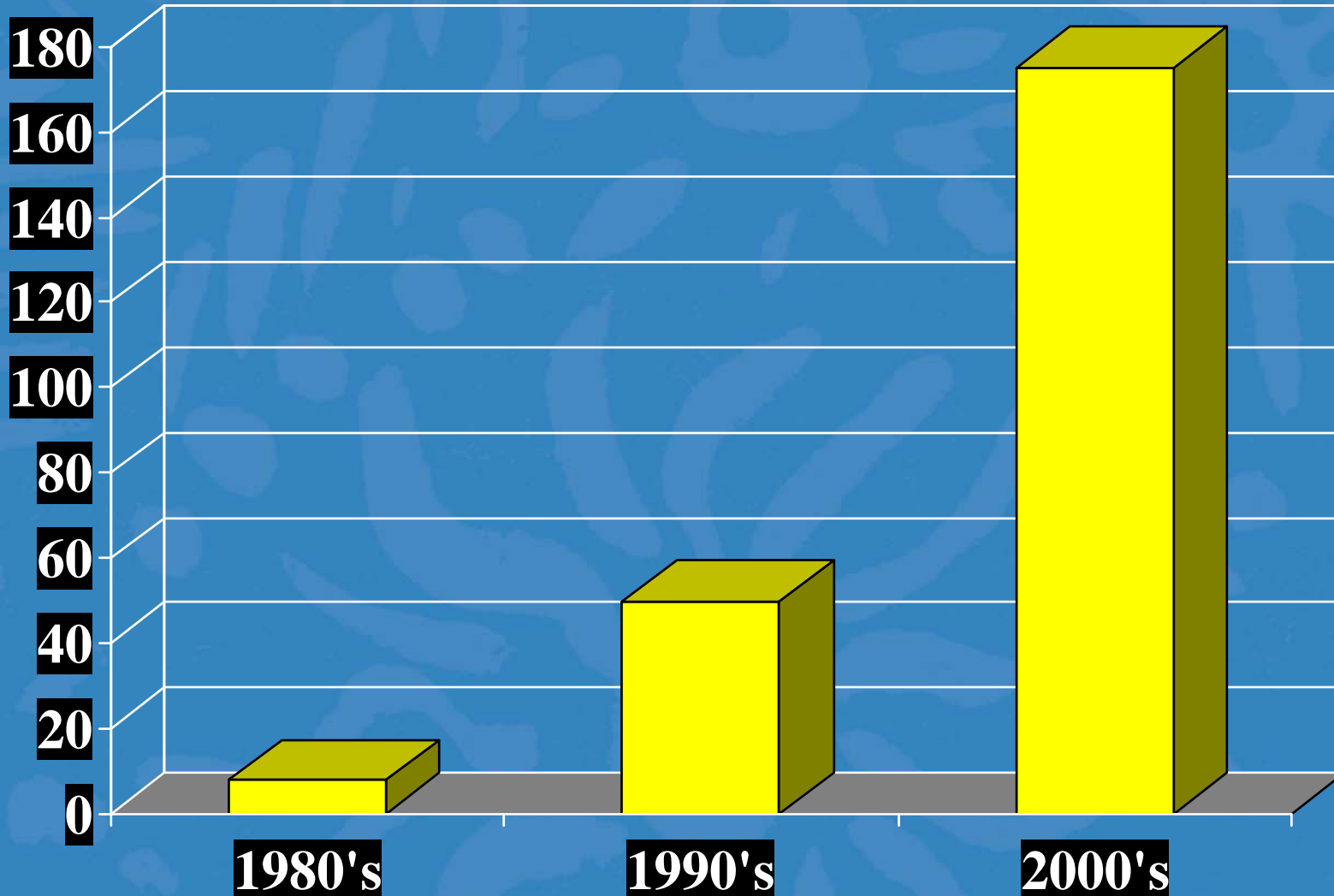


Mobile Personal Sensing for Personalized Health & Wellness Among HIV+ Drug-Abusers

