

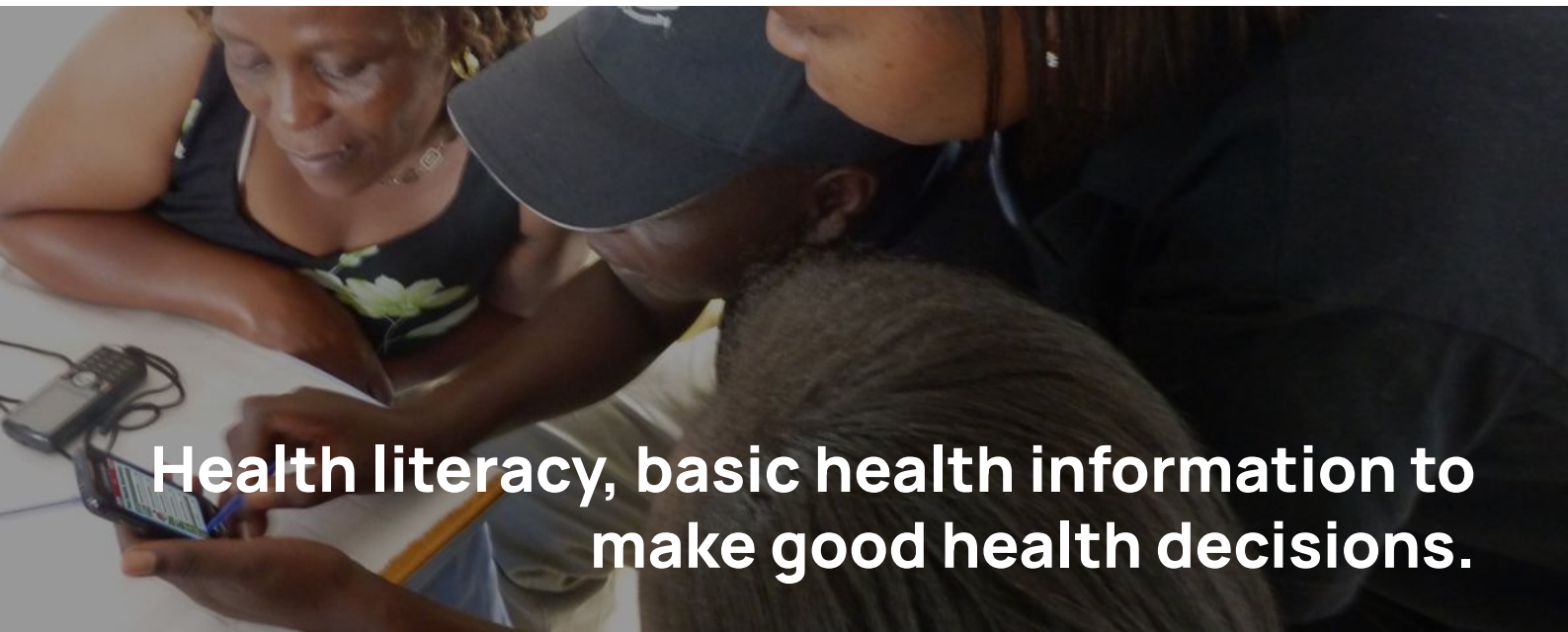


Unlock Education For Those Who Need it Most

iAFYA - RELIABLE HEALTH INFORMATION AT YOUR FINGERTIPS

The health literacy level of Kenyans is generally low. There also exist various myths about health and medical conditions. This low health literacy level has resulted in poor health practices, with many people going to use health facilities due to preventable illnesses. According to the The African Regional Health Report 'The Health of the People' published by WHO in 2014, which analyses the key public health issues, Africa has made good progress in improving its health status in the recent past. It is reported that more people are now accessing treatment for diseases and conditions that contribute significantly to Africa's disease burden such as HIV/AIDS and Malaria.

Despite that, health hurdles like the high rate of maternal and newborn mortality, the high burden of life-threatening communicable diseases and the increasing rates of noncommunicable diseases continue to strain Africa's health systems. The report stresses that Africa can move forward only by strengthening its fragile health system.



**Health literacy, basic health information to
make good health decisions.**

Health Literacy through iAfyA is one way we can strengthen the health system. iAfyA is a health literacy tool that provides free reliable health information aimed at informing and educating individuals about diseases and their prevention. For many years, the bulk of patient health education has been on the health care providers, with patients and the general public doing little, if anything at all, to acquire health literacy on their own.

