Lessons Learned:
Building Partnerships towards a Caribbean Mobile Phone NCDs Advocacy Campaign

Pan American Forum on NCDs, Brasilia, Brazil, 7-9 May, 2012
United Nations High Level Meeting on NCDs

How could the Healthy Caribbean Coalition and its member organizations show support for Caribbean leaders attending this historic meeting on NCDs?
A mobile phone advocacy and awareness text campaign

Get the Message
Text the Message
Be the Message

Consiga el Mensaje
Textee el Mensaje
Sea el Mensaje

Get the Message
Text the Message
Be the Message

Receba a mensagem
O texto a mensagem
Seja a mensagem
Clearly defined objectives

- To raise awareness and support for political leaders attending the United Nations High Level Meeting on NCDs.
- To develop an NCD advocacy initiative that would inspire young people to become involved.
- To develop a catalyst for the strengthening of the capacity of the HCC.
- To raise awareness of NCDs and their risk factors.
Campaign Challenges

- 17 Caribbean Countries, some with different languages, cultures and levels of literacy
- Limited public awareness of the term NCDs
- No prior experience of the use of mobile phones for advocacy
GET THE MESSAGE – STRUCTURE

EXECUTIVE COMMITTEE OF THE HEALTHY CARIBBEAN COALITION

GET THE MESSAGE CAMPAIGN TEAM

CAMPAIGN PARTNERS

IN-COUNTRY TEAM
Awareness Strategy

- Social Media
  - Facebook
  - Twitter
  - YouTube

- Traditional Media
  - Television
  - Radio & Newspapers
COME TOGETHER show your support for the United Nations Summit on CHRONIC DISEASES

TEXT YES to 4357 LIME
TEXT YES to 4325 Digicel

• GET THE MESSAGE
• TEXT THE MESSAGE
• BE THE MESSAGE

CHRONIC DISEASES:

- DIABETES
- CANCER
- HIGH BLOOD PRESSURE
- ASTHMA
- HEART DISEASE

Facebook.com/getthemessage Twitter.com/healthcaribbean

HealthyCaribbean
Resultados

- 7500+ RADIO ADS
- 5 PSA ADS CREATED (SMOKING, CANCER, DIABETES CONTROL, HEART DISEASES, ASTHMA)
- 5000+ (TV)
- 20+ RADIO INTERVIEWS
Resultados (April – September 2011)

700,000+
textee mensajes

20,000 +
facebook

“Likes”
Results Text-a-thon

42,000+ TEXT MESSAGES OF SUPPORT OVER TWO DAYS.
GTM Partnership
“What Worked/ Did not Work”

- Text Blasts
- Text-a-Thon
- Social Media
- PSAs
- NCD Consultations

- Tie-in with Private Sector Activities
- Reporting and Collection of text Results
- Full Corporate ‘buy-in’
GTM: Best Case Projection

2,000,000+
texttee mensajes

100,000 +
facebook

“Likes”
Partnership - Lessons Learned

- Need to identify key private sector decision makers early in the campaign process

- A successful partnership requires a liaison between civil society, the private sector and the public sector

- Mobile Phones can be used as an effective tool for advocacy and education on NCDs in the Caribbean Region!
Obrigado

Gracias

Thank you
LIME and the Get the Message Campaign
Gail Niles, Head of Marketing, Barbados
Introducing LIME

• The Caribbean's leading communications company, formerly operated as Cable & Wireless

• Operating in 13 Caribbean Countries

• First mobile phone Carrier to sign on to the Get the Message Campaign
LIME - Campaign Support

- Provided the short codes 4357 (HELP) and 444-4211, at no cost to HCC

- Our customers were able to text for free

- Sent text blasts to our mobile customers in 13 Caribbean Countries

- Provided running totals of text figures, by country, to the Get the Message team
Tie-in with Barbados LIME events

• Encouraged customers to text at LIME sponsored events
  - Friday night pork limes
  - Crop Over Cavalcades
  - Contact Crop Over Band

• LIME’s Rihanna Loud in Barbados Concert
  - 25,000 persons in attendance
  - Get the Message Ads shown on big screen
LIME’s Rihanna Loud in Barbados Concert
Twitter and Facebook

- Sent tweets about the campaign using Twitter
- Shared Get the Message posters on Facebook
Obstacles and Challenges

• Competitive business environment made the allocation of a company resource person to HCC a challenge

• Main competitor being a co-partner of the GTM campaign limited our ability to market the campaign extensively

• Internal “buy-in” of the project confined to top level management

• Unique campaign for our customer base, inexperience with how to effectively merge GTM campaign objectives with existing brand identity and marketing
Impact

• The tremendous support shown by LIME customers in the Caribbean for the Campaign has provided a platform for our company to work with the Healthy Caribbean Coalition towards the delivery of mobile health apps and educational projects in the immediate future.
PUBLIC SECTOR SUPPORT FOR THE GET THE MESSAGE CAMPAIGN

Pan American Forum on NCDs, Brasilia, Brazil, 7-9 May, 2012
Prepared by Dr Hazel Williams-Roberts,
Ministry of Health, St. Kitts & Nevis
and Dr Kenneth George, Ministry of Health, Barbados
Interactions and supportive environment

Campaign posters and stickers provided to key members of the public sector

GTM provided country targets for the number of text messages of supported required

Progress reports for each country were received via email from the Get the Message Campaign
Public Sector supporting the GTM Campaign - St. Kitts

Ministry of Health hosted NCD sensitisation seminar in May 2011 for NGOs and civil society

Public Sector led National Consultation leading up to UNHLM held in St Kitts & Nevis and St Vincent & the Grenadines, Dominica, Barbados

