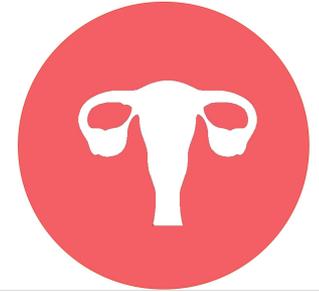


When men have the flu vs when women are on their deathbeds





The Public Cervix Announcement

Mobile Gynecologist at Your Cervix

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The problem we are tackling is...

2nd

Most Common
cancer for
women aged
15-44 in India₁

22

Out of 100K
women in India
have cervical
cancer₁

57%

Only 5-year
survival rate if
detected late₂

Less than

50%

Of diagnosed
women had been
screened within
the last 5 years₃

1. "Cervical Cancer: Statistics." Cancer.Net, July 2017, www.cancer.net/cancer-types/cervical-cancer/statistics.
2. Shenoy, Jaideep. "India Accounts for 1/4th of Global Burden of Cervical Cancer: Study - Times of India." The Times of India, 18 Jan. 2018, timesofindia.indiatimes.com/business/india-business/india-accounts-for-1/4th-of-global-burden-of-cervical-cancer-study/articleshow/62555105.cms.
3. "Vital Signs." Centers for Disease Control and Prevention, Centers for Disease Control and Prevention, 5 Nov. 2014, www.cdc.gov/vitalsigns/cervical-cancer/index.html.

Define YOUR Normal

Meet Nav

- She is 23 years old and married.
- Lives in New Delhi which has one of the highest smartphone penetration rates in India.
- She is currently attempting to get pregnant again.
- Current sex education in India only comprises of general life-skills, such as communication, decision-making, negotiation and identifying sources of help and advice.⁷

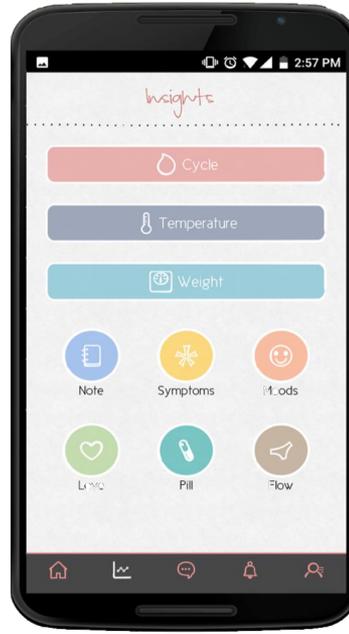


7. Ismail, Shajahan, et al. "Adolescent Sex Education in India: Current Perspectives." *Indian Journal of Psychiatry*, Medknow Publications & Media Pvt Ltd, Dec. 2015, www.ncbi.nlm.nih.gov/pmc/articles/PMC4711229/ .

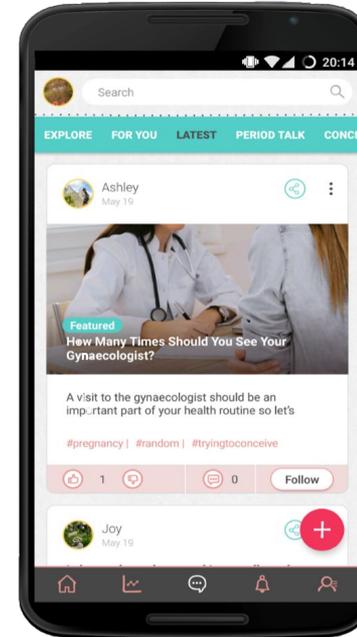
Maya is an app based in India that tracks your periods, related symptoms, mood swings, pregnancy and your overall health



11



11



11

11. Plackal Techno Systems Pvt. Ltd. (2011-2016) Maya- My Period Tracker (version 3.4.2) [Mobile Application Software] Retrieved from; <http://maya.live/eng.html>

Improvements

When these symptoms are recorded on the app and indicate a trend within the user, the user will receive an alert to visit a healthcare professional:

**ABNORMAL
BLEEDING**

**VAGINAL
DISCHARGE**

**PAIN DURING
SEX**

**RECURRING PAIN
IN PELVIC AREA**

We will also add the following to the app:

