and devices with the formal health care system, typically via an electronic health record (EHR). Exchanges data between a consumer and health care provider with real-time monitoring and care coordination.



Complex mHealth

Leverages advanced integrated analytics and provides decision support capabilities at the point of care.

Text Messaging




JHPIEGO

voluntary male circumcision in Tanzania

Zindagi SMS Pakistan
Tuberculosis

Cell-Life South Africa

randomized controlled study design to test whether
SMSs could be used to get people to test for HIV

[Home](#)[How it works](#)[Resources](#)[Find a clinic](#)[Set Reminders](#) [Subscribe to Weekly Tips](#)

Personalized Reminders

for Medication, ADAP, Appointments, and Refills

Your privacy is our top priority.



Text reminder



Voice reminder



Email reminder

Set up your own reminders 

Why Health Reminders Nebraska is helpful for your healthy life

This is the place where you can set text message, email, and voice reminders for medical appointments, daily medications, prescription refills, and ADAP recertification. You can also opt-in to receive weekly health tips and life advice. Health Reminders NE is free, private and HIPAA compliant.



**MobiUS SP1
smartphone
ultrasound**

Vitality GlowCap

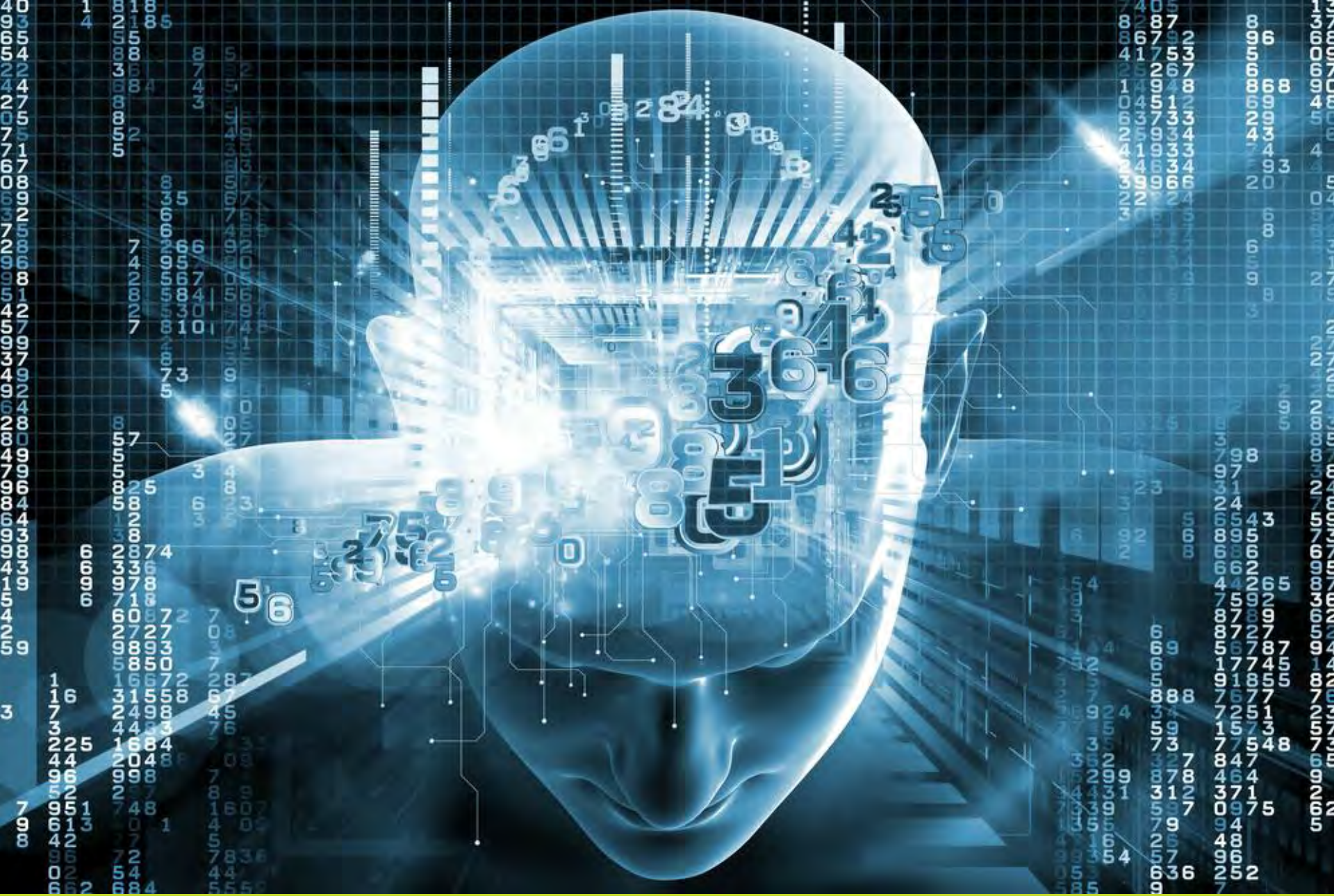


VIRTUAL REALITY (VR)

Immersive Empathy



Stanfords-virtual-reality-lab-cultivates-empathy-for-the-homeless



ARTIFICIAL INTELLIGENCE

BENEFITS

☐ Increased Reach

☐ Large Scale Replication

☐ Lower Cost of Delivery

mHealth Applications

- Supply Chain Management
 - Consistent access to health products
- Healthcare Worker Support and Training
 - Connecting with and supporting front-line health workers
- Health Communications to Enable Informed Decision-Making
 - Communicate with and educate individuals



Our
Communities
deserve
real
information,
when
they need it,
how
they need it.



Dr. Bhupendra Sheoran
Executive Director
YTH
+1-510-835-9400
sheoran@yth.org