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GEOTAG AND ITS APPLICATIONS IN DRIVING PUBLIC HEALTH PROGRAMME PERFORMANCE

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Geographical tagging (also written as GeoTagging) is the process of adding geographical identification data to various media such as a geotagged photograph or video, websites, SMS messages, QR Codes or RSS feeds. This data consists of latitude and longitude coordinates, though they can also include altitude, distance, and place names. Geotagging can help users find a variety of location-specific information from a device. For instance, someone can find images taken near a given location by entering latitude and longitude coordinates into a suitable image search engine. Geotagging Photographs -there are two main options for geotagging photos; capturing GPS information at the time the photo is taken or "attaching" the photograph to a map after the picture is taken. Geographical Tagging as a Monitoring Tool in Large Scale Public Health Projects While Geotag provides the user with the ability to capture the location on the mobile device it also allows users to read this location for varied purposes. Various organizations are currently using the geotag technique to have a better control on field operations especially on non-static projects that are spread across geographies with limited access to electricity. This is being done as the geo location captured by a mobile device ensures that the device and consequently the user is physically present at the desired location, tracking of which can be a challenge with conventional monitoring tools like tele-calling & manual reporting. With Geo tag data authenticating the quality and reach of the programme, quantitative performance evaluation has been made possible, wherein identification of strong and weak performers can be done in a well-defined robust framework. This is being carried out with an Android OS based application which serves the interface for the on-field teams to capture data. The application has been built with various control features that ensures that only the desired users may access the data relevant for them. This is being done by way of mapping individual mobile phones via IMEI codes to Unique User IDs (Team IDs). This mapping ensures that no duplication of work is observed on the field, for one user may only access & operate upon the data pertaining to that user.

Biography

Abhijeet works as India Manager for Lifebuoy-Unilever Sustainable living plan(USLP). He leads Bihar Hand washing programme and based out of Mumbai office. He has more than 15 years experience in large scale Public health programmes in India, South Africa and United Kingdom. He has worked in various organizations such as HUL, CARE India, HIV South Africa, VSO, Unicef and NHS UK. Abhijeet has done Post graduation in Public Health and Management (PGDPHM) from Institute of Post Graduate medicine, Brighton and Sussex Medical School (BSMS), University of Brighton, UK & also an MBA in Rural Management from XISS Ranchi. He is a LDM-Packard fellow, Common Purpose UK fellow & also a fellow of Royal Society for Public Health, (FRSPH) UK.

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