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 India

22 Out of 100K women in India have cervical cancer

57% Only 5-year survival rate if detected late

Less than 50% Of diagnosed women had been screened within the last 5 years

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.  

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

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**
You reported the following symptoms that are indicators of cervical cancer:

- Abnormal bleeding
- Recurring pain in pelvic area

This is not a diagnosis, but medical attention should be sought.

Click here for a list of clinics near you.
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
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