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RESEARCH



ADVOCACY

**BRAC James P Grant School of Public Health (JPGSPH),
BRAC University**

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- Founded in 2004 in Dhaka, Bangladesh by BRAC and BRAC University
- Addresses the unmet public health challenges particular to Asia, Africa and South America
- Focuses on pressing and emerging national and global public health challenges.
- Contributes to public health improvement by creating exemplary public health leaders and innovative solutions
- Cutting-edge and experiential **Education, Training, and Research** to inform policies and programmes



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Informing and preparing the health system for AI and digital health

- Build and strengthen capacity of public health workforce
 - Training of public health practitioners and researchers
 - Curriculum design; co-design; and collaboration
 - Share best practices and lessons learned
- Responsible use and application of AI within the School
- Model and document multi-disciplinary research and capacity development approaches
- Design research that reflects local context and promotes and assesses inclusivity and equity in the use and application of AI and digital health technologies

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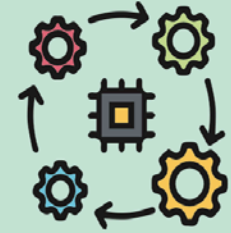
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Objectives of the study

- ③ Users' experience and challenges
- ③ Factors influencing the uptake
- ③ Transparency and accountability
- ③ Feasible ways for paving way towards sustainability



Understand the users' experiences and identify the challenges experienced by adolescents and young adults (18-35 years old) while using digital health services



Determine factors influencing users to adopt digital health platforms and services for SRH including different communities and marginalized groups

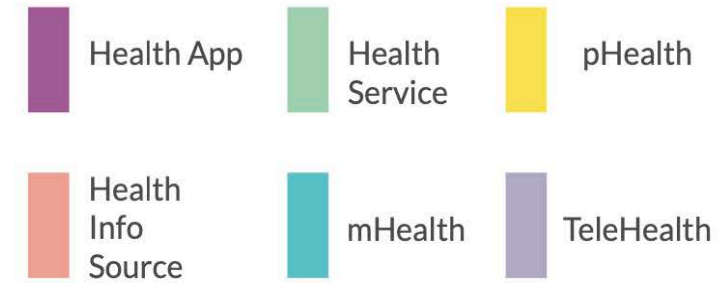
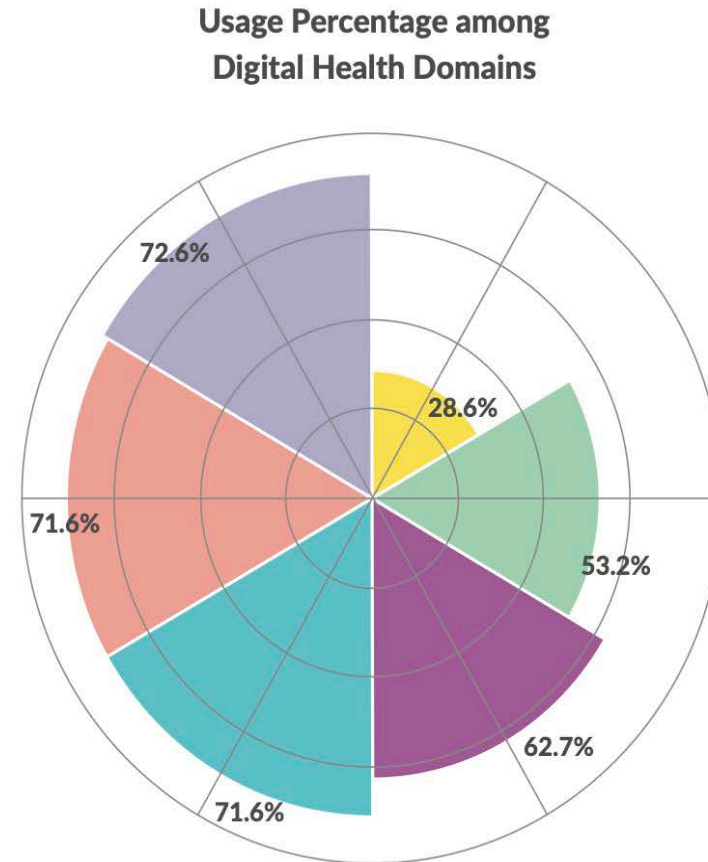
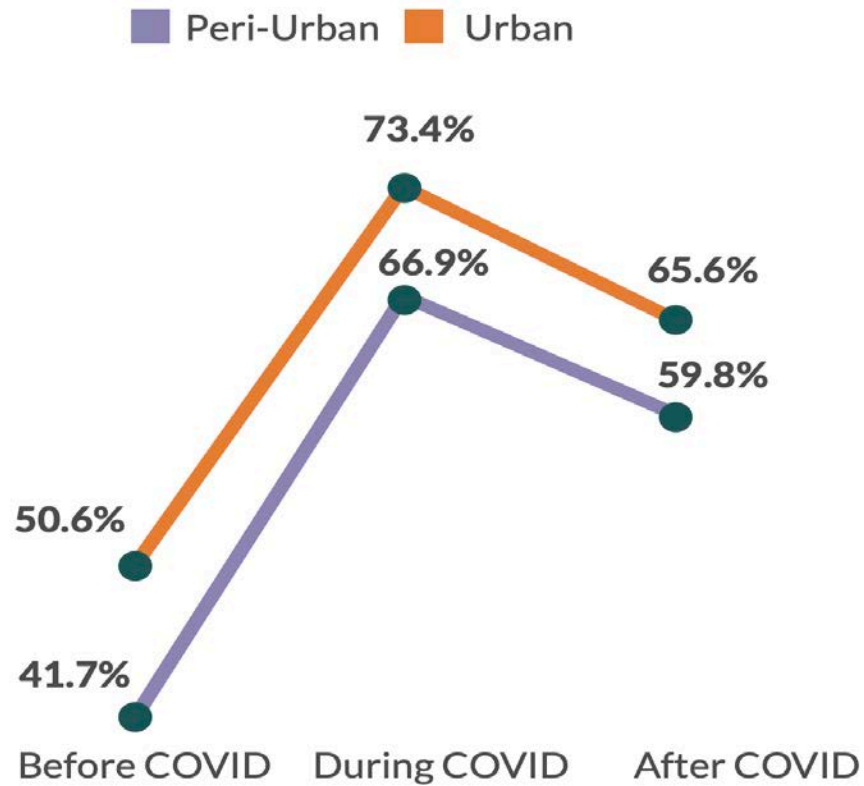


