

# Driving behaviour change to improve family health in Kenya



## CASE STUDY | U Afya

### OVERVIEW



### PROGRAMME DETAILS

**FUNDED BY:** **DFID** Department for International Development   
**COUNTRY:** Kenya  
**DURATION:** March 2017 - ongoing

U Afya is a mobile platform for young mothers that combines supply and demand-side solutions and social and behaviour change communication for health and nutrition outcomes. It brings the private and development sectors together to deliver:

- Increased nutritional knowledge.
- Increased access to affordable water, sanitation and hygiene (WASH) and nutrition products.
- Commercial value, market research and social mission for corporates.

U Afya is the sister programme to U Join - a commercially sustainable programme equipping Kenyan township shopkeepers (duka owners) to build their businesses and deliver health outcomes in their communities.

### THE CHALLENGE

We wanted to build an engaging and scalable mobile community that reaches mothers and mothers-to-be to increase their nutritional knowledge and decision-making confidence, provides behaviour change messaging and promotes hygiene best practices for themselves and their children.

### THE SOLUTION

Using our Human-centered design approach and co-creating with a representative sample of the target users, we designed, built, and tested an interactive digital community for Kenyan mothers. We developed a theory of change and used this to design and run the U Afya pilot. This allows Kenyan mothers to access...

- Expert advice and support concerning nutrition and hygiene.
- Online community and peer-to-peer support.
- Integrated behaviour-change campaigns threaded through site content.
- Product discount vouchers for a range of hygiene and nutrition products.
- e-Learning courses covering topics like healthy pregnancy, nutrition and family care.



### CUSTOMER TESTIMONIAL

**Fatma Salim (Age: 22, with 10-month-old daughter) - Kibera, Nairobi:** "U Afya has been very helpful from the start up to now in understanding health, nutrition and baby care and I am so grateful for that. I did not know too much about a balanced diet but now I do. U Afya has supported me in taking care of myself when I was pregnant and caring for my baby after she was born. I am taking care of my family in a better way now."

**88%**

of young mothers have already completed the first course on eating a healthy breakfast

### ABOUT OUR COMPANY

Every1Mobile is a digital and mobile services provider dedicated to improving lives through digital solutions - at scale. Founded in 2010, we have led and supported more than 50 projects in multiple sub-Saharan countries for clients and funders including Unilever, DFID, USAID, Gates Foundation, the UN, the World Bank, ONE, Old Mutual, Mozilla Foundation and the EU. We are proud to be identified by the U.K. Department for International Development (DFID) as one of three UK "cutting edge" Small and Medium Sized Enterprises (SMEs).

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