

Bebbo app



6 December 2022

Why Bebbbo?

- All parents need support to support child health and development
- Access to service providers and validated guidance is limited across countries due to COVID-19 and shortage of professionals
- Parents use smart phones and need all answers in one place
- Existing solutions are not in our language, not customizable, not free and not off-line
- Some solutions emerging from the region– Halo Beba prototype developed in Serbia



Key considerations



Reach

- 12 (+2) countries, 19 languages (Albania, Belarus, Bulgaria, Greece, Kosovo, Kyrgyzstan, North Macedonia, Montenegro, Serbia, Tajikistan, Ukraine and Uzbekistan +Moldova and Romania)
- Scalability + easy adaptability + multi-lingual content sharing
- Country capacity limitations
- Partnership with governments and other national partners

Equity

- Operates in off- line and low-band environments
- Content adapted to local cultural and linguistic contexts
- Supports gender socialization
- Support for developmental delays



Bebbo app at a glance

- The individualized mobile application is available in **14 countries and 19 languages** and can be used both online and offline when content is pre-downloaded so it can be available when there is no internet access.
- Bebbbo app **informs and empowers parents to be able to make opportune and right decisions** regarding the care and development of their child and their own wellbeing.
- The app actively encourages parents' daily engagement in practices that support development through games, notifications, user-friendly navigation modalities and selection of the core content.



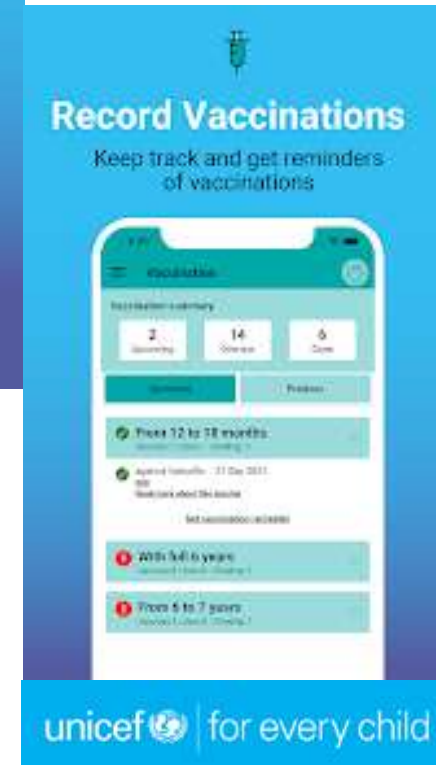
Suggested reads



Vaccination



Advice

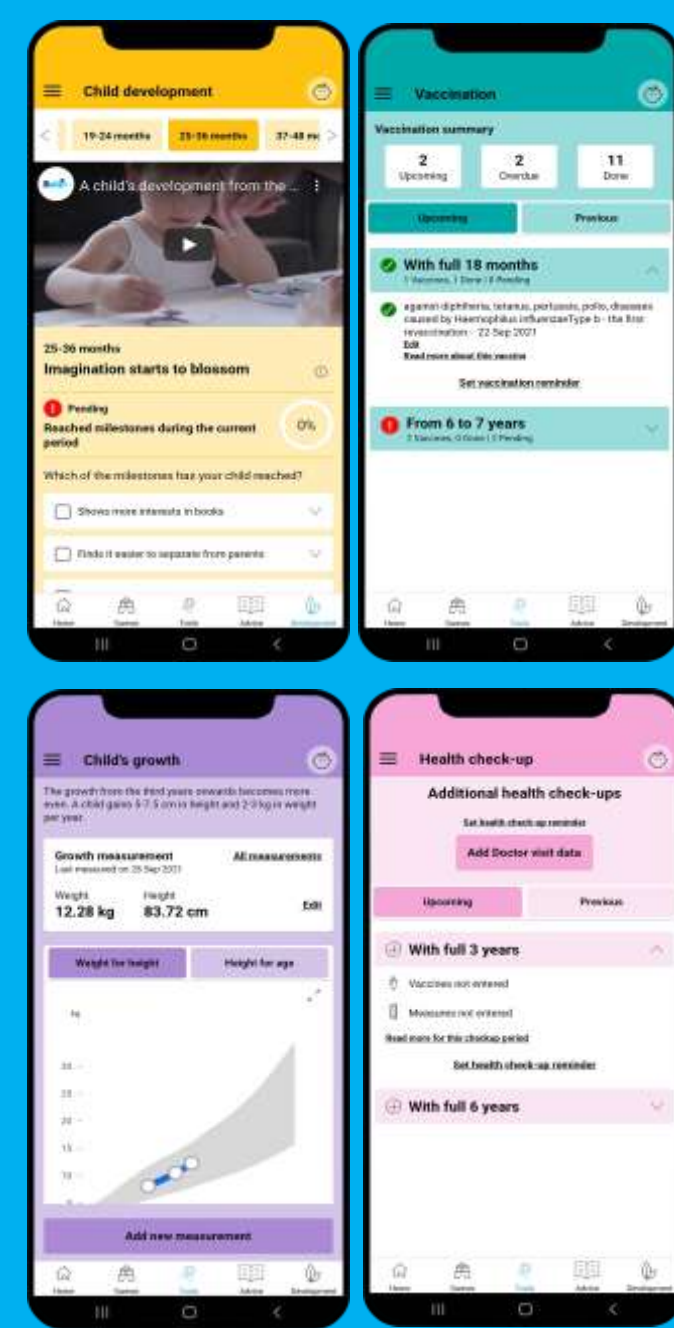
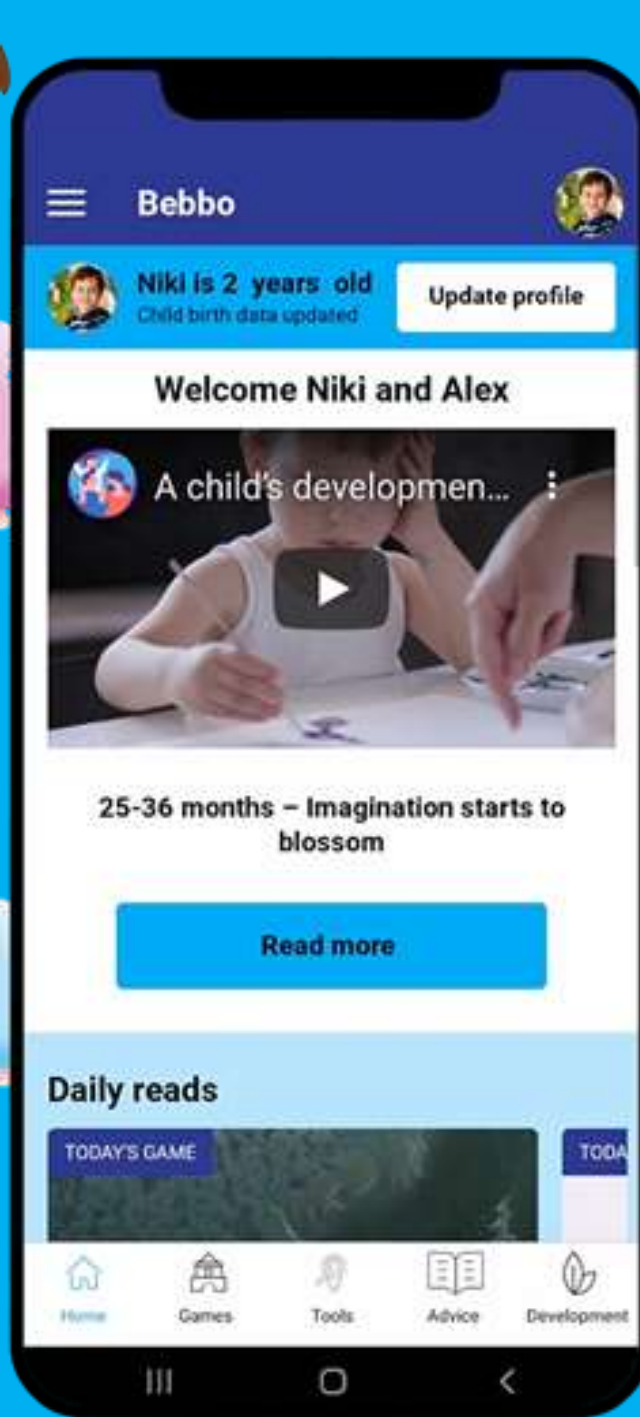