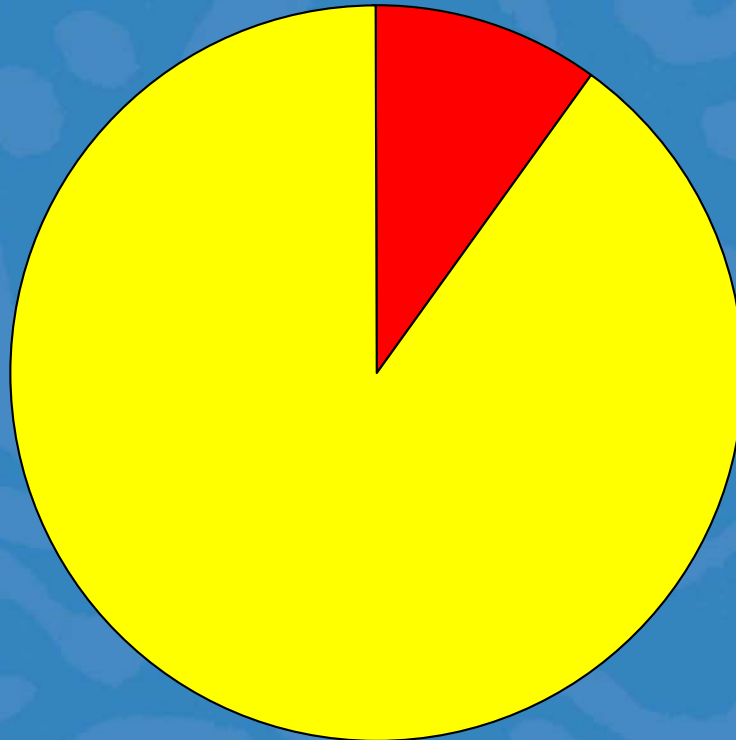


Mary Jane Rotheram
UCLA

HIV Evidence-Based Programs (EBP) have increased over time.



While hundreds of EPB have been documented, program utilization is low.



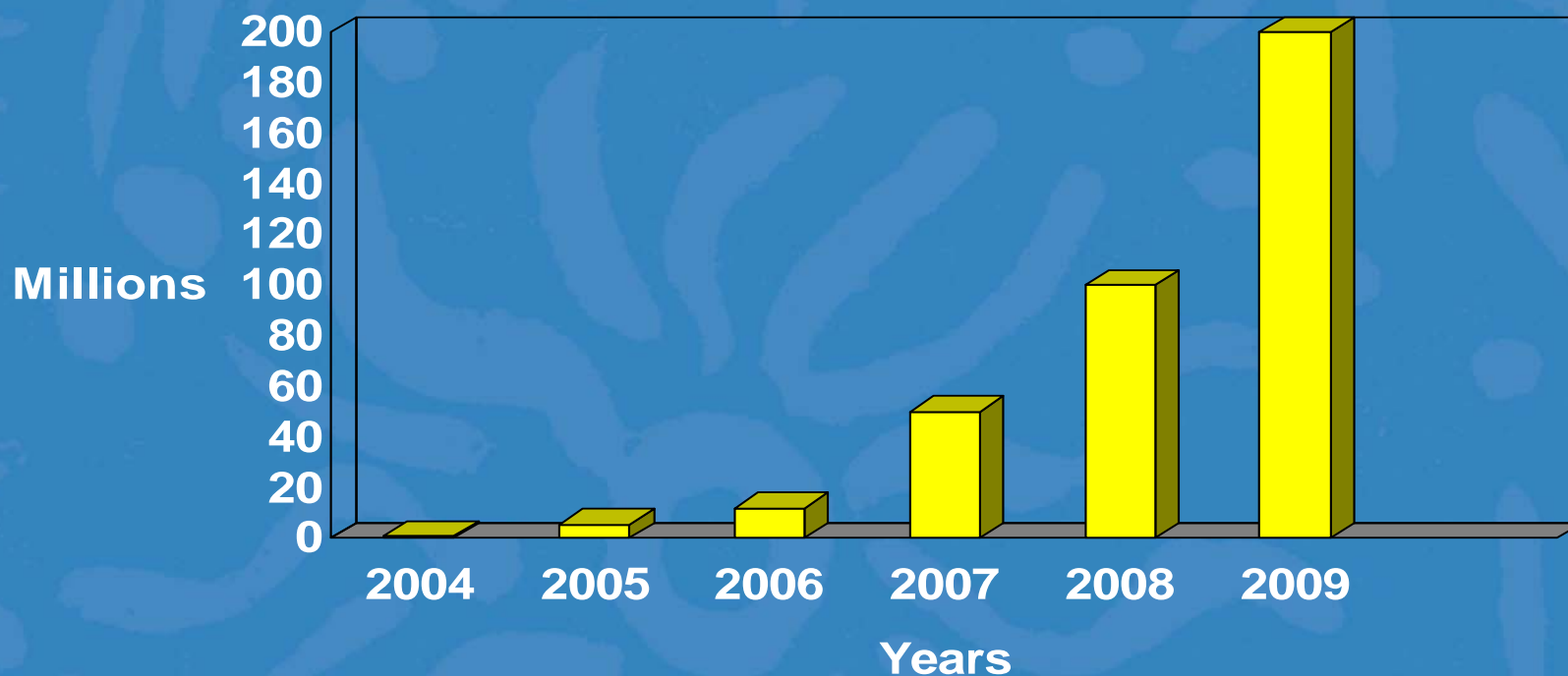
**EBP take 20 years to design;
30 years to diffuse.**



