

# El uso de tecnología digital en salud sexual y reproductiva

Reunión de OPS: Salud universal para la niñez y adolescencia

12 de Noviembre, 2015

Washington, D.C.

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Dr. Bhupendra Sheoran,  yth | youth+tech+health

# *Catalizando Innovación*

# Tecnología

Hoy

## Multi-taskers

Jóvenes hoy en día crecieron con tecnología

En una etapa continua de  
“atención parcial”

Internet o teléfonos móviles  
no vistos como herramientas

Tech Indispensable

# Latin America Internet Penetration

## LATIN AMERICAN INTERNET USERS AND POPULATION STATISTICS

REGION	Population ( 2014 Est. )	% Pop. of World	Internet Users, 31-Dec-13	Penetration (% Population)	Users % World	Facebook 31-Dec-12
<a href="#">Latin America Only</a>	593,517,509	8.3 %	<b>296,355,619</b>	49.9 %	10.6 %	195,355,500
<a href="#">Rest of the World</a>	6,588,341,110	91.7 %	<b>2,506,123,315</b>	38.0 %	89.4 %	780,588,460
<b>WORLD TOTAL</b>	7,181,858,619	100.0 %	<b>2,802,478,934</b>	39.0 %	100.0 %	975,943,960

NOTES: (1) Latin American Internet Usage and Population Statistics were updated for December 31, 2013. (2) CLICK on each region name to see detailed data for individual countries and regions. (3) See the [site surfing guide](#) for help, definitions and methodology. (4) Population numbers are based on data from the [U.S. Census Bureau](#). (5) The most recent usage comes mainly from data published by [Nielsen-Online](#), by [ITU](#), [Facebook](#), and trustworthy local sources. (6) Data from the Internet World Stats site may be cited, giving the due credit and establishing an active link back to [Internet World Stats](#) Copyright © 2014, Miniwatts Marketing Group. All rights reserved worldwide.

# Latinoamérica

## CRECIMIENTO

Población usando el Internet en el MUNDO

## MAS RAPIDO

**12 %**  
2012-2013

## CRECIMIENTO

**147**

**MILLONES**

Visitas Unicas al  
Web

# MOVIMIENTO JUVENIL

A satellite-style map of Latin America and the Caribbean region, showing the outlines of Mexico, Central America, the Caribbean islands, and South America. The map is overlaid with numerous small, colored markers (green, yellow, orange, red) scattered across the landmasses, likely representing data points for internet usage or youth movement.