Tools



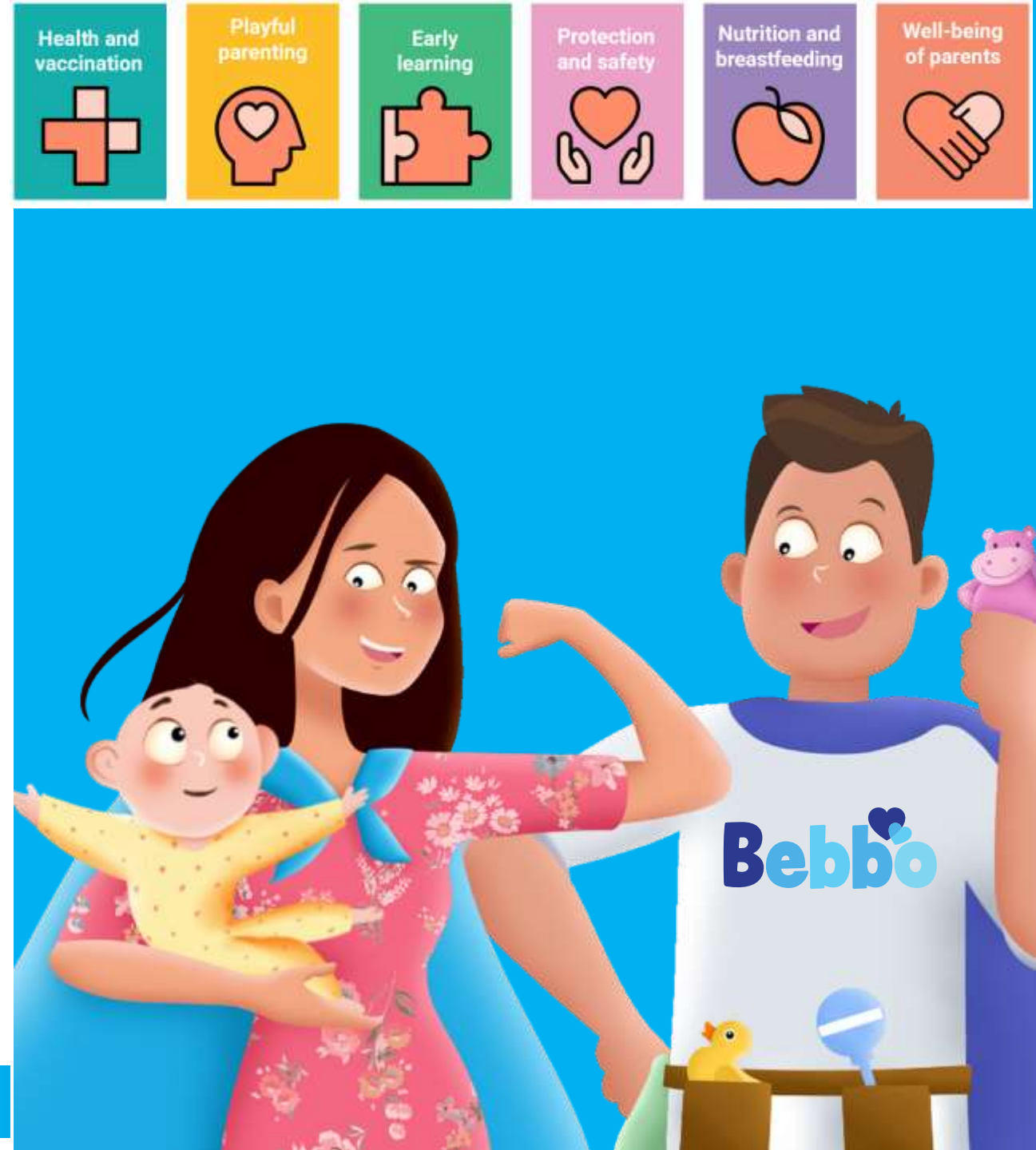
HOW DOES IT WORK?