Efficacy > Effectiveness > Diffusion



In contrast,
Facebook went from
0 - 200,000,000
users in 5 years



Mobile technologies may allow us to break out of our current models of diffusing EBP.



Mobile Personal Sensing can broadly & quickly diffuse innovations.



MPS creates the Examined Life.

- Unobtrusively & continuously recorded
- Supplemented by prompted self-perceptions
- Linked in context &
- Integrating biological, emotional, social, & geographic data.



**MPS integrates
the person's behavior record,
with web-based information,
& biological monitoring.**

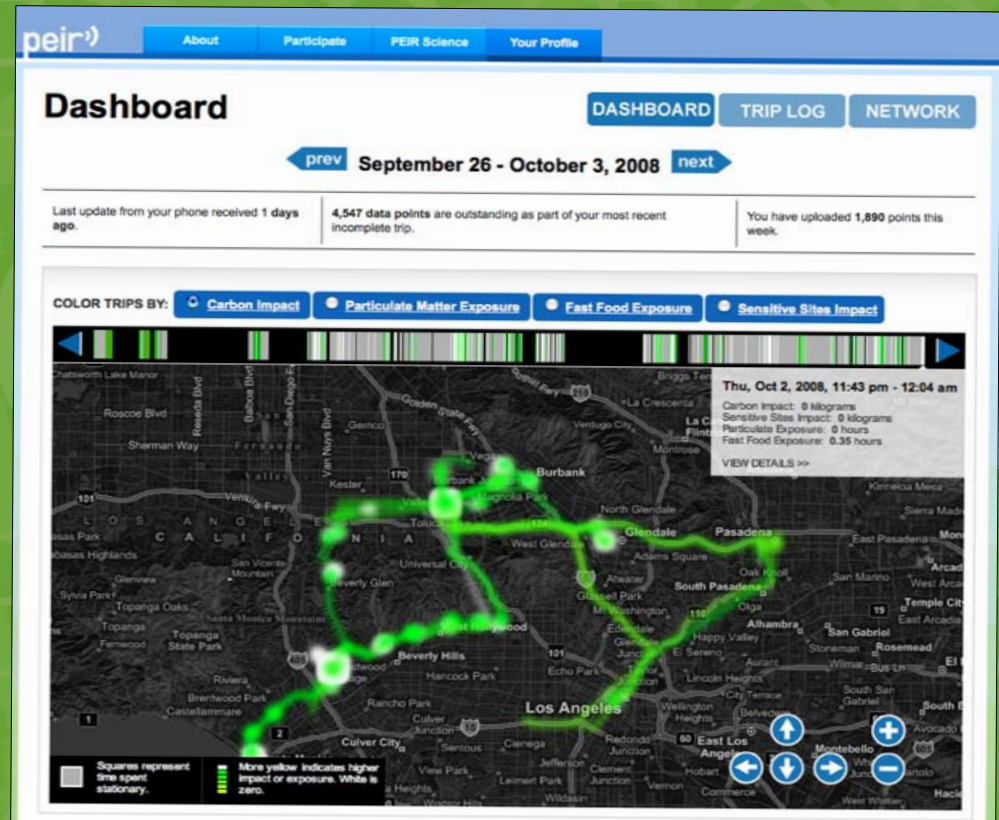


AndWellness: health behavior change through self monitoring

real time
(*always on*)

real place
(*always carried*)

real context
(*historical,
environmental,
spatial, social*)



