

# mHealth for Ageing

**Agenda: the global workshop on mHealth for Ageing**  
**April 19-21, 2017**  
**University of Geneva, Geneva**  
**Campus Biotech, 9 Chemin des Mines, Bldg. H8.01, Room 144.165**

## Wednesday, April 19<sup>th</sup> 2017

*The first day will present BHBM and the work taking place in countries, academia, and at WHO. We will then go through a persona activity to explore the main concerns of ageing individuals when implementing an mAgeing program.*

### 08:30-09:00 Registration

#### Session 1: Setting the stage

**Chair: Terje Peetso**

09:00-09:10	Welcome address	<i>Michel Oris</i> <i>John Beard</i> <i>ITU</i>
09:10-09:20	Workshop overview and objectives	<i>Allison Goldstein</i>
09:20-09:30	Introductions	<i>facilitator</i>
09:30-09:45	WHO conceptual framework on Healthy Ageing	<i>John Beard</i>
09:45-10:00	Introduction to the Be He@lthy, Be Mobile initiative	<i>Hani Eskander</i>
10:00-10:15	Overview of the Integrated Care for Older People (ICOPE) guidelines	<i>Islene Araujo De Carvalho</i>
10:15-10:30	Questions and open discussion	<i>Terje Peetso</i>

### 10:30-10:45 Coffee break

#### Session 2: Experiences in ageing

**Chair: Renè Rizzoli**

10:45-12:00	Country perspectives <ul style="list-style-type: none"> <li>• India</li> <li>• Zimbabwe</li> <li>• China</li> </ul>	<i>AB Dey (India)</i> <i>Joconiah Chirenda (Zimbabwe)</i> <i>Wang Fang (China)</i>
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### 12:00-13:00 Lunch

13:00-14:00	Panel: Insights into the field of research on ageing	<i>Moderator: Renè Rizzoli</i> <i>Matthias Kliegel (University of Geneva)</i> <i>Amit Dias (Goa Medical College)</i> <i>Mikel Izquierdo (Public University of Navarra)</i> <i>Chiung-ju Liu (Indiana University)</i>
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14:00-14:15	Testimonial from end-users	<i>Potential end users</i>
<b>14:15-14:30 Coffee break</b>		
<b>Session 3: Personas</b>		<b>Chair: Prof Dorothy Anne Forbes</b>
14:30-14:35	Introduction to group activity	<i>Allison Goldstein</i>
14:35-16:00	<b>Group Activity: Personas</b> (4-5 groups) <i>Groups will explore the profiles of target populations to understand opportunities for mHealth interventions and to inform content validation</i>	<i>Group work led by facilitators</i>
16:00-16:45	Group sharing and open discussion	<i>Dorothy Anne Forbes</i>
16:45-17:00	Awareness of, and strategies to combat ageism	<i>Diane Wu</i>
17:00-17:15	Recap and overview of next day's activities	<i>WHO</i>
<b>17:30-20:00 Open reception for all participants, hosted by IFPMA</b>		

### Thursday, April 20<sup>th</sup> 2017

*This day will be dedicated to group activities for vetting content and mapping it onto a framework to be implemented as an mHealth intervention for ageing that could fit into a health system*

<b>Session 4: Content development</b>		<b>Chair: Dr AB Dey</b>
09:00-09:05	Welcome	<i>WHO</i>
09:05-09:25	Be He@lthy, Be Mobile initiative: Countries and toolkits	<i>Surabhi Joshi</i> <i>Per Hasvold</i>
09:25-09:45	mAgeing content framework: A comprehensive approach to ageing	<i>Allison Goldstein</i> <i>Islene Araujo de Carvalho</i>
09:45-10:05	Best practices in text message development and communication strategies for older adults	<i>Suzanne Suggs</i> <i>Diane Wu</i>
10:05-10:10	Introduction to group activity	<i>Allison Goldstein</i>
10:10-12:00	<b>Group Activity: Content library review</b>	<i>Group work led by facilitators</i>
<b>Coffee on your own</b>		
12:00-12:15	Check-in: Questions and open discussion	<i>WHO</i>
<b>12:15-13:15 Lunch break</b>		
13:15-14:45	Continue content library review	<i>Group work led by facilitators</i>
<b>14:45-15:00 Coffee</b>		
15:00-16:00	Group sharing and open discussion on important issues that arose during review	<i>AB Dey</i>

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16:00-17:00	<p>Panel: Innovations in Digital Health and Ageing</p> <ul style="list-style-type: none"> <li>• J&amp;J</li> <li>• Domosafety</li> <li>• Kanagawa</li> <li>• Pfizer</li> <li>• Questions and open discussion</li> </ul>	<p><i>Moderator: Ms Vanessa Peberdy</i></p> <p><i>Vaibhav Narayan (J&amp;J)</i></p> <p><i>Phillipp Bulushek (Domosafety)</i></p> <p><i>Kanagawa Prefecture</i></p> <p><i>Julie T. Chan (Pfizer)</i></p>
17:00-17:15	Recap and overview of next day's activities	<i>WHO</i>
<p><b>Friday, April 21<sup>st</sup> 2017</b></p> <p><i>The morning of the last day will be dedicated to discussing indicators M&amp;E for an mAgeing program</i></p>		
<b>Session 5: Monitoring and Evaluation</b>		<b>Chair: Jill Keefe</b>
09:00-09:05	Welcome and outline of the day's schedule and objectives	<i>WHO</i>
09:05-09:25	mHealth M&E framework and examples in BIBM countries	<i>Surabhi Joshi</i>
09:25-09:30	Introduction to group activity	<i>Per Hasvold</i>
09:30-10:45	<b>Group Activity:</b> Using mHealth M&E logic model, discuss indicators and measurability	<i>Group work led by facilitators</i>
<b>Coffee on your own</b>		
10:45-11:45	Plenary style: group sharing and open discussion	<i>Jill Keefe</i>
11:45-12:00	mAgeing: next steps towards implementation	<p><i>Sameer Pujari</i></p> <p><i>Islene Araujo de Carvalho</i></p>