

## Press Release

# Esoko enters the world of health with Johns Hopkins Bloomberg School of Public Health in Ghana

July 30<sup>th</sup>, 2011

## The Behavior Change Support Project is using Esoko's SMS tools to better communicate with their community volunteers

Accra, Ghana–The USAID supported BCS project in Ghana, in conjunction with the Ministry of Health and the Ghana Health Service (GHS), will be rolling out Esoko as a way to better share and collect information from 22 local NGOs and over 2000 local community volunteers in the Greater Accra, Central, and Western regions.

Esoko will be used to both support monitoring & evaluation of community mobilization activities and serve as a direct source of information.

Though typically used for agriculture, Esoko's mobile tools can easily be used in the health context as well. The challenges faced by Health projects across the continent are similar to agri-projects and businesses, with issues surrounding how to easily and inexpensively communicate with thousands of people at a time.

"We've been interested for some time in how to incorporate mobile, in particular SMS-based, tools into our project" says Geordie Woods, BCS's Media Program Officer. "With mobile rates growing as they are, and with local excitement surrounding what mobile phones have to offer, we're happy to be the Health pioneers on the Esoko platform. We imagine many will follow suit".

The project began using Esoko in May of 2011.

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### About Esoko

Esoko is a mobile-based Market Information Exchange that is changing the way markets work in Africa. Individuals, businesses, and projects can push and pull market information in a quick and affordable way using text messaging. Working with partners in 15 countries across Africa, the Esoko platform provides automatic and personalized price alerts, buy and sell offers, extension messages, contact profiles, and much more by SMS. Esoko also offers strategy, support and trainings to projects rolling out MIS. Esoko was built in and operates out of Accra, Ghana.

### About the BCS Project

The Ghana Behavior Change Support (BCS) Project is a 4 year United States Agency for International Development (USAID) supported project managed by the Johns Hopkins Center for Communication Programs (JHU/CCP) in partnership with the Ministry of Health and the Ghana Health Service (GHS).