**Usuarios de Internet**

**15-24**

**Mundo**

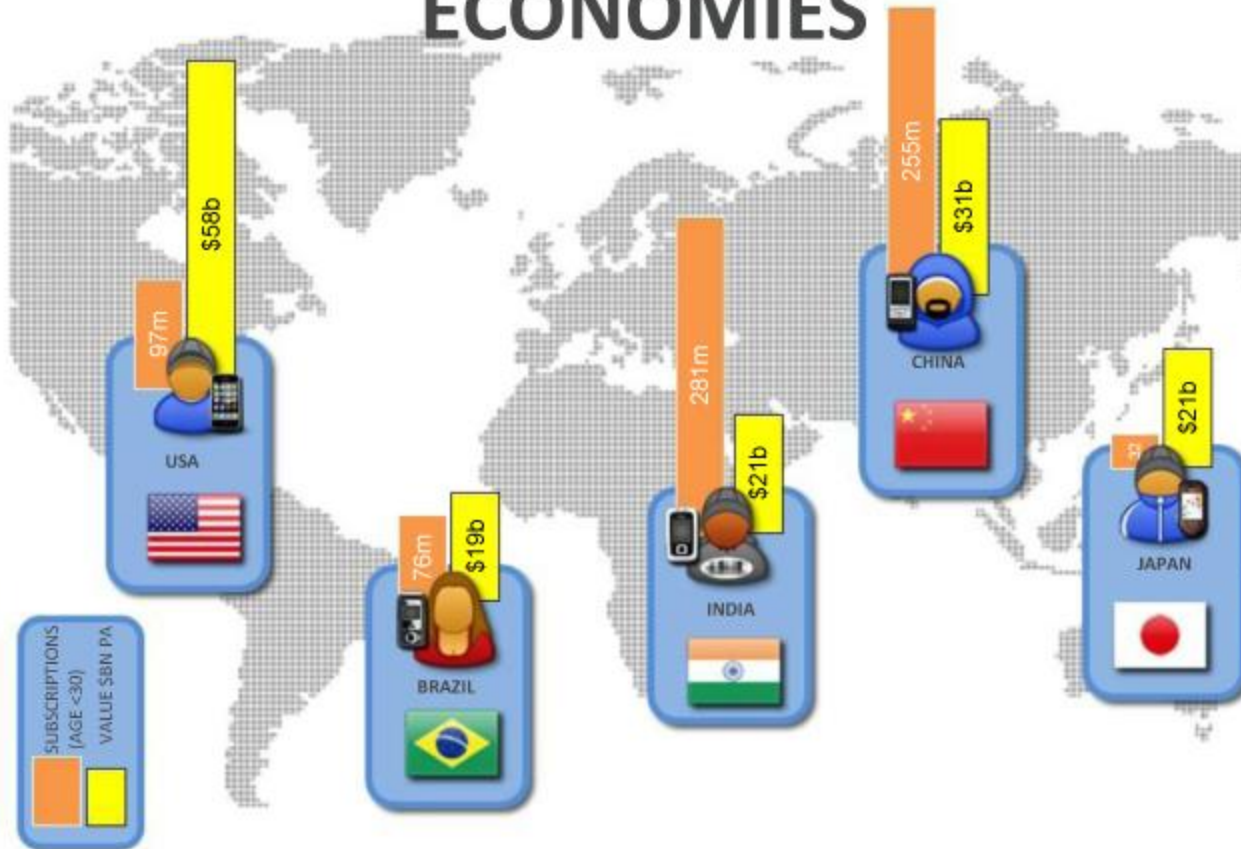
**26 %**

**Latinoamérica**

**32.4%**

# THE BIG 5 MOBILE YOUTH ECONOMIES

THE MOBILEYOUTH® REPORT 2010



SOURCE MOBILEYOUTH DATA 2010 AGES 5-29

# HOW WILL 2020 LOOK?

LATAM IS CLOSING THE GAP WITH THE ADVANCED ECONOMIES

	LATAM		BRAZIL		US		EU	
	2015	2020	2015	2020	2015	2020	2015	2020
<b>1 Internet Users</b>	331.7 M	414.3 M	113.7 M	143.6 M	259.3 M	289.9 M	286 M	312.4 M
<b>2 Mobile Internet Users</b>	231 M	395.4 M	84.9 M	119.8 M	185.7 M	234.9 M	223.5 M	297.1 M
<b>3 B2C eCommerce</b>	\$89.7 B	\$366.9 B	\$ 35 B	\$ 179.8 B	\$492.1 B	\$ 811.7 B	\$ 382.7 B	\$ 567.8 B
<b>4 Retail mCommerce</b>	-	-	\$ 2.5 B	\$ 30.2 B	\$76.4 B	\$ 157.9 B	-	-
<b>5 Share of mCommerce</b>	-	-	9.7%	36.8%	22%	29%	-	-
<b>6 Account in a financial institution</b>	51.1%	74.7%	68.1%	83%	93.6%	96.6%	94.8%	97.8%

Sources: WeAreSocial | eMarketer | Ericsson  
<http://www.slideshare.net/wearesocialag> · <http://www.emarketer.com/Article/Feature-Phones-Impact-on-Mobile-Web-Use-Latin-America/1011774>  
<http://www.ericsson.com/res/docs/2014/ericsson-mobility-report-june-2014.pdf> · <http://www.emarketer.com/Article/Internet-Hits-3-Billion-Users-2015/1011602>





# Use de Tech America Central

## Social Networking

is the most popular  
activity among Central  
American Internet users



92%

regularly visit Social  
Networking web sites



2 in  
every 3

mobile phone owners  
visit Social Networking  
websites with their  
phones



7 in 10

smartphone owners  
regularly use their phones  
while watching TV.