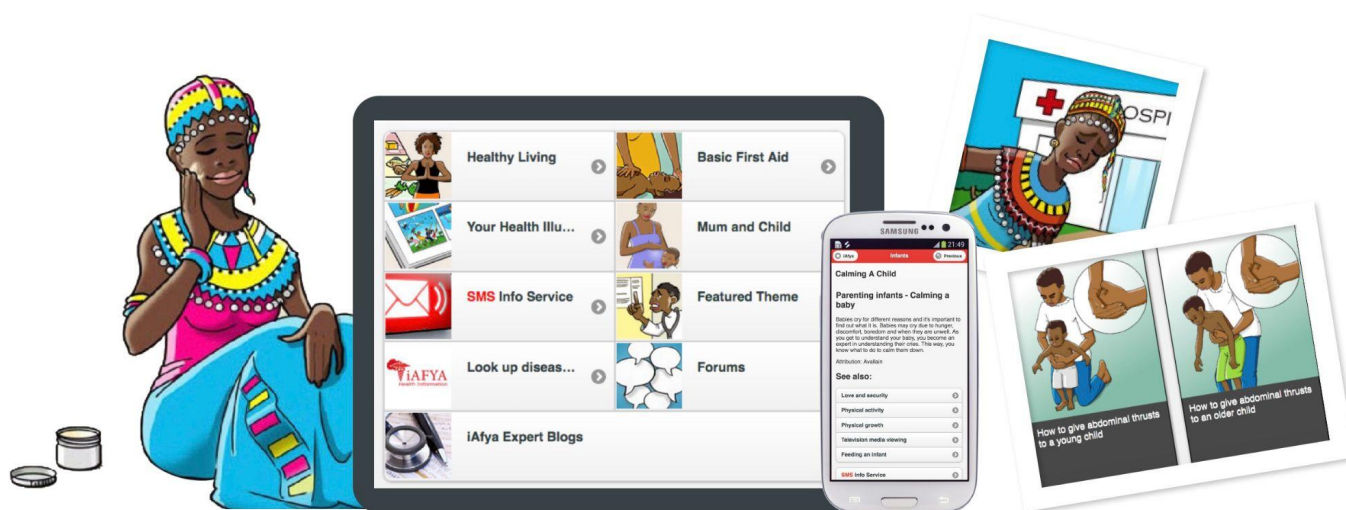
With the ever increasing patient to health care provider ratio, patient health education is increasingly no longer a priority, and in spite of the signs of progress the health system remains fragile and health literacy levels low.



Avallain Foundation, in collaboration with Avallain AG, initiated measures aimed at supporting the health care system and the general public in improving health literacy levels. Riding on Avallain AG's over 15 years expertise in technology and development of interactive digital content, we are using mobile technology solutions to avail verified and easily-accessible health information for use by healthcare providers and the general public. We believe that people practice what they know and they will seek health services if they understand why and when to seek them.

We believe that access to easy to understand and credible health information could lead to changes in attitude and behaviours in favour of a healthy sub-Saharan Africa. We also know that the problem is not lack of health information, rather, it is accessing verified health information at the right time and in a language understandable to the users. That is why we have developed iAfya. iAfya is an acronym that stands for health information; the 'i' in 'iAfya' stands for 'information' while 'afya' is Swahili for health.

How do we achieve our goals?



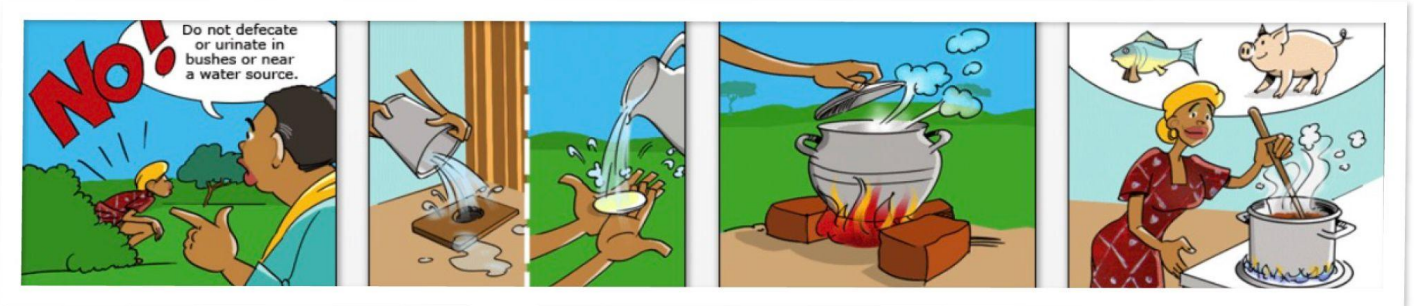
It is the contextualised and easy-to-understand language that draws users to the iAfya application, enabling us to reach even those less literate. iAfya uses health scenarios and a language that the users can easily relate to. To expand the reach and usability, selected health topics have been translated into Swahili.