**VIDEOS AND
TESTIMONIALS
DEMYSTIFYING THE PAP
SMEAR TEST**

**INFORMATION ABOUT
CERVICAL CANCER
RISKS AND SYMPTOMS**

**RESOURCES TO
CONNECT USERS WITH
LOCAL CLINICS**

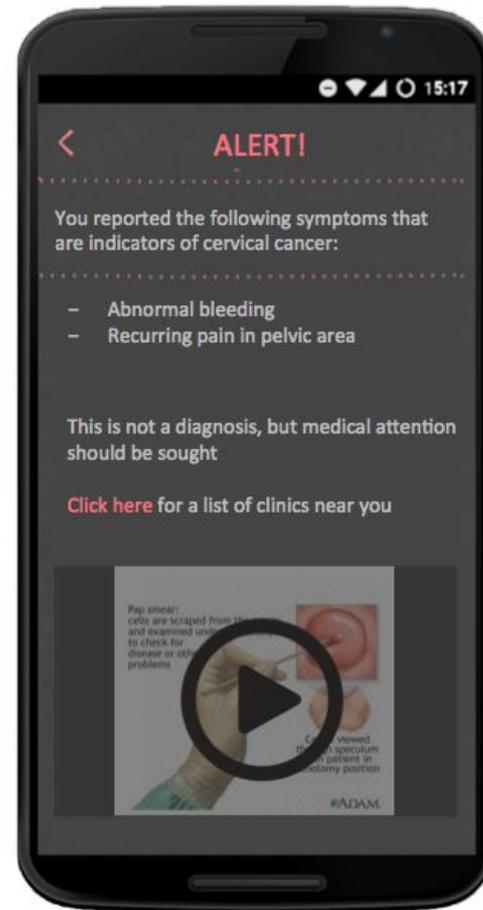
**PUSH FOR AN ONLINE
VERSION OF MAYA TO
BE DEVELOPED**



10,11



11



Be He@lthy Be Mobile



- Partner with BHBM and use missed call services from the tobacco cessation program to connect users to health resources, like Maya
- BHBM is already successful in India and can connect us to the Indian government
- An innovative way to advance four of the SDG goals:

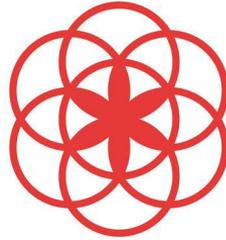


Possible Collaborators

- It doesn't stop with Maya
- There are over 250 period tracking apps on the market today



Flo



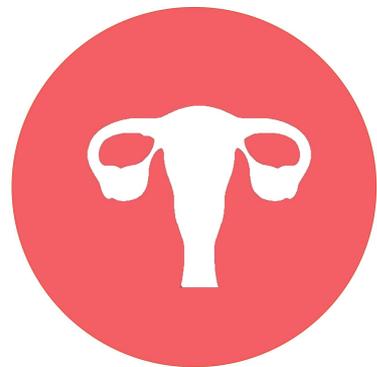
Clue



iBreastCheck

Next Steps

- Tools are already available we just need to put them in women's hands
- Through mentoring of SDG summer school and WHO, we will be able to soft launch in New Delhi
- Test how often the resources are used, and study how users react to alerts from the app
- Partner with BHBM and Maya to solve important health problems for women



Join us to help each woman
define her OWN normal

Works Cited

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2. Shenoy, Jaideep. "India Accounts for 1/4th of Global Burden of Cervical Cancer: Study - Times of India." The Times of India, 18 Jan. 2018, timesofindia.indiatimes.com/business/india-business/india-accounts-for-1/4th-of-global-burden-of-cervical-cancer-study/articleshow/62555105.cms.
3. "Vital Signs." Centers for Disease Control and Prevention, Centers for Disease Control and Prevention, 5 Nov. 2014, www.cdc.gov/vitalsigns/cervical-cancer/index.html.
4. "How this period tracking app is helping scientists fight disease". Fortune.com, 15 Dec, 2015, <http://fortune.com/2015/12/14/period-tracking-app-fight-disease/>
5. "Cooperation Agreement between Flo and UNFPA signed". Flo.health. 11 Dec 2017. <https://flo.health/2017/12/11/cooperation-agreement-flo-unfpa-signed/>
6. "Maya - Success Story." Facebook for Developers, <https://developers.facebook.com/success-stories/maya/>.
7. Ismail, Shajahan, et al. "Adolescent Sex Education in India: Current Perspectives." *Indian Journal of Psychiatry*, Medknow Publications & Media Pvt Ltd, Dec. 2015, www.ncbi.nlm.nih.gov/pmc/articles/PMC4711229/.
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9. https://play.google.com/store/apps/details?id=in.plackal.lovecyclesfree&hl=en_US
10. Hegertun, I. E. A., Sulheim Gundersen, K. M., Kleppa, E., Zulu, S. G., Gundersen, S. G., Taylor, M., Kvalsvig, J. D. and Kjetland, E. F. (2013). S. haematobium as a common cause of genital morbidity in girls: a cross-sectional study of children in South Africa. *PLoS Neglected Tropical Diseases* 7, e2104.
11. Plackal Techno Systems Pvt. Ltd. (2011-2016) Maya- My Period Tracker (version 3.4.2) [Mobile Application Software] Retrieved from; <http://maya.live/eng.html>