Digital Strategies

For Offline Communities:
Cases and Lessons From the Field
Disclaimer

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Welcome
Presenters

Dr. Mary Jane Parmentier

Dr. Faheem Hussain
Poll #1 – Regions represented?

- Africa
- Asia
- Europe
- Latin America and the Caribbean
- Middle East
- North America
- Oceania
Development and Digital Technologies
What is Development?

- Non-linear process
- Encompasses social, economic, political, cultural
- Economic growth and human development
USAID Metrics: Journey to Self Reliance

**Commitment**
- Open and accountable government
- Inclusive development (gender)
- Policies: trade, business environment, environmental protection

**Capacity**
- Government services: effectiveness, tax administration, security
- Civil society and media
- Citizens: education, health, poverty
- Economy: PPP, ICT usage, export diversity
DIGITAL AROUND THE WORLD IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

**TOTAL POPULATION**
- 7.75 BILLION

**UNIQUE MOBILE PHONE USERS**
- 5.19 BILLION
  - PENETRATION: 67%

**INTERNET USERS**
- 4.54 BILLION
  - PENETRATION: 59%

**ACTIVE SOCIAL MEDIA USERS**
- 3.80 BILLION
  - PENETRATION: 49%

**Sources**
- Population: United Nations, Local Government Bodies
- Mobile: GSMA Intelligence
- Internet: ITU, GlobalWebIndex, GSMA Intelligence, Local Telecoms Regulatory Authorities and Government Bodies
- April: Kepios Analysis
- Social Media Platforms’ Self-Service Advertising Tools, Company Announcements and Earnings Reports, CAFEBAZAAR, Kepios Analysis

All latest available data in January 2020. **Compatibility Advisory:** Source and base changes.
Case Study: SolarSPELL Digital Library
Poll #2 – Digital Tools Challenges

Select the digital tools challenges that apply to the work you do:

- No internet access
- Limited internet access
- Lack of digital skills amongst stakeholders/users
- Lack of information or resources specific to needs
SolarSPELL*: An Offline Digital Library

*Solar Powered Educational Learning Library (SPELL)

Ruggedized, portable, solar-powered, digital library over an off-line WiFi hotspot

Mimics online experience so internet-ready skills can be taught offline

Provides relevant, localized educational content to low resource locations around the world
Central SolarSPELL Questions & Answers

1. What are the contexts in which this digital tool can make a difference?
   Answer: Lack of internet, lack of information sources

2. How can the digital library be used to promote development?
   Answer: Addressing SDGs, education, health, USAID JSR, access to information

3. How is local relevant content curated and maintained?
   Answer: Local stakeholders, collaborations, dedicated curators
SolarSPELL team members have carried out training with local teachers, health care workers, and Peace Corps volunteers to deploy the first 365 SPELL libraries.
Problem

• Strokes are second leading cause of death worldwide
• 35.8% increase in stroke mortality rates in Vanuatu from 2007 to 2017
• Rural areas at risk and lacking access to electricity, internet and culturally relevant health information
Republic of Vanuatu – Community Health

Solution = Information & Education

- ASU and Ministry of Education collaboration
- Digital technology intervention
- Designed health information for SolarSPELL offline digital library
Republic of Vanuatu – Community Health

Research on Solutions

• Doctor of Nursing Practice (DNP) students from ASU researched SolarSPELL interventions

• 3-minute stroke education videos, via offline SolarSPELL with illustrations and an informational PDF

Study #1:

• 53 participants PCVs and counterparts – pre and post tested on stroke knowledge

• Post-test revealed significant increase in knowledge and confidence
Republic of Vanuatu – Community Health

Research on Solutions – Community Needs and Cultural Relevance

Study #2:

• Community health assessment on remote island Malekula
• Hypertension emerged as main concern
• 64 participants received video and PDF information on prevention and management developed and presented in local language
• Post-test after one month showed a 9.52-point decrease in SBP (systolic blood pressure) after intervention using SolarSPELL to provide information
South Sudan – Nursing Library

Problem

• Nursing schools lack adequate access to shareable digital content and curriculum

• Lack of internet connectivity
South Sudan – Nursing Library

Solution

• Library content currently being created in partnership with government

• Pilot being developed for nursing schools
SolarSPELL – Dr. Laura Hosman, Director
Case Study: Alternative Information and Communication Network

Challenges, Resilience, & Innovations by Rohingya Refugee Women
Poll #3 – Populations Served

Does your work involve programs serving any of these groups? Select all that apply.

