

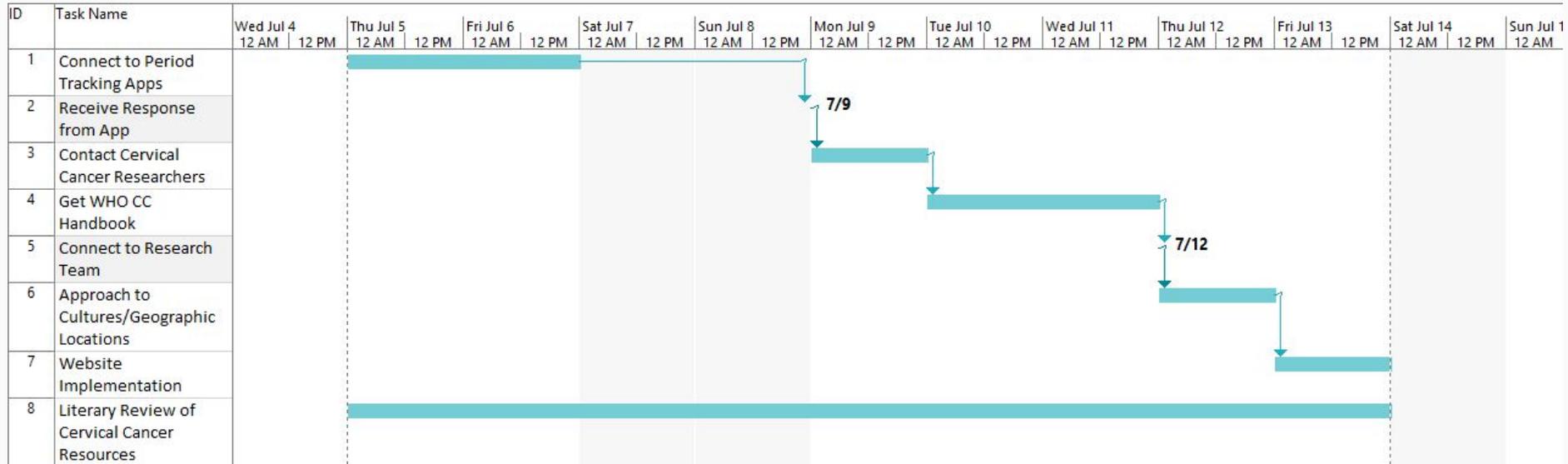
Public Cervix Announcement



Goals

- Reach out to period tracking apps
 - Maya, Clue, Flo, Eve, Life, Ovia
 - Gain a point of connection to begin to share our contributions to the app
- Establish collaboration with BIBM and their work in Zambia
 - Gain information on how to appropriately approach different cultures and customs surrounding menstrual health
- Connect to cervical cancer research teams and UN Women
 - Ensure the resources implemented are accurate and useful

Timeline and Milestones



Open Canvas

project : Public Cervix Announcement

Problem Women do not detect cervical cancer early enough to prevent it from becoming fatal.	Solution Expanding current apps, like Maya, working to destigmatize women's health Changing the app to detect irregularities in women's cycles to then notify them that they should seek medical attention and connect them with additional resources..	Unique Value Proposition Allow users to input symptoms that could indicate early signs of cervical cancer while providing personalized information on reproductive health and directions to nearby clinics or health care practitioners.	
	Key Metrics Analytics of the app will reveal how many times the app has flagged irregularities in individual's cycles and the user engagement with cervical cancer resources. Overtime, there will be a measurable increase in early screenings for cervical cancer	User Profiles Target audience and early adopters We would want to eventually reach Women in India who are ages 16-55. We plan to start with current users of Maya. They are usually first-time smartphone users, women between 18-25, in a relationship living in a tier one city in India	User Channels BHBM testing service to make users aware of period tracking apps.
Resources Required Collaboration with a period tracking app for the user information that currently exists within the app. Cervical cancer research to support the validity of the resources that would be added to the app. Access to cervical cancer prevention programs that exist in other countries to determine how to approach different cultures and geographic locations.	Contributor Profiles Contribution types and ideal contributors Partner with WHO BHBM and Maya. Contributors would include UN Women, Cervical Cancer Research in Developing Countries at University of Geneva. As well as doctors and health programs in India.		Contributor Channels Reach out to organizations through emails and connections through the SDG Summer School and WHO.

Project Execution

Product

Community