Understand transparency and accountability of the existing digital health platforms and how policies and regulations can be improved



Identify feasible ways to develop a sustainable digital health system through aggregated participation of multiple stakeholders

COVID-19 and Digital Health Platform



Drawbacks of digital health apps

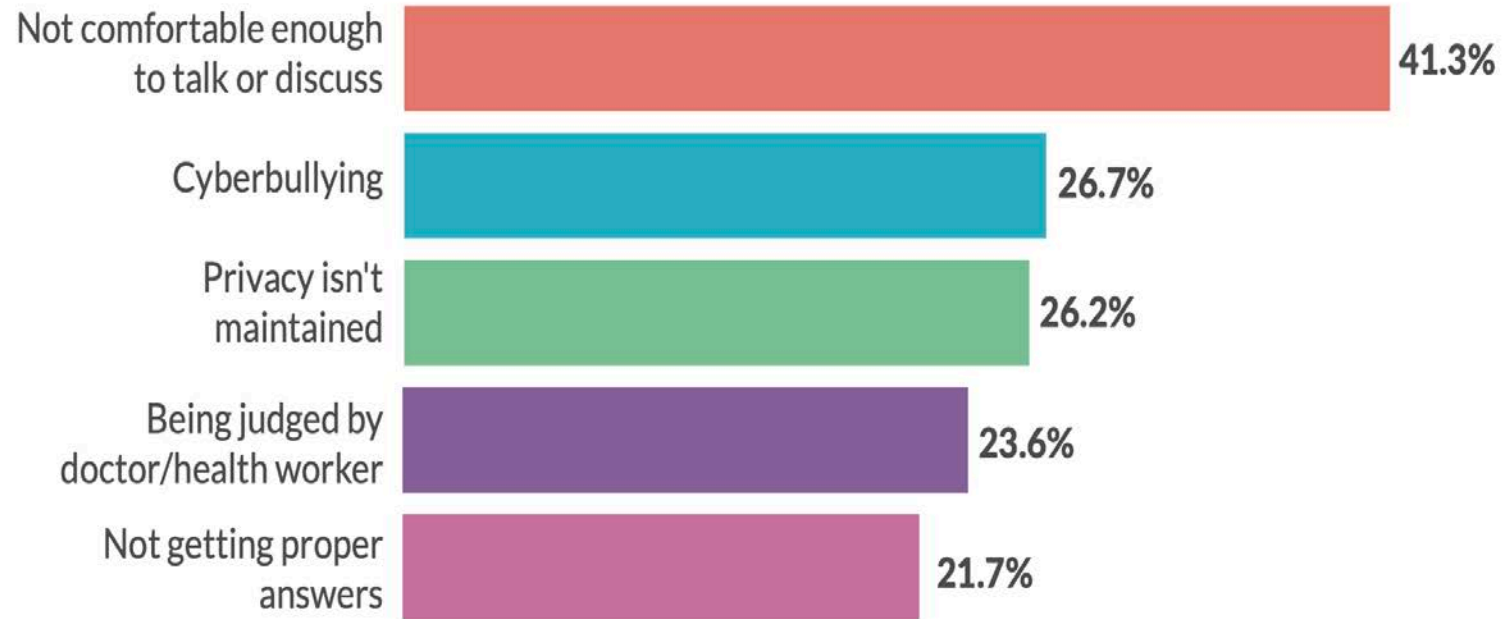
200+ apps reviewed

- ☉ Mostly privately owned
- ☉ Lacks options for gender-diverse population
- ☉ Lacks options for local language
- ☉ Interface not inclusive (persons with disabilities)



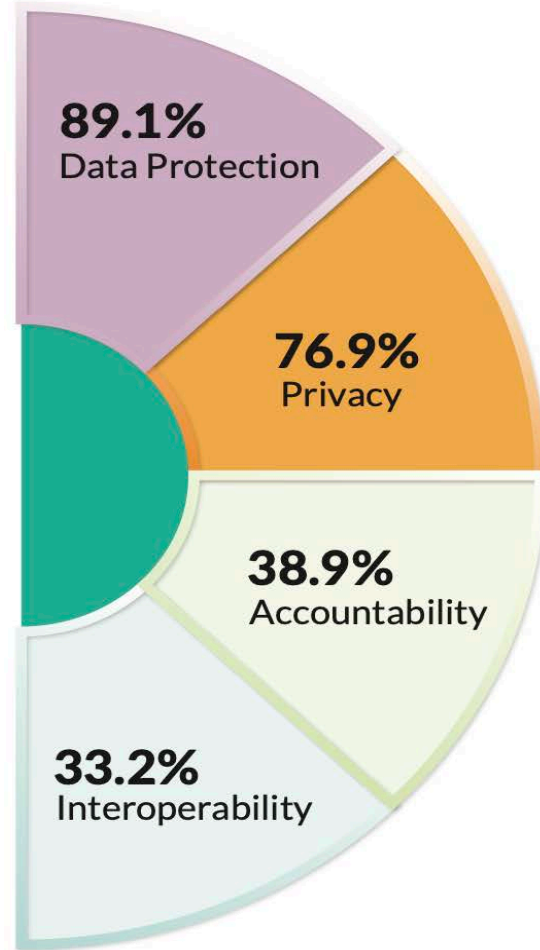
Challenges while seeking SRH services on the digital platform

Problems Faced by Respondents While Seeking Digital Health Services for SRHR



Areas for Policy intervention

- ④ Ensure Privacy
- ④ Data protection
- ④ Accountability
- ④ Interoperability



Privacy

"The thing is maybe they asked me a very intimate sexual question or, I had to provide my name, my father's name at the start; I won't feel comfortable giving any information there. But if I see they take information and can maintain anonymity, or are taking information anonymously... in that case, why not?"
- Member of Gender Diverse Community, 25

Data protection

"When I'm taking a particular medical service, then I'm sharing that only with the doctor. The app can be registered with anything, you can register an app with a phone number. People keep a separate SIM card to ensure anonymity." - Member of Gender Diverse Community, 21

Accountability