1. Parents or immediate caregivers **enter basic details about their child** (birthdate, gender), and start receiving information relevant to their child's age and gender.
2. The app will **prompt parents to actively record and monitor their child's development and growth milestones**. It will notify parents about upcoming vaccinations and health check-ups, with detailed information, and serve as a user-friendly repository of all records.
3. Parents will receive customized guidance on **how they can further stimulate their young child's development**, introduce a more nutritious diet, or better understand the needs and behaviours of their children.



Bebbo app benefits

- Monitor and support child's development
- Monitor and support optimal growth
- Track and record health visits and immunization schedules
- Content pushed to parents to the specific age and needs of their child
- Advice library covering all domains of nurturing care
- Two parents simultaneously can use it and set it up for more than one child
- Open-source solution, free of charge for all users, without internal advertising
- Available for Android and iOS mobile phones



The “localization” of the app in every country

1. Establishing technical partnerships for app deployment on a national level

- Government partners
- Expert groups
- Programme partners

2. Application contextualisation

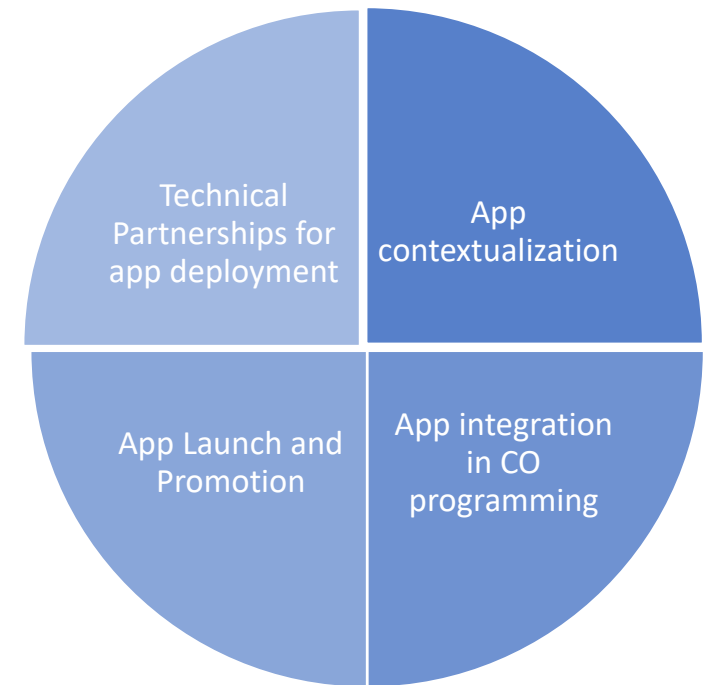
- Content contextualization
- Interface customization

3. Application launch and promotion

- 'Launch Toolkit'
- Partnerships package & business engagement opportunities
- M&E plans for the app and its launch/use

4. Application integration into ongoing CO programming

- Identify ways to integrate the app into the existing social services



Filter by

Date

2021/12/09



2022/12/03



Selected Country

- All
- ☐ North Macedonia (Севе...
 - ☐ Rest of the world
 - ☐ Romania (România)
 - ☐ Serbia (Srbija)
 - ☐ Tajikistan (Тоҷикистон)
 - ☐ Ukraine (Україна)
 - ☐ Uzbekistan (O'zbekiston)