**Standardized Functions are
common across all HIV EBP.**

Frame

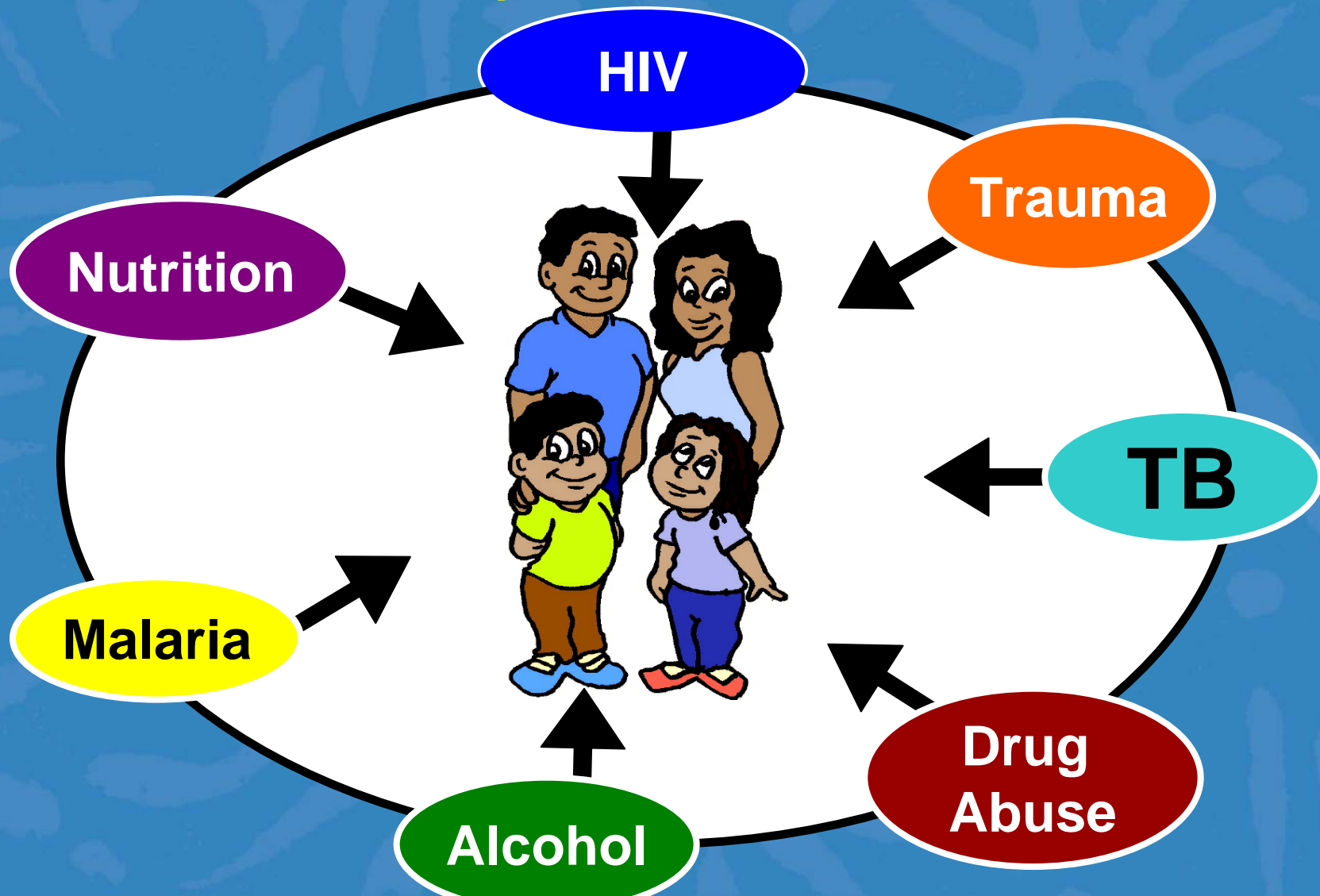
Apply health information

