

Mobile Phones for Millennium Development Goals

Qualitative
needs analysis
to overcome
communication
barriers
to improve
maternal
health



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With 5.04 billion mobile phone subscriptions in the world, people can now connect to the same communication networks linking together their peers, colleagues, public servants, development networks and to the media such as press, radio and the internet. Since the majority of the mobile industry's new customers are in developing countries, development organisations have started to develop projects to use mobile phones to improve people's lives.

D.Net and Panos London conducted a qualitative needs analysis that seeks to identify new ways of using mobile phone for appropriate interventions for women to increase their access to information related to maternal and child health issues. The research study was designed to map the maternal health needs and relevant communication opportunities of rural women. The study has also developed a research design that can be used to conduct similar needs analysis for mobile for development projects.



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