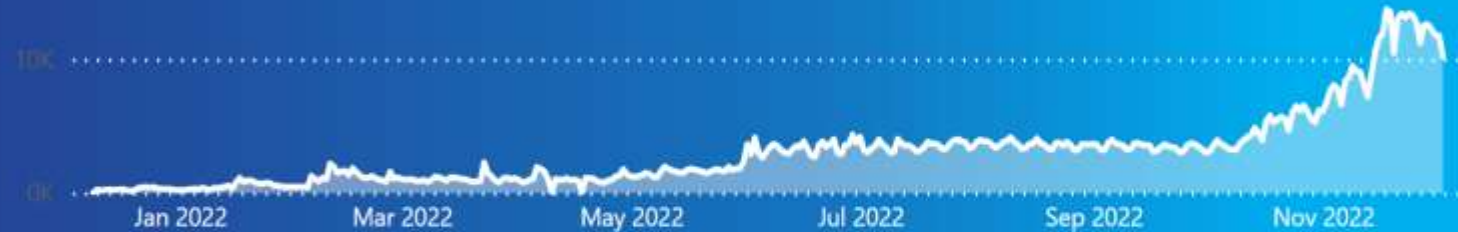
Change Group

All

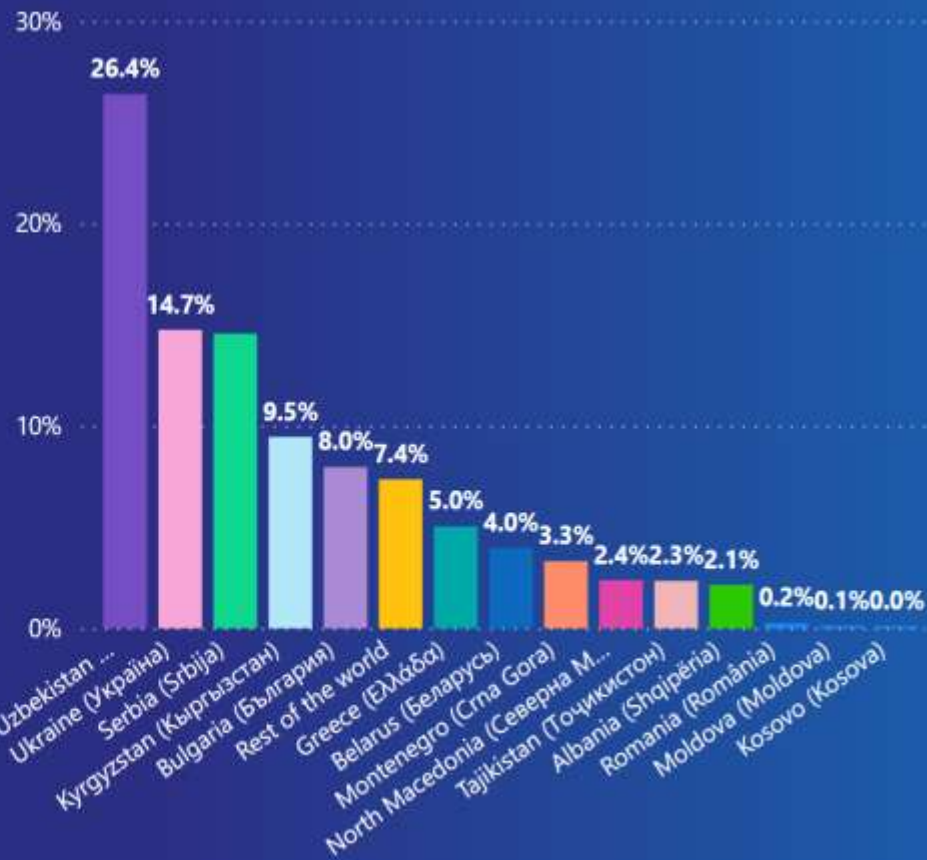
Total Users

353.8K

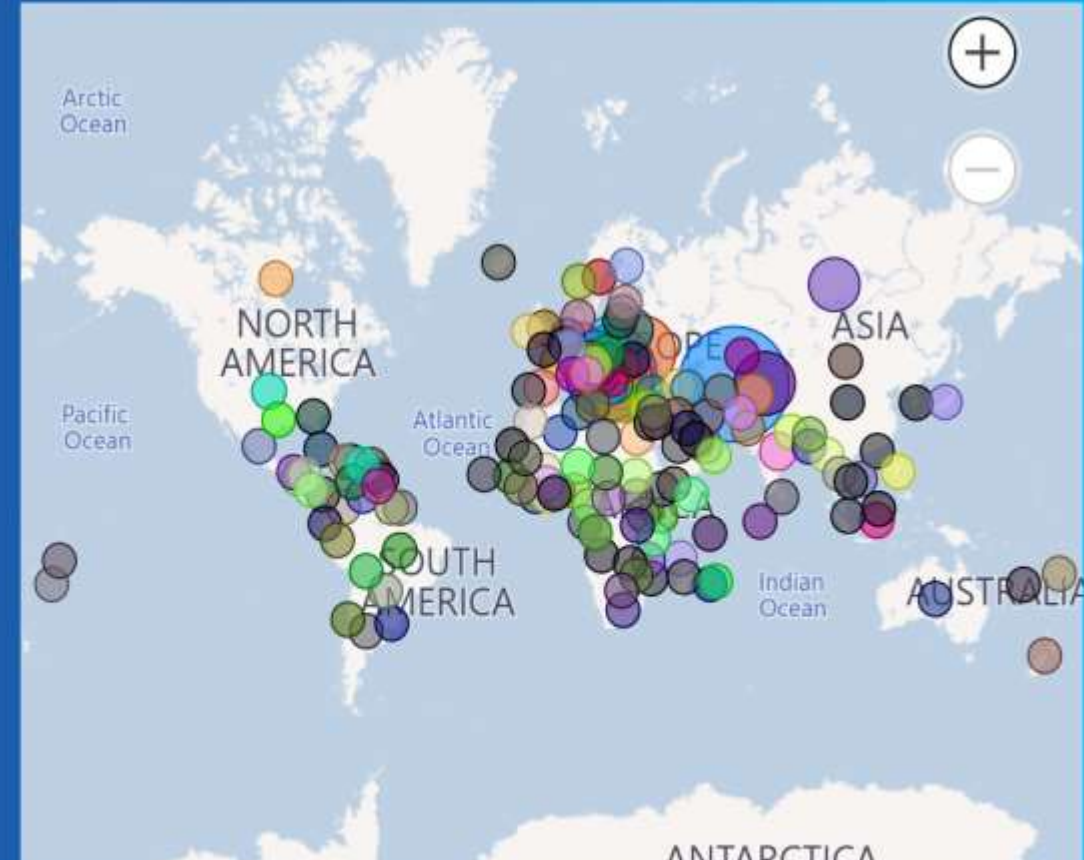
Daily Active Users



Share of Users by Selected Country



Share of Users by Geographic Location



Filter by

Date

2021/12/09



2022/11/30



Selected Country

Ukraine (Україна)