Monitor - Surveillance

Shape

Support

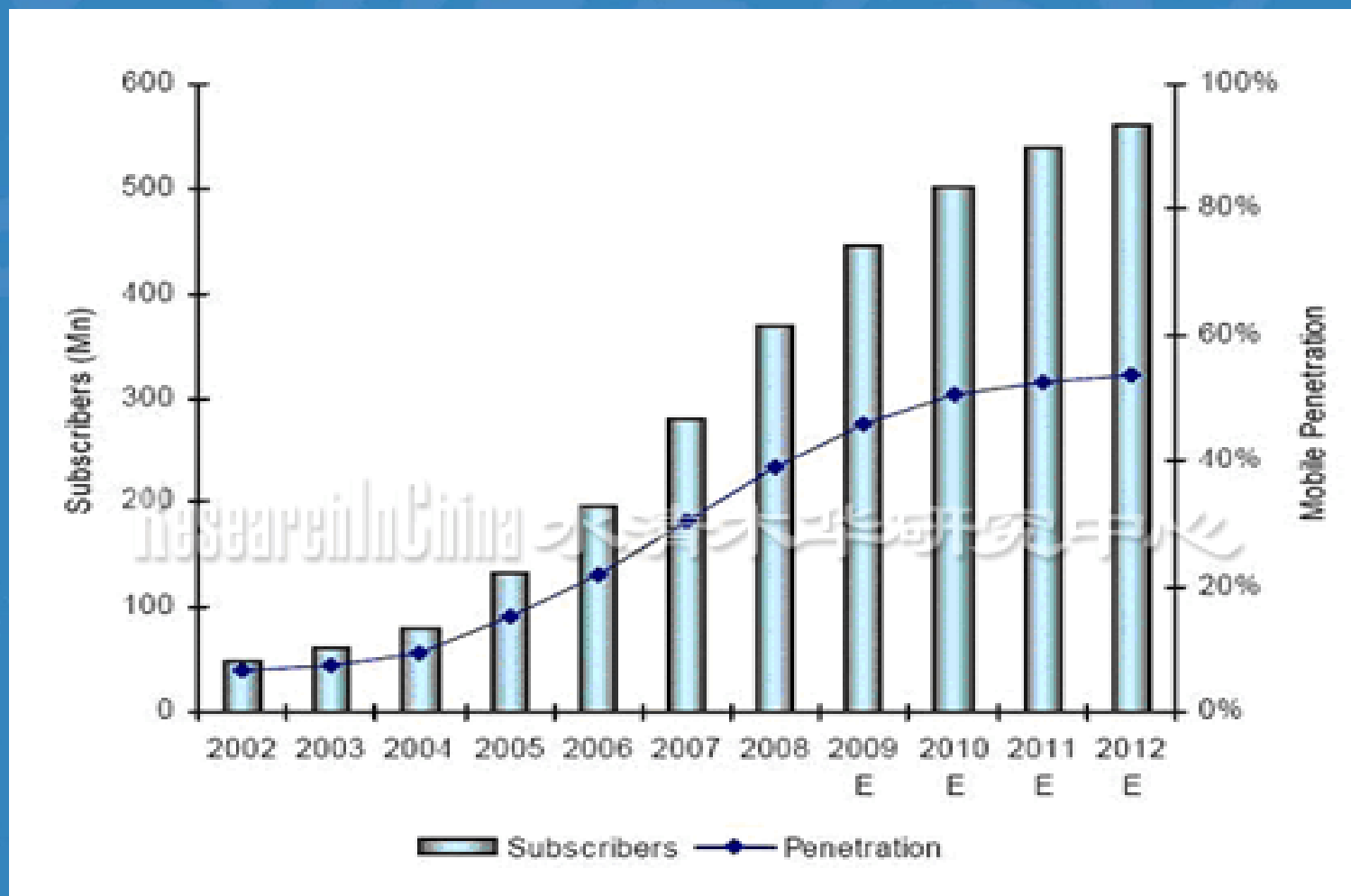
The processes are same for many diseases.