"Many of us are aware of the harassment faced by people who seek mental health services online. But, who will we file a case against? They don't have any physical traces. Nobody will try to seek them out online. The police don't have time to scroll through Facebook all day to find out who works in those groups or on those websites and arrest them." - Public University Student, 24

Interoperability

"I've heard about interoperability from my relatives in the USA, where one doctor can send a patient's medical history to another, it is not available in Bangladesh. If it was available, it would help doctors to diagnose patients better and misdiagnosis will decrease." - Private University Student, 26

Recommendations

- ③ Digital upskilling for healthcare providers
- ③ Effective grievance redressal mechanism (GRM)
- ③ Healthcare provider sensitization on SRHR issues
- ③ Multilingual, user-friendly interface
- ③ Gender-inclusive options on digital health platforms
- ③ Address the unique health needs of persons with disabilities and gender-diverse individuals

Government accreditation system can be introduced to include the above recommendations

- ❖ Ensure minimum quality of care as defined by international standards (WHO)
- ❖ Strengthen privacy and security measures for health data
- ❖ Strategic implementation of interoperability of patients' medical records
- ❖ Comprehensive list of accredited digital health service providers

Areas of future need

- Identify core competencies for MPH and global public health workforce for AI – including ethics and governance issues
- Co-creation; co-production; and co-investment of global public health workforce
- Share best practices and lessons learned
- Identify implementation research agenda related to adoption of AI in health, including examination of policy and regulatory issues

Thank you!



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