



Strategy Report: Maymay Community Champions Program (CCP)

By Esther Bartlett

Maymay is a mobile application that provides timely content to Myanmar women and families regarding maternal, newborn, and children's health. Created by Koe Koe Tech (KKT), maymay currently has approximately 20,000-30,000 active monthly users, over 87,000 thousand registered users, and roughly 1.3 million user engagements per month.

The adoption and use of maymay is geographically widespread, but it is hindered by vast technological illiteracy and "natural" resistance one might expect from trusted social networks (i.e., among local communities). In order to address the challenges of technological illiteracy in Myanmar and the user tendency to abandon usage of the application after a given period of time, our summer action research focused on marketing-targeted questions and social impact analyses. Specifically, we asked questions related to usage metrics, behavioral changes upon downloading maymay, and the likelihood of sharing the application with others. This report draws data from our series of 15 in-person interviews and 82 phone surveys with engaged maymay users, as well as our 80 phone surveys with nurses invested in the distribution of the application. We concluded that one avenue to overcome the barriers of maymay penetration is the employment of maymay users in communities throughout Myanmar.

This document, submitted to KKT's leadership, lays out a possible strategy for the implementation of a Community Champions Program (CCP), in order to help KKT effectively increase maymay's adoption and continued use within communities throughout Myanmar. We discuss other social enterprises that have employed similar initiatives successfully, the specific cultural contexts of Myanmar, and how to effectively implement the program in-country.

With a CCP, women Community Champions can be trained in the use and benefits of maymay, as well as how to share the application. In their local communities, these champions will encourage adoption, stimulate demand, and support the use of maymay, even in communities with low technological literacy. Additionally, CCP will provide women with an ability to affect change in their communities while building valuable life skills in leadership, entrepreneurship, and local-level marketing. The heart of this program is built upon the existing connection and trust between these women and their local communities, allowing for a successful avenue for last-mile distribution.

We hope that the Community Champions Program will not only empower communities throughout Myanmar, but also facilitate the uptake of maymay's low-cost access to healthcare information and even bridge the technological literacy gap between urban and rural populations.

This one-page abstract summarizes a significant, 18-page strategic document covering a potential plan for the development and implementation of a maymay community champions program.