Especially women and individuals  
under 35 years of age.



48%

of internet users visit  
music websites  
each month.



One half of the Central  
American online  
population regularly  
use their  
computers  
while  
watching TV.

Women are keener to do it  
than men.



# Creando

**46%** de  
jóvenes  
adultos

## COMPARTIENDO

# Contenido

**41%** de  
jóvenes  
adultos

# Medios Sociales Cambio de Comportamiento



Colorado School of Public Health

University of Colorado Denver | Colorado State University | University of Northern Colorado



# Historias

# DIGITALES

Personas ordinarias cuentan su propia historia

**EMOCIONAL**

**LLAMATIVA**



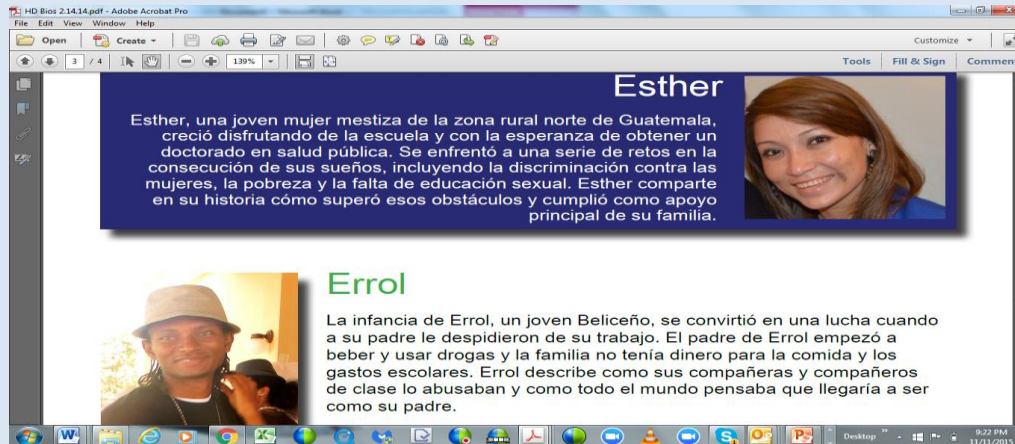
**PARTICIPATIVA**

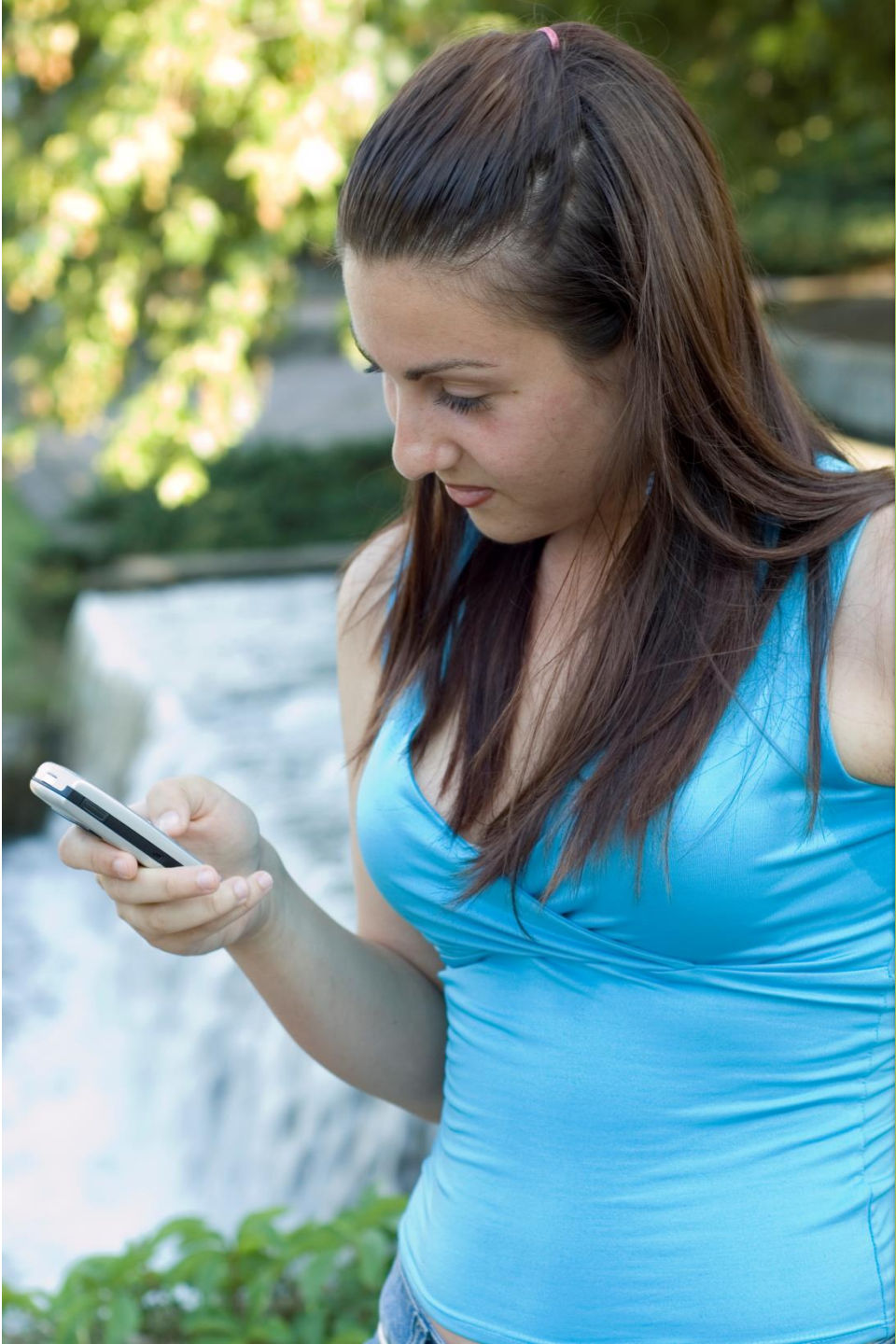
# Lideres Jóvenes Hablan

<http://gojovent.org/espanol/media/historias-digitales/>