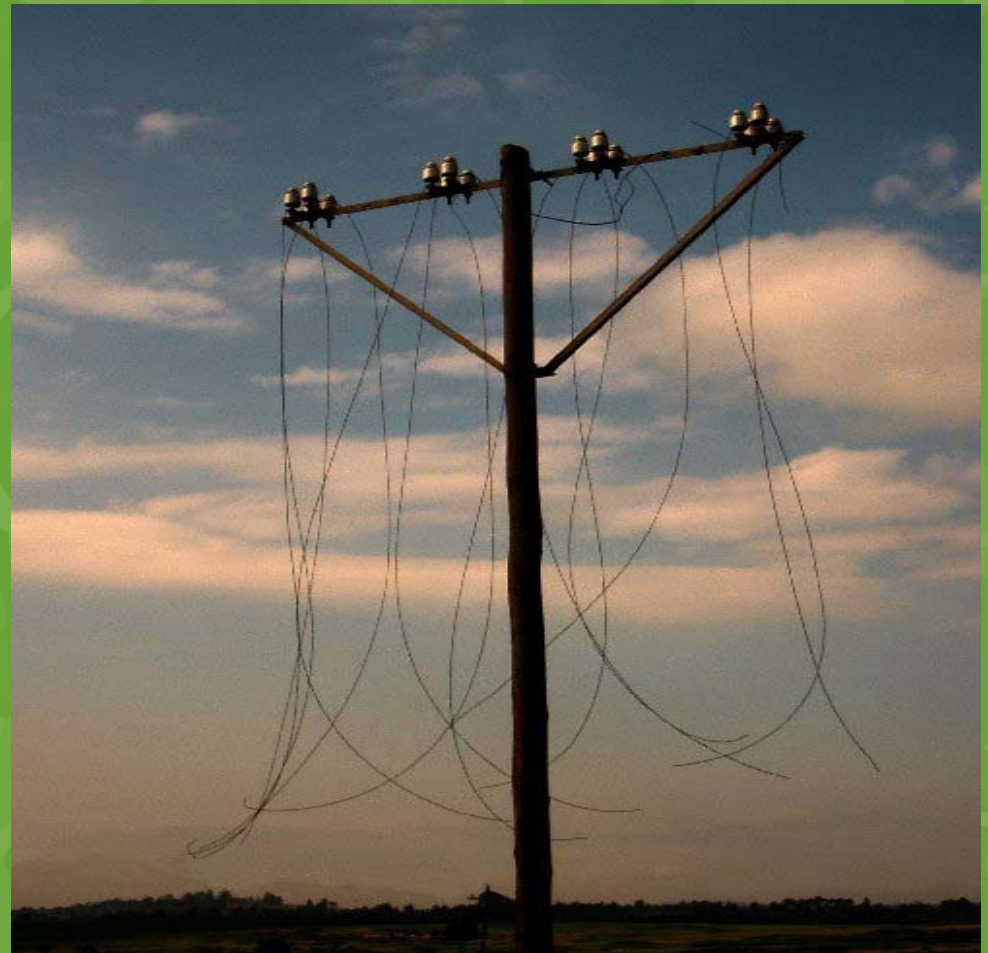
**Health Care Delivery,
Research on HIV, &
Consumer Self-Management
share standardized functions.**



Penetration of Mobile Phones in Africa is higher than the US



**Jumping over the era of wire,
MPS has improved the Efficiency,
Quality, & Ease of Data collection.**



Mobile personal sensing

is used for

Assessment,
Intervention
Delivery,
Support,
System
Integrity



Assessors in Kwa Zulu Natal monitor Pregnant HIV+ Mothers in their local communities.



Find Me applications allow tracking



**Rapid, point-of-care
diagnostics are revolutionizing
surveillance &
disease monitoring.**





Mentor Mothers visit every household, clicks her phone on entry, indicates content, & gives feedback at end.