iAfya health messages are structured in short tips that are simple and easy to read. We understand that our target audience is busy with their day-to-day activities and hence, straight to the point information that is easy to synthesize will be more appealing. Tips are further organized into various features, making it easy for users to find what they are looking for.

iAfya uses multimedia elements such as videos, illustrations and images. These not only make learning enjoyable for everyone, but they also offer useful and complete health messages to the less literate.



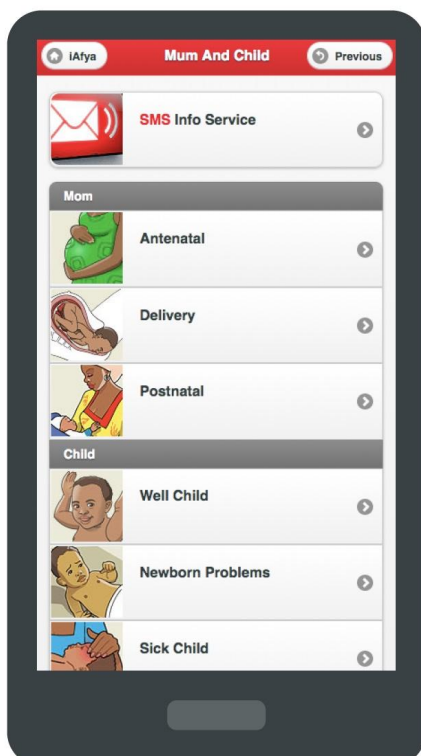
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iAfyA has been developed in partnership with registered medical practitioners from Kenya, Uganda, South Africa, Ghana and Nigeria. Together, we have developed and sourced health information content for over 5,500 health tips. We have selected the medical conditions that contribute to the greatest burden of disease and developed health content in a very straightforward format. We have packaged it in a form that can be delivered using existing infrastructure - the mobile phone.

What have we achieved so far?

Since its launch, iAfyA has over 22,330 registered users to date and 113,332 pageviews



Over 5,500 health tips developed by experts

1.6 million iAfyA health tips have been distributed as short messages through SMS in cooperation with local mobile phone providers to over 10 African countries including Kenya, Uganda, Malawi, Nigeria, Sierra Leone, Tanzania, Ghana, Zambia, Burkina Faso, Congo, Gabon, Madagascar and DRC.

Some of the most popular features visited by our registered users are the Mum and Child features, the Healthy Living and the Basic First Aid feature. Additionally, iAfyA has successfully been used by Coptic Hospital nurses as a health education tool. iAfyA was used to educate hundreds of patients and their relatives at well-baby clinics, antenatal and postnatal wards and clinics.



Testimonials



1.6 million iAfya health tips have been distributed as short messages through SMS.

“I used iAfya to learn about the development of my baby when I was pregnant. Now that the baby is born, I am using it to learn how to breastfeed and I know I will need it when my baby is due for weaning. I trust the information I get from iAfya because it has been developed by certified doctors.”

Mary Njoroge
Mother of now two year old Victor Njoroge



“Health education is one of the most effective ways of empowering people to play an active role in living healthy lifestyles. As a health professional, I am passionate about promoting patient education. I worked with the iAfya team to compile patient education in the areas of Maternal Child Health and Healthy Living. I recommend the iAfya portal as a reliable source of information for health.”

Esther Gimoi
Clinical Practice Educator



Who are we?

Avallain Foundation is the realisation of Avallain AG's vision: Cutting-edge education technology that unlocks human potential.

Avallain AG has been a pioneer in the market since 2002 by providing education solutions to leading international companies. Over time, Avallain AG encountered areas of need around the world where quality education was unavailable and the commercial value too low to attract investment.

To bridge that gap Avallain AG decided to establish a permanent presence in East Africa and opened a daughter company in Nairobi to realize its corporate social responsibility mandate. As the projects in Kenya developed successfully, Avallain AG's co-founders took their commitment further by creating Avallain Foundation.

To secure the Foundation's continued stability and success, Avallain AG is committed to covering the administration costs, making sure that each donated dollar goes directly to those who need it most. Avallain Foundation is a fully established 501©(3) non-profit organisation based in the United States.

avallainfoundation.org

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