[http://gojovent.org/espanol/wp-content/uploads/2010/12/GoJoven\\_Guide\\_Esp.pdf](http://gojovent.org/espanol/wp-content/uploads/2010/12/GoJoven_Guide_Esp.pdf)





# “MOVILIDAD” ES CLAVE

La mitad de usuarios en Latinoamérica accedan al internet por medio de sus celulares

*[emarketer.com/Article/Feature-Phones-Important-Mobile-Web-Use-Latin-America](http://emarketer.com/Article/Feature-Phones-Important-Mobile-Web-Use-Latin-America)*



# ¡Únete Latina!

<https://hablemosdesexo.com/>

# Sitio Mobile

Services  
Locator

Para enterarte de servicios que estan para ti

 Español



CLÍNICAS DE SALUD   CLÍNICAS DENTALES   SERVICIOS LEGALES   APOYO A LA COMUNIDAD   SALUD EMOCIONAL   ALBERGUES  
LINEA TELEFÓNICA DE AYUDA

Todos los sectores ▾

## BIENVENIDA A ÚNETE LATINA

Un servicio para mujeres Latinas en el condado de Fresno. Puedes buscar servicios que son de bajo costo, que hablan español y aceptan la matrícula aquí.

(c) 2013 Un Servicio de YTH and ILRC. Todos los derechos reservados.



