Audio and Analytics: Strengthening Health Knowledge and Outcomes in Remote Communities
Global Barriers to Sharing Knowledge

800 million in extreme poverty
United Nations

1.3 billion without electricity.
International Energy Agency

1 in 3 adults in Sub-Saharan Africa cannot read.
UNESCO

Women have 50% disadvantage at accessing mobile internet in South Asia and rural areas of Sub-Saharan Africa.
GSM Association
The Talking Book

- Speaker
- Microphone
- USB port
- Batteries (locally available)
## Comparison

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Beyond the Hardware: Services

SOFTWARE TOOLS

DATA ANALYTICS

TRAINING & SUPPORT
Talking Book Program

Technology

Content

Partnerships
Talking Book Program Impact

- 48% MORE CROPS
- 50% MORE USAGE OF BED NETS
- 40% MORE SKILLED DELIVERIES
Value Chain

**AMPLIO**
- Software, Training, Support

**Affiliate/Distributor**
- Content + Distribution

**Talking Book Customer**
- Content + Local Services

**Community Member**
- Feedback on Actual Needs
A community health volunteer plays a Talking Book message to educate mothers in Turkana South about maternal and infant health care and nutrition as part of the USAID-funded Afya Timiza project.
“When I turn on the Talking Book and it starts speaking in the Samburu language, even those who were not part of the group, maybe they were just passing by, get really interested and join the other listeners.”

— A community health volunteer in Samburu, Kenya
1. Local experts have knowledge.

2. Customers create audio recordings.

3. Communities listen and discuss.

4. Attitudes shift; practices are adopted.

5. Listeners record their feedback.
Key Impact Metrics

1. **Customer Satisfaction**
   100% of customers seek to expand.

2. **User Engagement**
   Talking Books are listened to for 5 hours / week.

3. **Knowledge, Attitudes, Practices (KAPs)**
   50% more washing hands compared to control.
Thank you!

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