Selected Language

All



Relation

All



Child Age Group

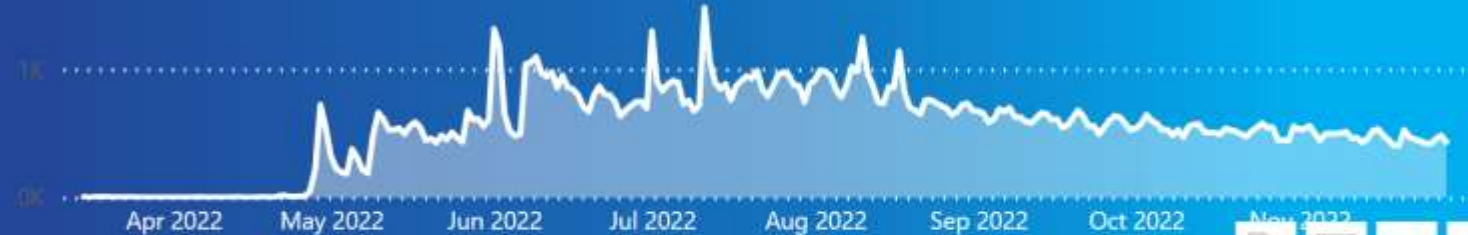
All



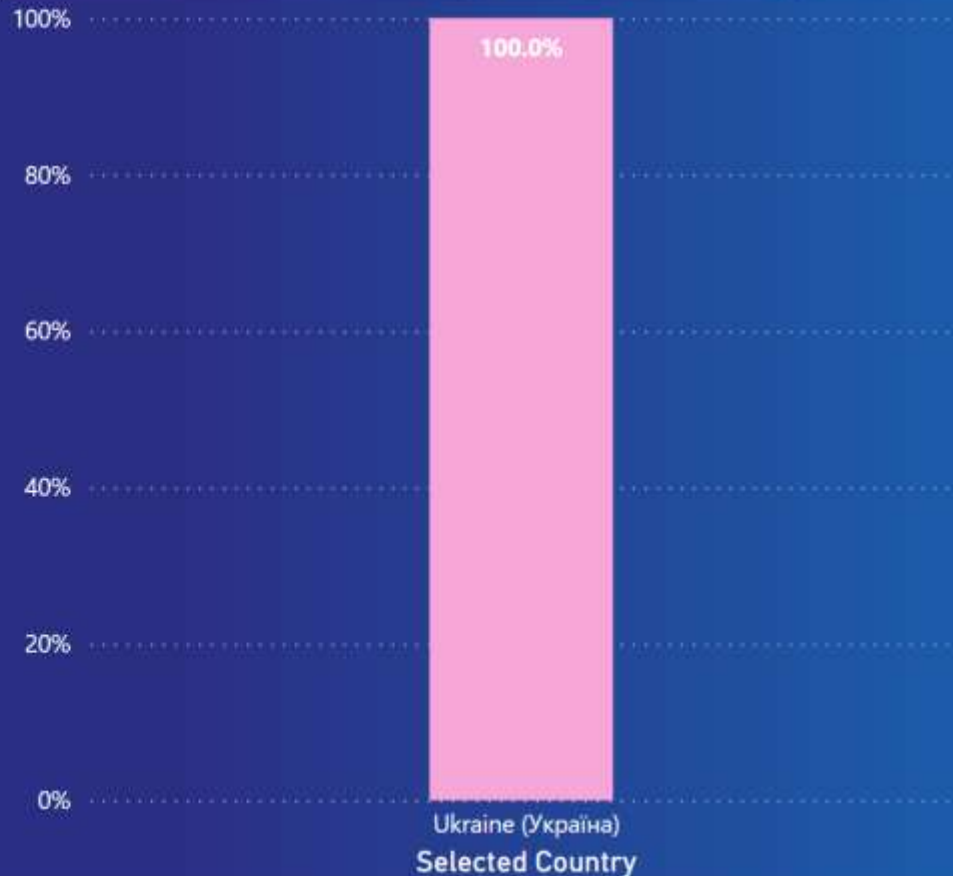
Total Users

43.4K

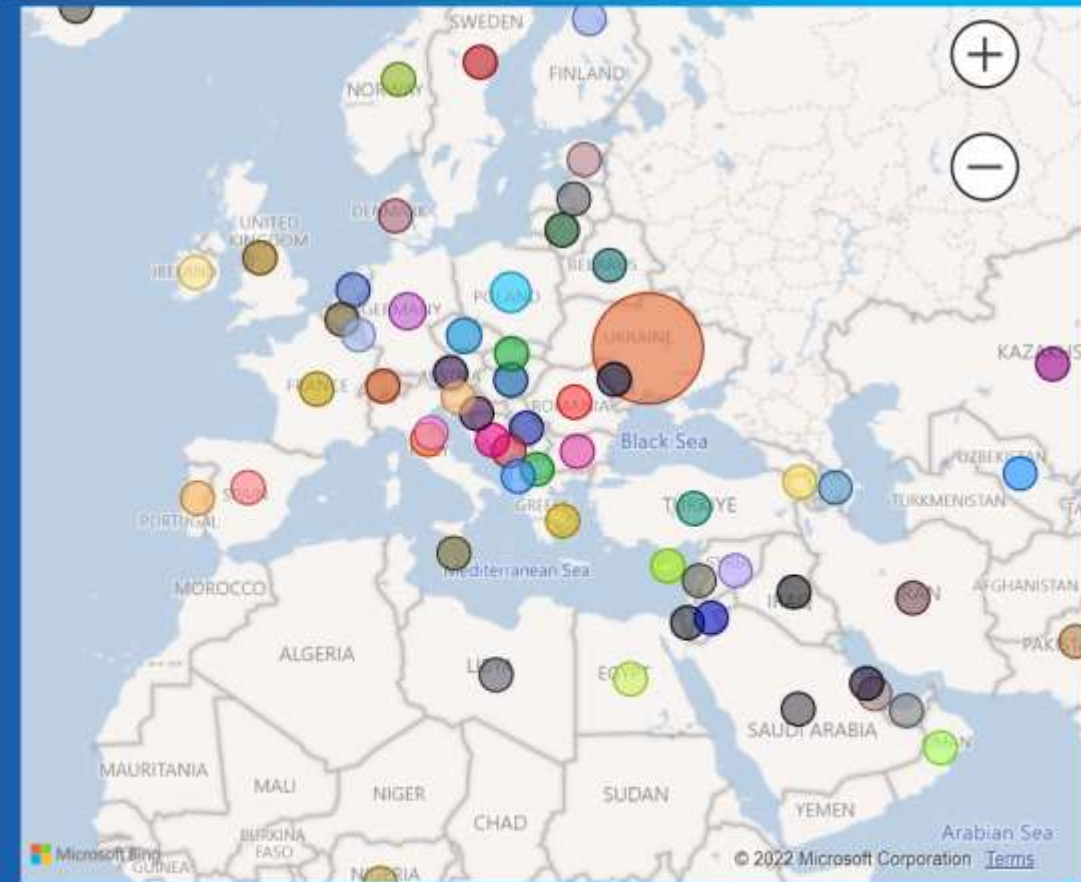
Daily Active Users



Share of Users by Selected Country



Share of Users by Geographic Location



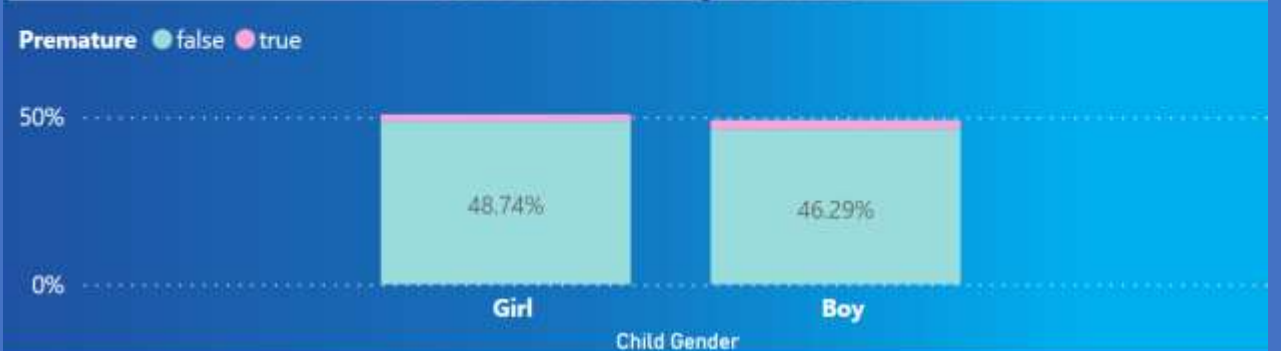
Distribution of Children by Age Group



Distribution of User Relation with Child

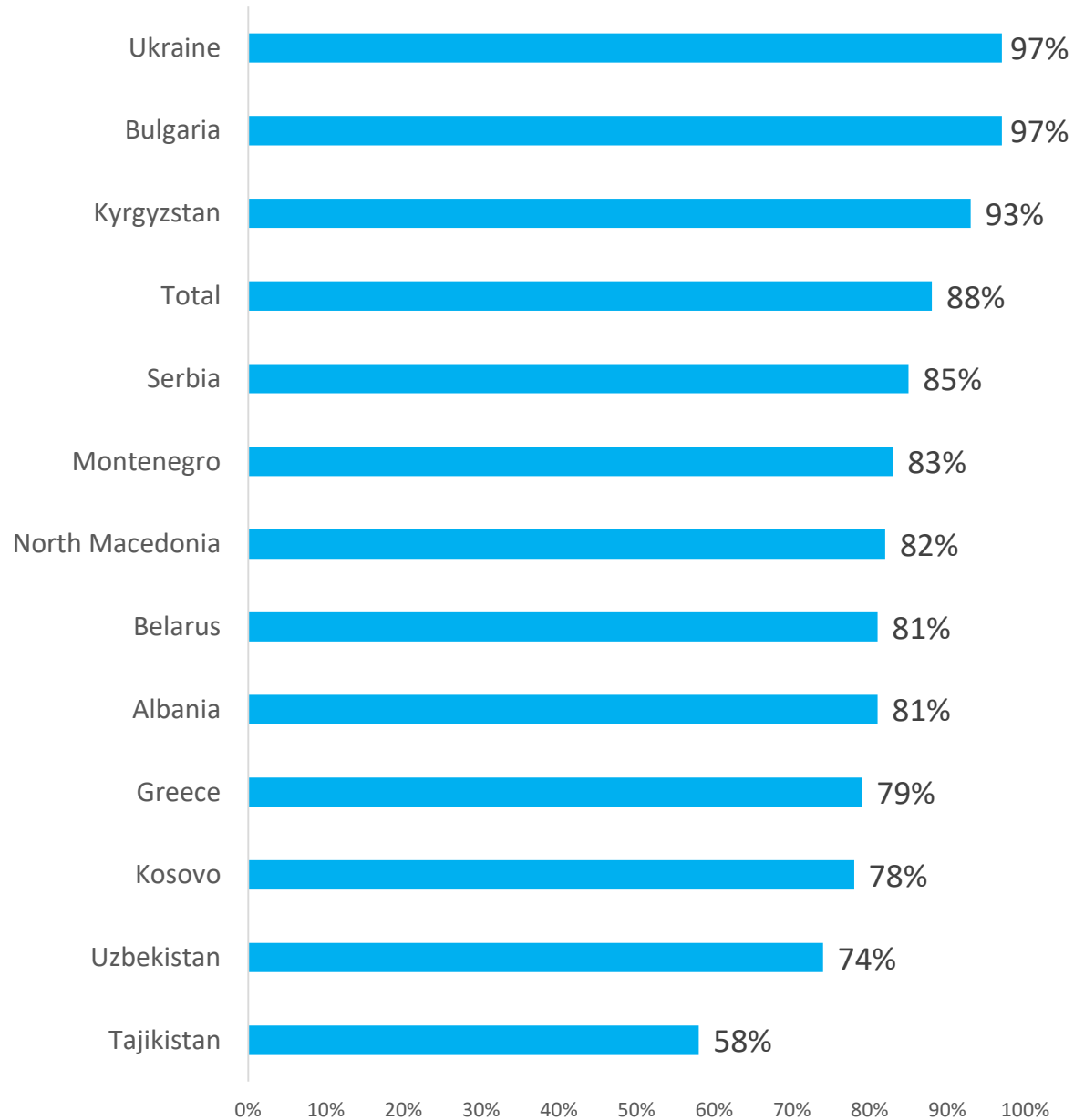


% of Children by Gender

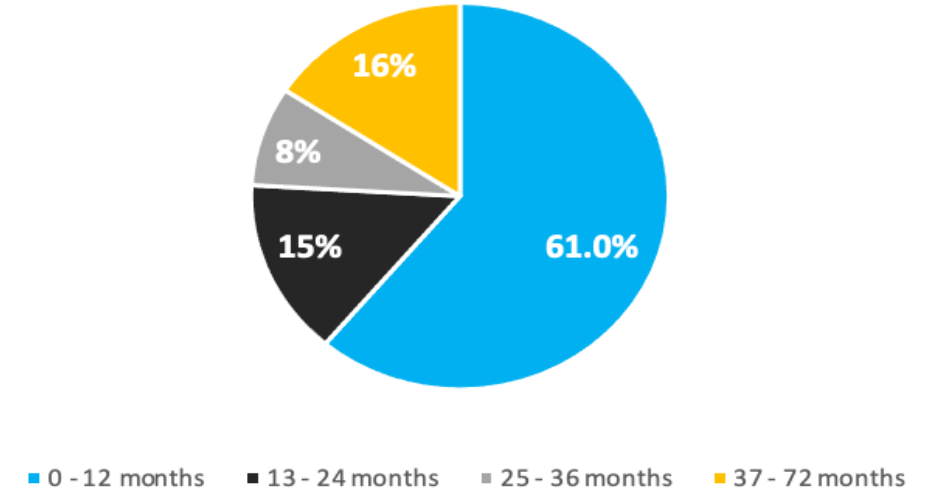


Who is using Bebbio

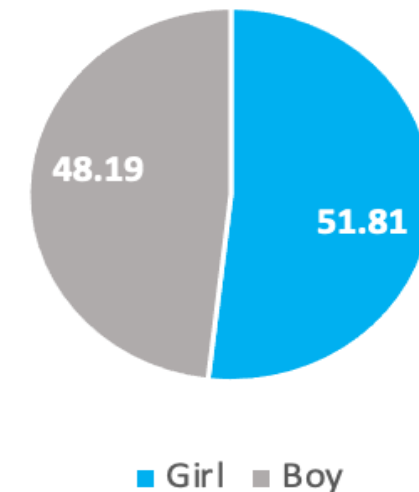
Share of mothers among Bebbio users



Children by age group

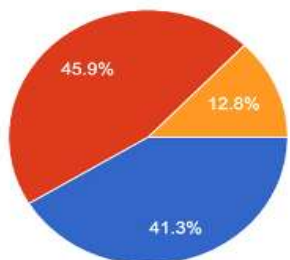


Children by gender

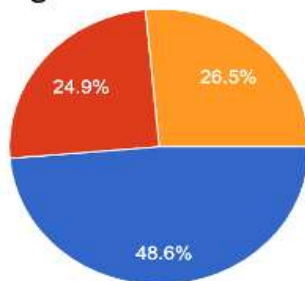


Who is using Bebbö

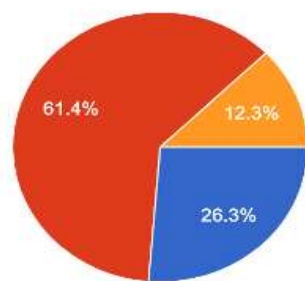
Belarus



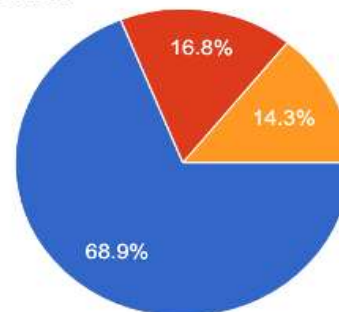
Bulgaria



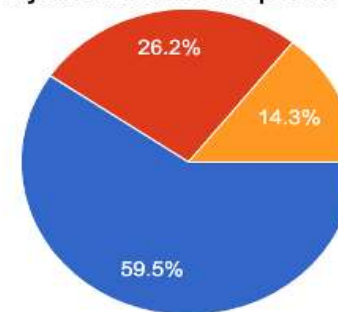
Greece



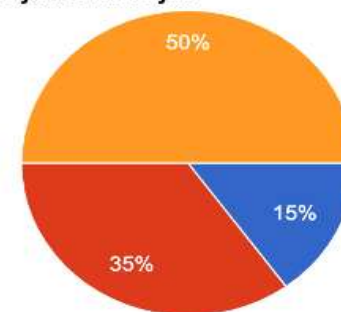
Serbia



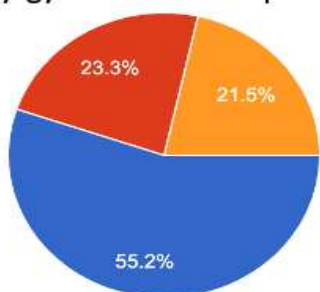