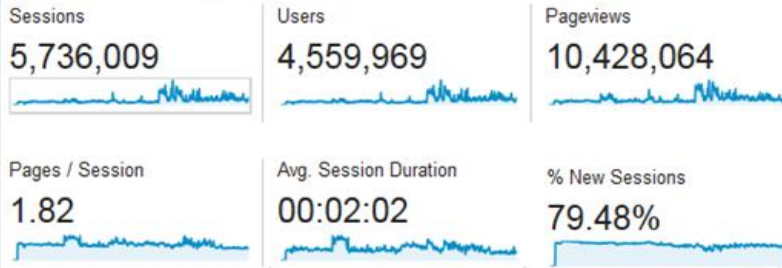
# HABLEMOS DE SEXO Y AMOR

Libre, claro y sin rodeos

## Google™ Analytics

### Audience Overview

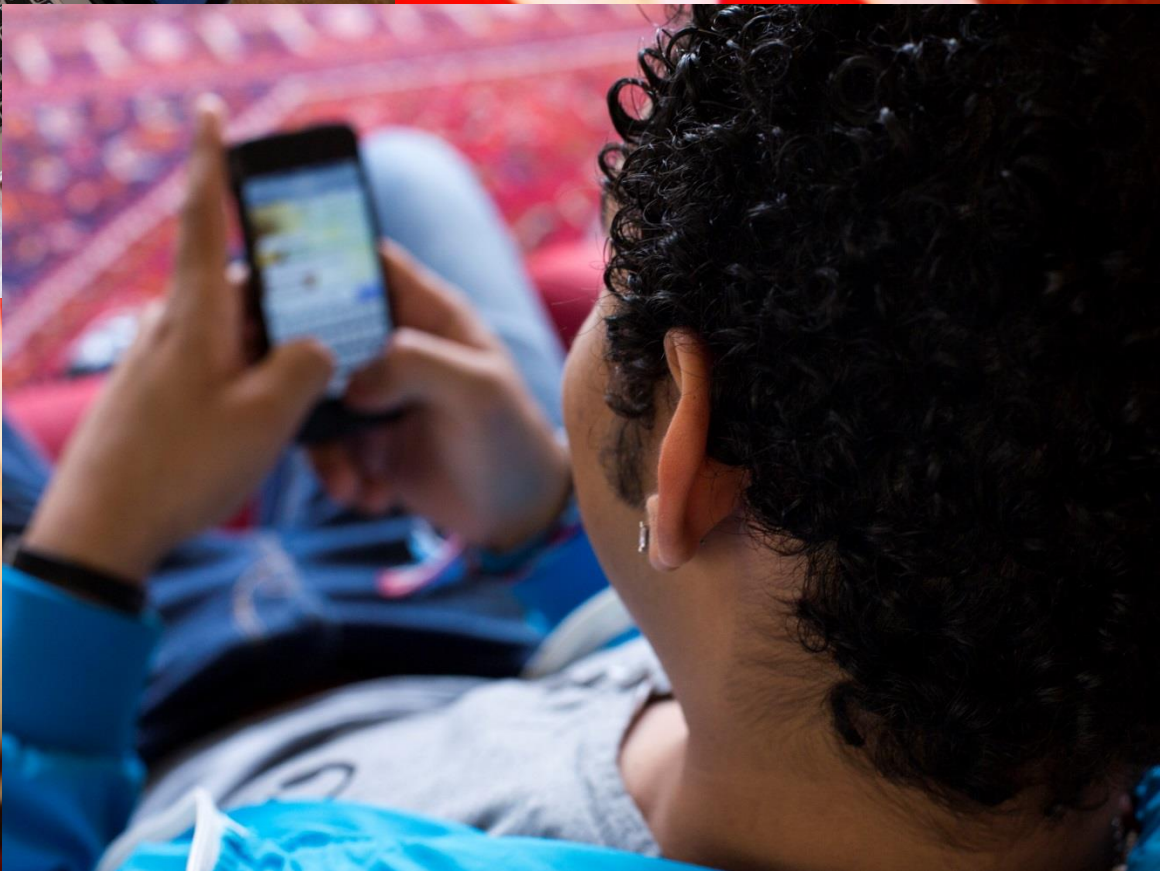
Oct 1, 2012 - Nov 4, 2015



Device Category	Sessions	Sessions	Contribution to total: Sessions
	5,736,009 % of Total: 100.00% (5,736,009)	5,736,009 % of Total: 100.00% (5,736,009)	
1. mobile	3,270,087	57.01%	
2. desktop	2,299,090	40.08%	
3. tablet	166,832	2.91%	









# APS

# MOVILES



De juegos a

**Herramientas útiles**

**Par mejorar  
la salud**



# Apps Contra el Abuso



**circleof6**

an App that prevents violence before it happens

[home](#)

[about](#)

[choosing your circle](#)

[press](#)

[contact](#)

“

Thanks to the creativity and vision of these developers, young people now have a new line of defense against violence in their lives.”