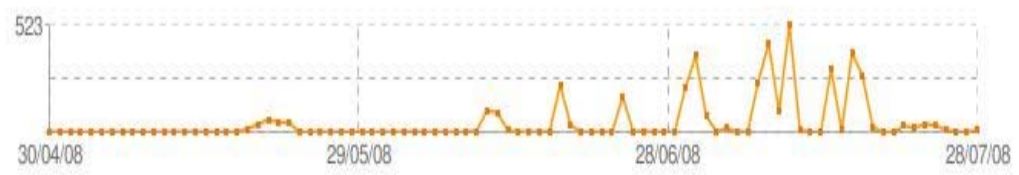
Mentor Mothers build social capital, provide education & support to families in home visits monitored in real time.



Account Overview

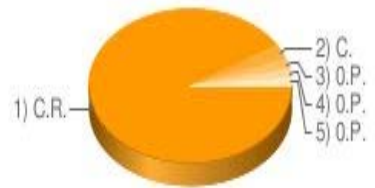
i This is your account overview page. From here you can see all the latest activity across the scope of your research projects.

Responses Uploaded in last 90 days



Total Responses for Top 5 Surveys

Key	Survey Title	Responses
1	Clinic Register	3520 (91.29%)
2	Clinic	114 (2.96%)
3	02 Pre-Assessment	86 (2.23%)
4	01 Pre-Assessment	72 (1.87%)
5	03 Pre-Assessment	64 (1.66%)



Latest Communication

SMS	23 Jul	Sorry, I see Monday. But nothing for tuesday or today.	sent to HSRC 015 2630 (Balgowan)
SMS	23 Jul	Hi Tola, I have not recieved any clinic counts from you f...	sent to HSRC 015 2630 (Balgowan)
SMS	08 Jul	Hi Buyi, please use the first 6 numbers of your id as the...	sent to HSRC 016 2630 (Howick)

Your published surveys

[Create a new survey](#)

Published surveys

- 01 Pre-Assessment
- 01 Pre-Assessment (Zulu)
- 02 Pre-Assessment
- 02 Pre-Assessment (Zulu)
- 03 Pre-Assessment
- 03 Pre-Assessment (Zulu)
- Clinic
- Clinic Register
- Demo
- MB - Antenatal Visit
- MB - Delivery Info
- MB - First Antenatal Visit
- MB - Postnatal Baby Weight
- MB - Postnatal PCR Test
- MB - Postnatal Visit
- MB - Vaccinations
- Medical Record
- Nurse Survey
- Protocol Deviation
- Session Attendance Register

[View unpublished surveys](#)



Mentor Mothers in clinics send text messages, record & rate session content for pregnant, HIV+ mothers.



**Mobile phones allow
Diabetes Buddies to text social
support messages to peers.**



MPS helps mothers obtain information to secure a Child Grant.



identifying community pollution.

**New technologies
create shared platforms,
not always OPEN.**



Each research team, country, & disease specialty reinvents their own MPS program.



Open platforms create simpler, cheaper, & good enough solutions that will be optimized over time.



Standardized, open platforms allow substantial tailoring.



