Spotlight
Frontline Health Workers

**SPEAKER:**
Priyanka Dutt, India Country Director, BBC Media Action

Poonam Devi, Accredited Social Health Activist, Bihar
Every 5 minutes, three women around the world die from complications in pregnancy or childbirth. 60 will be left with debilitating injuries.
18% watch TV
11% listen to radio
82% have access to a mobile phone
Poonam Devi
ASHA
Bihta block
Patna district
Bihar
MOBILE KUNJI

16 months
129,832 unique users
4,275,041 minutes of content
MOBILE ACADEMY

16 months
36,171 unique users
5,104,950 minutes of content
17,481 graduates
2.5 months

48,872

subscription requests
Is there an answer to ‘pilot-itus’?
“BBC Media Action’s killer app is the phone call”

Anne Nelson
Columbia School of International and Public Affairs
PRIYANKA DUTT
COUNTRY DIRECTOR

www.bbcmediaaction.org
www.rethink1000days.org