**Vice President  
Joe Biden**



Winner of the HHS / White House “Apps Against Abuse” Challenge!

With Circle of 6, you can connect with your friends to stay close, stay safe and prevent violence before it happens.

The Circle of 6 app for your iPhone makes it quick and easy to reach the 6 friends you choose.

Need help getting home? Need an interruption? Two touches lets your circle know where you are and how they can help.

Icons represent actions: so that no one can tell what you're up to. Designed for college students, it's fast, easy-to-use and private.

It's the mobile way to look out for your friends, on campus or when you're out for the night.

**NEWS**



Winner of the HHS/White House *Apps Against Abuse* Challenge, we matched cutting edge mobile technology with violence prevention and people are taking notice!

[Check out our demo video](#)

[See what Cosmo Magazine and other publications say about Circle of 6](#)

[Check out our profile in the New York Daily News](#)



# Teens in NYC Protection+

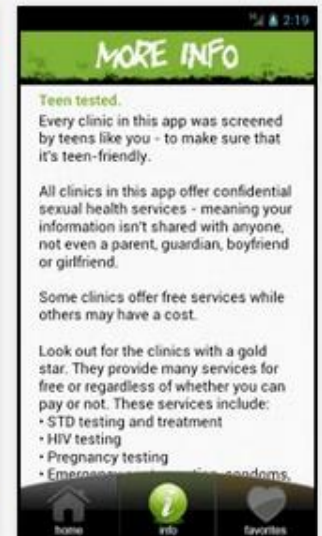
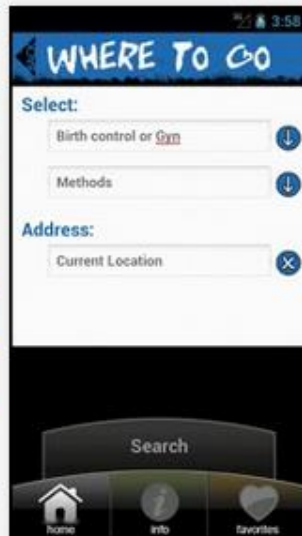
NYC Department of Health and Mental Hygiene - May 10, 2013  
Lifestyle

[Install](#) [Add to Wishlist](#)

You don't have any devices

★★★★★ (16)

+38 Recommend this on Google



# LOCALIZADOR DE CONDONES

Código Postal  
Geolocalización

Google play Search

Apps

My apps

Shop

Games

Editors' Choice

Condom Finder

CARES - October 24, 2012  
Health & Fitness

install Add to Wishlist

You don't have any devices

★★★★★ (9)

+1 +61 Recommend this on Google

**CONDOMFINDER**

Naked is one thing, unprotected is another. CARES wants you to have a safe sexual experience. That's why we're giving away condoms for free—through a national distribution network of organizations and friendly businesses.

USE CURRENT LOCATION

ENTER ZIP CODE

CARES

**Why Free Condoms?**

Studies show condoms to be highly effective in reducing the risk of transmitting HIV and other sexually Transmitted Diseases (STDs). The CARES Condom Distribution Program aims to increase condom availability and education throughout the country.

More at [CONDOMFINDER.ORG](http://CONDOMFINDER.ORG).

CLOSE

CARES

**CONDOMFINDER**

CARES Clinic  
1500 21st Street  
Sacramento, CA 95811  
Directions

Map Satellite

CARES

*Description*

Studies show condoms to be 95% effective in reducing the risk of HIV and STDs. The Condom Finder app can help you locate free condom and lube distribution centers.

# LOCALIZADOR DE CLINICAS



## Find a Health Center or Testing Site Near You

Use your location or enter your five digit zip code.