- ☐ Displaced populations
- ☐ Communities with limited connectivity
- ☐ Gender and women’s empowerment
Alternative Information and Communication Networks - Questions Related to Rohingya Refugee Women

1. How do refugee women, struggling with little or no access to education, digital platforms, or economic activities, access information and communicate with others?

2. How do they create, access, and utilize hybrid alternative networks under these circumstances?

3. What are the challenges and future opportunities?
Displacement: A Long-term Humanitarian Crisis

70.8 million forcibly displaced people worldwide

- Internally Displaced People: 41.3 million
- Refugees: 25.9 million
  - 20.4 million under UNHCR’s mandate
- Asylum-seekers: 3.5 million

1/3 of the global refugee population have taken refuge in the least developing countries

Education Challenges for the Displaced

- Women are most discriminated against
- Social and cultural norms prevent girls from receiving education
- Primary level – girls higher dropout rate
- Secondary level – girls 50% less likely to be enrolled

### Access to Education (% of Enrollment)

<table>
<thead>
<tr>
<th></th>
<th>Global Average (%)</th>
<th>Average among Refugees (%)</th>
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</thead>
<tbody>
<tr>
<td>Primary</td>
<td>91%</td>
<td>61%</td>
</tr>
<tr>
<td>Secondary</td>
<td>61%</td>
<td>23%</td>
</tr>
<tr>
<td>Tertiary</td>
<td>34%</td>
<td>1%</td>
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</tbody>
</table>

Rohingya Refugee Crisis at a Glance

1.3M

Demography

- 55% children
- 42% adult
- 3% elderly

<table>
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<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-4</td>
<td>9%</td>
<td>9%</td>
<td>18%</td>
</tr>
<tr>
<td>5-11</td>
<td>12%</td>
<td>11%</td>
<td>23%</td>
</tr>
<tr>
<td>12-17</td>
<td>7%</td>
<td>7%</td>
<td>14%</td>
</tr>
<tr>
<td>18-59</td>
<td>18%</td>
<td>23%</td>
<td>41%</td>
</tr>
<tr>
<td>60+</td>
<td>2%</td>
<td>2%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Refugee population density

- 18,893' Kutupalong RC
- 594,280 Kutupalong Expansion Site
- 101,940 Camp 14 / Hakimpara, Camp 15 / Jamtoli, and Camp 16 / Moynarhora
- 12,278 Camp 21 / Chakmarkul
- 10,879 Camp 23 / Shamlapur
- 22,321 Camp 22 / Unchiprang
- 33,725 Camp 24 / Ledo
- 9,703 Camp 25 / Ali Khalil
- 42,824 Camp 26 / Nayapara Extn
- 13,005 Camp 27 / Jadimura

This map does not include 5,810 refugees residing outside formal camp / camp boundaries.
Challenges: Rohingya Refugees in the Digital Space

1. Without formal identification documents are legally barred from purchasing local SIM cards
2. No ecosystem available for developing their own audio-visual content
3. Very poor internet and mobile network
4. Massive proliferation of misinformation, fake news
5. No coherent application of digital content for education

Challenges:
Rohingya Women in the Digital Space

1. Device ownership mainly belongs to men
2. Women primarily rely on male family members or community leaders for access to information
3. Patriarchy and Clergy are against women being active in digital spaces
4. Women are victims of trolls, bullying, blackmailing through mobile devices
Rohingya Women – Quotes from the Field

“Women can talk over the phone, but they should not be allowed to use the phone.”

“My husband permitted me to use the phone after the sixth month on the job.”

“It’s not acceptable for the young women to talk on the mobile phone. There are many crank calls coming for our girls. That is unacceptable.”

“...young and unmarried women should never use mobile phones or the internet.”
“When will you start teaching the REAL curriculum?”

Photos property of Dr. Faheem Hussain, Arizona State University
Digital Tools for Empowerment

“We need to take care of our phones by ourselves.”
“We can access songs and videos we like from this shop and then can watch those with our family. I do not have access to the Internet. But I am using my smart phone and memory card to get what I want from this shop. I am happy.”
Disconnected But Still Harrassed

“To me, the future of internet is my ability to track and to punish the people harassing my daughters over mobile phones… ”

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What questions or comments do you have about the information presented?

Enter your questions and comments in the Chat box.
Thank you for joining us today

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