First text of the campaign was sent during the public sector led consultation in St Kitts
### Public sector supporting the GTM Campaign - Barbados

<table>
<thead>
<tr>
<th>Department/Committee</th>
<th>Support措施</th>
</tr>
</thead>
<tbody>
<tr>
<td>NCD Commission</td>
<td>Progress reports provided during monthly meetings</td>
</tr>
<tr>
<td>Ministry of Health Government Information Service</td>
<td>TV program used for promotion of the campaign</td>
</tr>
<tr>
<td>Presentations</td>
<td>Social Committee of the Cabinet of Barbados, Ministry of External Affairs, National Consultation on NCDS</td>
</tr>
<tr>
<td>Television</td>
<td>Public Service Ads were aired on the Government owned television station without cost to the campaign</td>
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Challenges and Opportunities

**Campaign Awareness**

- Did not command the attention or a response by Caribbean leaders prior to the UNHLM to the extent that had been hoped

**How to fully engage the public sector**

- No clear mechanism identified

**Experience Matters**

- No prior experience working with a civil society organization on a regional campaign using mobile phones

**Opportunities Missed**

- Lack of meaningful opportunities to promote the campaign to regional policy makers
Lessons learned - Civil Society

- Civil society is a powerful advocate and ally in the fight to address the CNCDs and risk factors

- An official mechanism for civil society to communicate directly with the public sector and policymakers is needed
Lesson learned - Advocacy

- Strategic alliances with the media are critical in fostering a supportive environment for health advocacy.

- Public sector should determine a protocol by which leaders respond to advocacy and awareness initiatives.

- Non traditional media are a good vehicle for canvassing public support.
Lessons learned

- For effective public sector involvement to occur, it requires inclusion in regional campaigns from the onset.

- Telecommunications providers can be successfully engaged to deliver a behaviour change intervention. This should be explored going forward.

- The general public is genuinely interested in health related issues and can be mobilised without advancing individual incentives.
Chronic Disease Research Centre (CDRC)  
And  
Get the Message

Anselm J.M. Hennis  
MB.BS, MSc, PhD, FRCP, FACP  
Professor of Medicine and Epidemiology  
Director  
Chronic Disease Research Centre  
Tropical Medicine Research Institute  
The University of the West Indies
Role of CDRC

- Advisor to the ‘Get the Message’ campaign
  - Assisted with development of health tips for social media
  - Creation of the public service announcements (PSAs)

- West Indian Medical Journal Editorial
  - co-authored with GTM Team Leader
Public Service Ads

- Get the Message Campaign
  - Advocacy and Education

- 5 PSAs were created
  ✓ Smoking
  ✓ Cancer
  ✓ Diabetes Control
  ✓ Heart Diseases
  ✓ Asthma
HCC Fan Questions
• “What are food labels like in the Caribbean?”
• “Are you willing to support non-western alternative/complementary treatments?”

HCC Poll Question
• Do you or someone you know have any of these chronic diseases? High Blood Pressure, Diabetes, Heart Disease, Asthma, Cancer?
CDRC and HCC

- Determine how to make research from the Caribbean more accessible to the general public

- Provide assistance with the development of protocols for HCC Mhealth projects

- Collaboration in documentation and data collection that will allow knowledge dissemination through publications
CDRC and HCC Opportunities

• Potential to use the HCC civil society network for Community- based participatory research

• Possibility to more effectively translate research into action around NCDs

• Building on the HCC experience with social media, as a medium for sharing Caribbean research with the international community

• Publications based on the experience and outcomes of the ‘Get the Message’ Campaign
Participation with the ‘Get the Message’ Campaign
Prepared by Ed Clarke, Sagicor Life
Background

- Sagicor is the leading financial institution in the Caribbean with insurance subsidiaries in Life, Health and General insurance.
- Sagicor's belief in corporate social responsibility is inherent in its vision — "To be a great company committed to improving the lives of the people in the communities in which we operate." We believe that the entire business of wealth-creation and protection is about social investment.
The foundation of our partnership

➢ The rising costs for the treatment of non-communicable diseases has negatively impacted on the insurance industry’s operations. This has forced the industry to absorb much of these costs in an effort to continue to offer attractive products to our customers. In an effort to reduce the socio-economic impact of these diseases to our people, we at Sagicor are committed to projects which seek to address the risk factors and behaviours which contribute to the growing burden of NCDs.
Sagicor and GTM: A necessary partnership

Our commitment

- US$60,000

- Shared between Sagicor and sister company Sagicor General (Barbados)

- Our commitment resulted in the Healthy Caribbean Coalition having the ability to cover almost 90% of the cost of the Get the Message Campaign and to produce 5 educational PSAs:
Our staff, our customers: Supporting the GTM campaign

- Link to HCC website shared on Sagicor homepage
- GTM campaign details and progress reports internally emailed to staff
- All outgoing email signatures to our customers had a link to campaign website
- All staff asked to text their support for the Campaign
Lessons Learned

- Need for greater lead time and understanding of the day-to-day branding of the campaign to provide civil society with optimal partnership support.
- The vast network of Sagicor Staff throughout the region has the ability to positively contribute to projects for the community via its routine customer support interactions.
Post Get the Message Campaign

- Funded a chair in health economics at the Chronic Disease Research Centre of the University of the West Indies
- Representation at the highest level on the Advisory Board of the CDRC
- Committed to sponsoring an annual NCD conference for the general public and opinion leaders in Barbados
- Provided a resource person to attend upcoming HCC workshop to discuss financing NCDs and the insurance industry

**Sagicor has become further sensitized to the challenges posed by NCDs and therefore more engaged to strengthen efforts to combat NCDs in the Caribbean.**