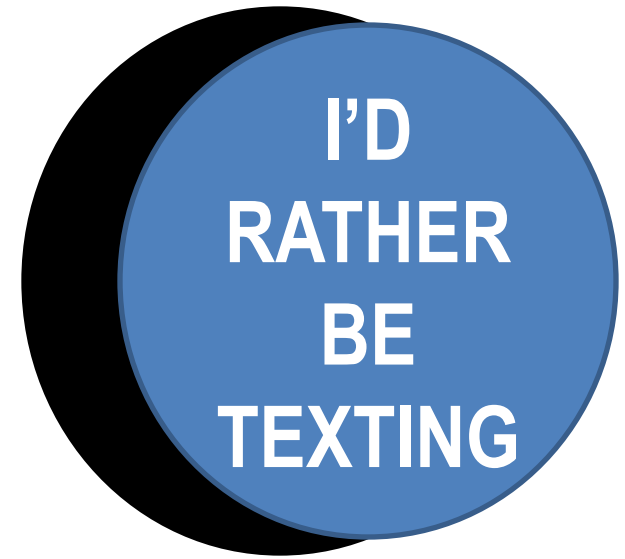
 **Use my Location**

Zip Code  **Go**

[A service of YTH \(formerly ISIS\)](#)

[Privacy Policy](#) | [Terms and Conditions](#)

# Mensajes de Texto



**JHPIEGO**

Circuncisión voluntaria en Tanzania

**Zindagi SMS Pakistan**  
Tuberculosis

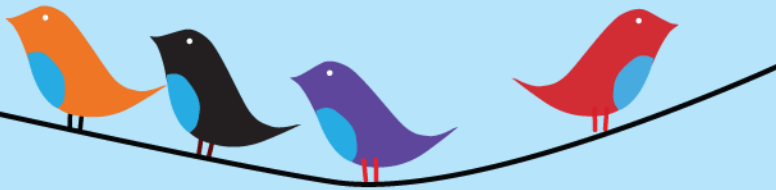
[www.mhealthevidence.org](http://www.mhealthevidence.org)

**Cell-Life South Africa**

randomized controlled study design to test whether SMSs could be used to get people to test for HIV



text hookup to 61827



**hookup**  
weekly sex info & life advice

standard rates apply,  
it's just like texting your friends

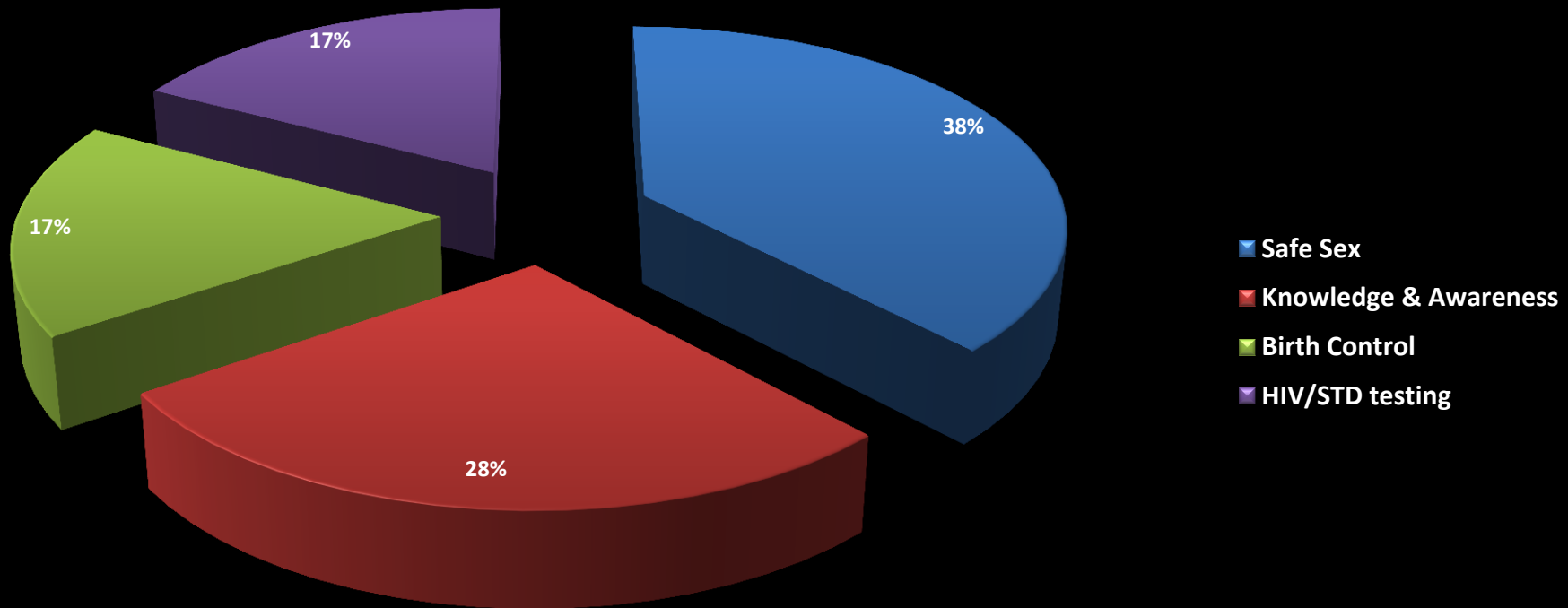
**got the hookup**  
text messaging for  
sexual & reproductive  
health