Tajikistan Russian speakers



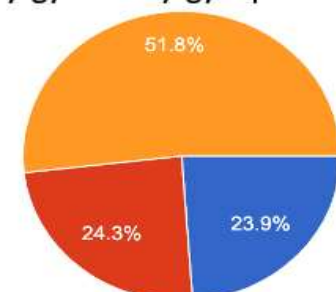
Tajikistan Tajik



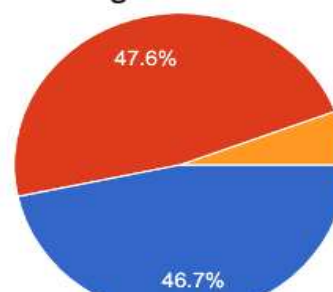
Kyrgyzstan Russian-speakers



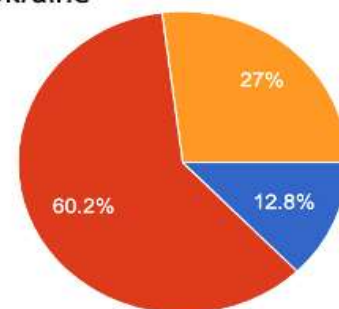
Kyrgyzstan Kyrgyz speakers



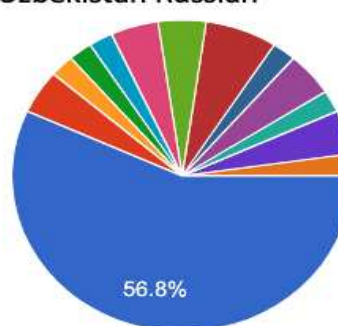
Montenegro



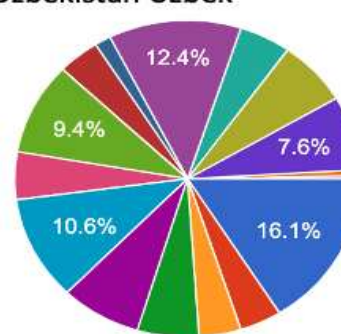
Ukraine



Uzbekistan Russian



Uzbekistan Uzbek



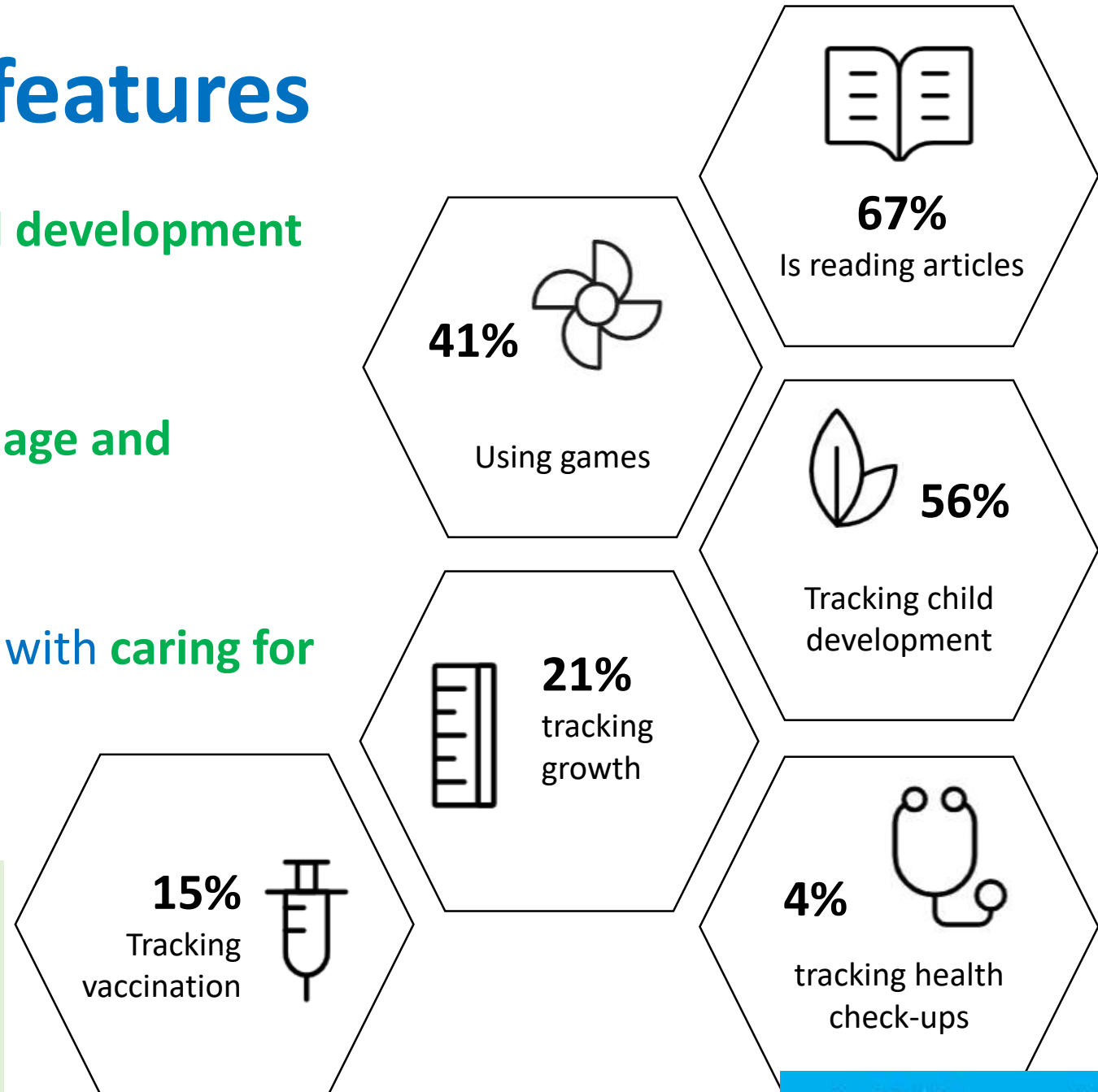
Capital Other urban Rural



Use of various Bebbbo features

- Most popular article categories are **child development** followed by **nutrition**
- Most popular game categories are **language and development**
- Most popular articles and activities deal with **caring for newborn children**

Over 80% of Bebbbo survey respondents report they are 'very satisfied' or 'satisfied' with Bebbbo!



What are parents saying about Bebb?

*“Since we discovered this application, which was introduced to us by the paediatrician when she paid a home visit to us, **I feel confident** I can care for my child in the right way. And **my self-confidence kept increasing** thanks to the information I access daily,”*

