



# Mobilizing HERhealth

## Empowering Women Factory Workers in China through Access to Mobile Health Content

In 2007, BSR introduced the HERhealth initiative, which strives to fill the gap in workplace-based programs by providing comprehensive training across a range of health issues such as reproductive health, nutrition, family planning, and increasing access to critical health products and services. This initiative also aligns with China's national development plans that prioritize the development of affordable, accessible health care for the entire population.

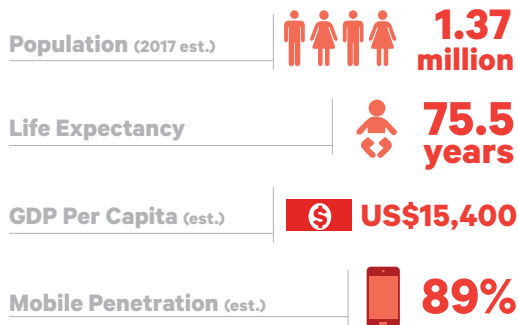
In collaboration with BSR, the Mobilizing HERhealth program was launched in 2014 as a mobile version of BSR's existing HERhealth initiative. The program leverages mobile technology to improve women factory worker's ability to access health information and services, leading to reduced health risks and enhanced well-being.

### Challenge

- In China, women comprise nearly 45% of the overall workforce in the manufacturing sector and make up a greater percent in light manufacturing such as the garment and textiles industries.<sup>1</sup>
- Many of these women are 18- to 25-year-old migrants who have moved from rural areas to cities for jobs and are found to be suffering from poor hygiene, inadequate pre- and post-natal care, and exposure to infections and illness, including sexually transmitted and other preventable diseases.
- Women's health training in some factories are not regularly offered, do not involve all workers and are quickly sidelined when production pressures take precedence.
- Women workers are often reluctant to ask questions in public settings about reproductive health, contraceptives and family planning.

## CHINA

### 2017 Statistics\*



### Solution

- The Mobilizing HERhealth program features a user-friendly, HTML5-based mobile application that provides women workers with access to interactive health-related content.
- The content is based on the curriculum and educational materials BSR had developed for the HERhealth initiative.
- The mobile application includes supporting functionality for the HERhealth factory coordinators and peer health educators, such as a training calendar, push notifications and online quizzes.
- The app features a social networking functionality so that peer health educators and workers can easily share their ideas and experiences.
- Factory coordinators and management can also use the app to schedule other activities in the factory or conduct short surveys.

\*Sources: CIA World Factbook (<https://www.cia.gov/library/publications/the-world-factbook/>); Mobile penetration data provided by Ovum World Cellular Information Service and based on market intelligence.

## Impact



### Improving Health of Over 4,000 Women Workers

Within 3 years of launching the program, almost 4,000 women workers in nearly 50 factories are using the app to better manage and improve their health.



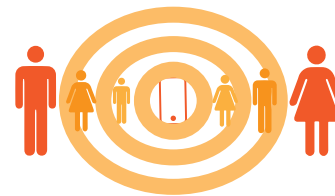
### Increased Confidence in Educators and Workers

85% of participating peer health educators and workers report increased confidence in using mobile technologies.



### Increased Health Knowledge in Women

81% of participating women workers report increased health knowledge through using the app.



### Program Expanding Nationally

BSR has integrated the app into the overall HERhealth initiative and continues to expand the program across China.

## Program Stakeholders



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<sup>1</sup><https://www.zixundingzhi.com/hongguanjingji/2ccded2e10d435a3.html>

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