H. All rights reserved.

# hookup evaluation

## Awareness/Knowledge Change

Change




# Recordatorios





# LOGIN

WELCOME	 Settings	SIGN OUT
TESTING REMINDERS		+
MEDICATION REMINDERS		+
REFILL REMINDERS		+
WEEKLY TIPS		+

[Español](#)



# Encuentra un método que se adapte a tu cuerpo y a tu vida.

CONSULTA EL BUSCADOR DE MÉTODOS

## TU SALUD, 2016

¡Las inscripciones están abiertas otra vez! Dirígete al mercado de seguros médicos para explorar las opciones.



## CONSEJOS

Cómo tener sexo de forma más segura en 4 simples pasos

*condones y conversación* »

## TODO SOBRE EMBARAZO

La cigüeña, el repollo y la semillita... sin eufemismos cursis.





FAMILY  
PLANNING  
HIGH IMPACT  
PRACTICES

## Salud móvil:

fortalecimiento de los programas de planificación familiar mediante el uso de tecnologías móviles

### ¿Cuáles es la “nueva tecnología” en el campo de la planificación familiar?

El uso de tecnologías móviles inalámbricas –tales como celulares– para la provisión de información y apoyo a los clientes, proveedores o sistemas de salud.

#### Antecedentes

La salud móvil es un campo emergente. Está basado en el uso de las tecnologías móviles e inalámbricas para apoyar el alcance de los objetivos de salud (OMS, 2011). Los teléfonos móviles se han convertido, rápidamente, en uno de los canales de comunicación más extendidos en el mundo. Las iniciativas de salud móvil tienen el potencial de fortalecer los programas de planificación familiar, alcanzando a poblaciones desatendidas y abordando aspectos críticos de los sistemas de salud, tales como los recursos humanos, la información gerencial de los sistemas de salud y el financiamiento (Lemaire, 2011; van Heerden, 2012; Labrique, 2013).



Photo credit: Text to Change, Uganda, 2012

**“La salud móvil presenta una oportunidad crítica para repensar la forma en que las personas consumen y entregan información y servicios de salud”**

– Patricia Mecheal, Directora Ejecutiva, mHealth Alliance

# ESALUD

✓ **Mayor alcance**

✓ **Replicación a escala**

✓ **Costo menor**

# Desarrollo de Estrategias de mSalud

- Proceso consultivo comunitario
- Relacion de socios publicos
- Mucha participacion juvenil
- Planes de monitoreo y evaluacion solidos
- Proceso agil e iterativo

**Estrategias de mSalud Strategies desarrollados en:**  
**Sao Paolo, Brazil (con PAHO)**  
**Dominican Republic (con UNFPA)**  
**Guatemala (Con PAHO)**



# Información de contacto



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