Manjola, mother of two young children from Albania

*“Given that we live in an era of internet communication and the rise of social networks, we tend to be overwhelmed with information and advice from various sources and are unable to immediately assess the reliability of some of the information. The **Bebbo app saves me time and energy** because everything I find in it comes from a **credible institution**, so I recommend it to all the parents I know”,*

Maja, mother of a five year old girl, Montenegro



*„I like the fact that you can set the data of both children and **monitor their development** depending on their age. There are also **games that can help you develop certain skills** if you doubt that the child needs a little more help“,*

Polly, mother of two young children, Bulgaria

Main channels for reaching users

Digital media

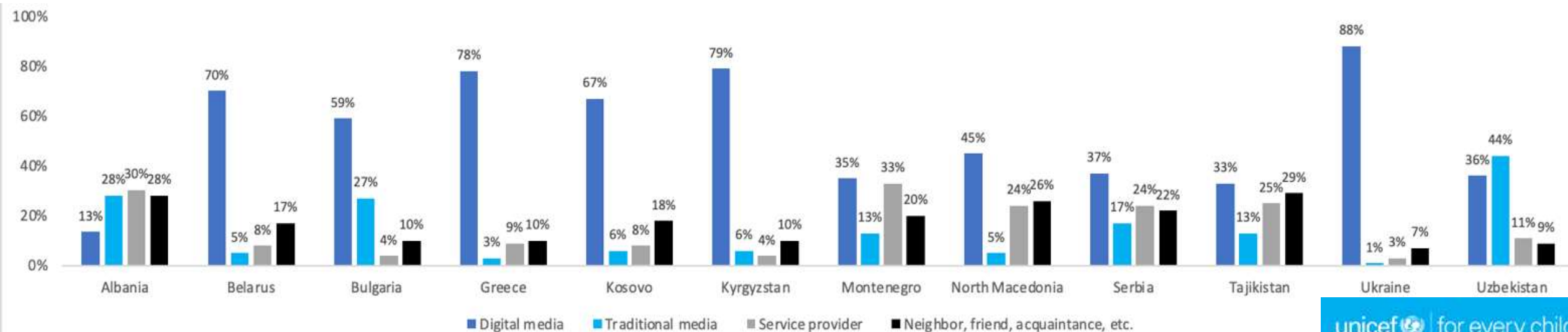
(ads, posts, influencers, etc.) has brought in most of the new users. It is effective because the ability to target specific audiences is relatively easy.

Traditional media

is effective for brand awareness that leads to app installs, and it can be very effective when employed together with digital media

Service providers

in maternity wards, health centers, preschools etc. recommending Bebbi are trusted and contribute to overall brand image



Lessons learned

- ✓ Regional solutions are cost-effective and great if responding to common challenges and needs across countries – must be built for scale
- ✓ “Localization” of any digital solution is an imperative for deployment and sustainability
- ✓ Digital solutions should not be stand alone or projectivized but fully integrated into programme interventions
- ✓ Multiple partnerships are essential – for content, technology, promotion, sustainability, program integration
- ✓ Continuous monitoring, feedback mechanisms and promotion through all channels are necessary for growth and sustainability