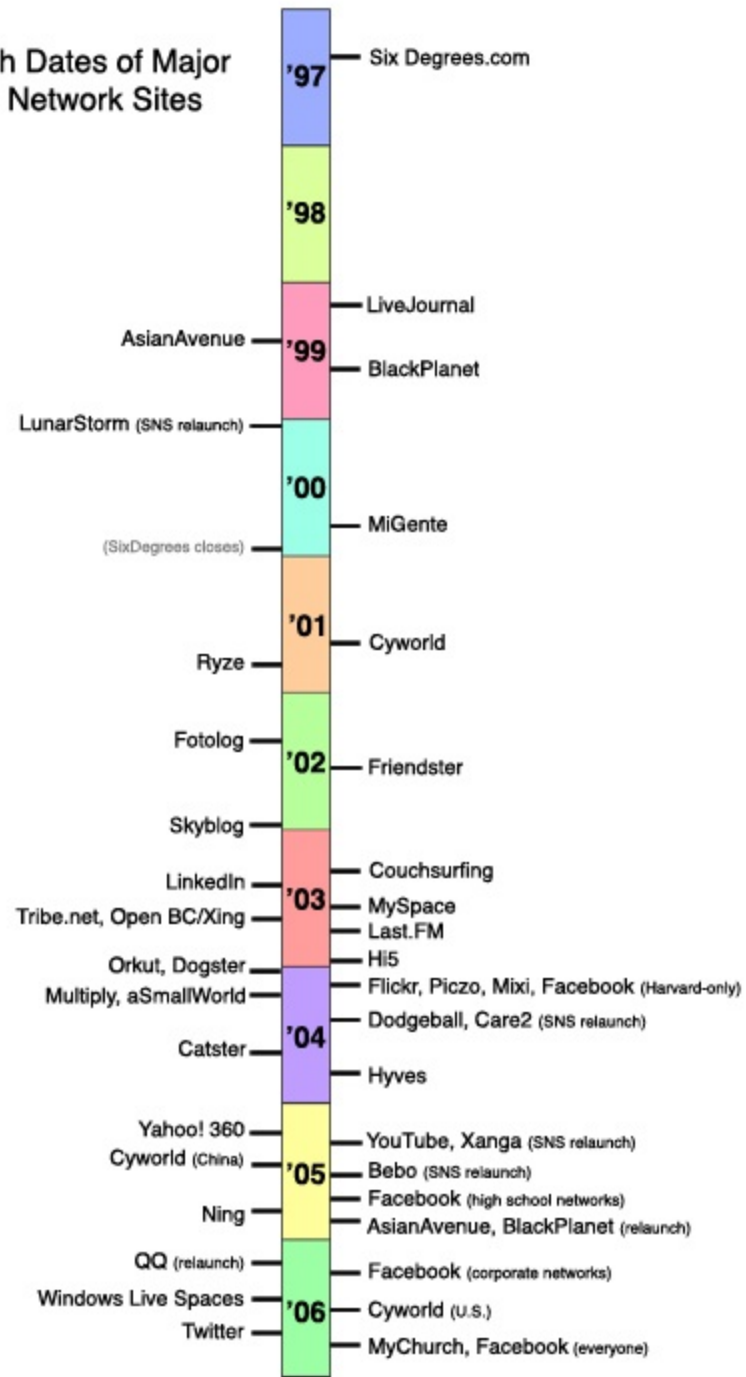
Open-source platforms are needed to realize the public health potential of technology.



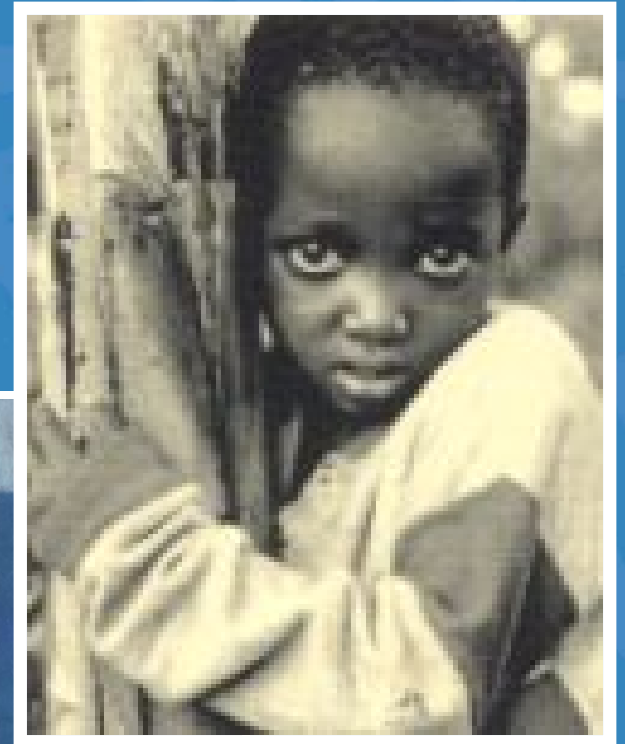
Time is of
the
Essence

when
investing
to keep
an
open-source
Platform.

Launch Dates of Major Social Network Sites



Researchers & providers are typically 10 years late.





Thank You



UCLA Global Center for Children & Families

1100 Glendon Ave., Suite 850
Los Angeles, CA 90024

World Wide Web:
<http://www.gccf.ucla.edu>

P: (310) 794-0461

F: (310) 794-0462