

For immediate release
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Register now for Chat for Impact in the time of COVID webinar

The upcoming *Chat for Impact in the time of COVID* webinar will offer an opportunity to explore the learnings and opportunities of chatbot solutions since the onset of the global COVID-19 pandemic in March.

Taking place on **November 18th at 2pm** (UK time), the webinar is being presented by Fundación Capital and Turn.io, both having developed systems to use Chat for social impact.

This important conversation will spotlight the role of Chat as an easy way for people to access credible and accurate information on the rapidly changing measures against the pandemic and its impact on people's social and financial lives, and for governments and organisations to provide it through a direct channel.

Panelists will include Andy Patison (WHO), Rodrigo de Reyes (Fundación Capital), Shahed Alam (Noora Health), Debbie Rogers (Praekelt.org) and Hansel Quintero (Hora Cero). They will share their journey and experiences developing the global WHO's Health Alert, the Con-Héctor virtual assistant in Colombia, the ContactNDOH line and HealthCheck in South Africa, the Noora Health messaging service in India and the Chatbot Hora Cero in Nicaragua.

The webinar's moderator is Catherine Cheney, Senior Reporter for Devex – a media platform for the global development community. In that role, Cheney covers the West Coast of the U.S., focusing on the role of technology, innovation, and philanthropy in achieving the Sustainable Development Goals.

"The COVID-19 pandemic has brought unprecedented growth in the digital transformation of education, business, government activity, human interactions and society at large," adds Turn.io's Co-Founder, Gustav Praekelt. "Chat has had a crucial role in this transformation by validating the use of chat platforms like WhatsApp, to amplify the reach of real time, credible

information on health measures, financial health, business digitisation, security and others. We are excited to share our learnings and challenges with a broader audience during the webinar.”

“In almost half a year of work against the pandemic, chat solutions for good have had extraordinary results and learnings,” says Fundación Capital’s Nelly Ramírez, VP of Advanced Digital Services. “The webinar will explore these as well as look at the challenges that a pandemic brings to the response capacities of social impact organisations and initiatives.”

The chatbots to be highlighted during the webinar are:

- **WHO Health Alert:** The World Health Organization's free, automated 24-hour WhatsApp Health Alert which provides up-to-date Covid-19 information including, the latest global figures, how the virus spreads, symptoms and treatment via a user-friendly menu of options. WHO HealthAlert also offers an interactive Stress Management guide which helps you learn practical skills for management of stress during these unprecedented times.
- **Con-Héctor:** A two-way virtual assistant that connects people at the base of the pyramid with relevant content, mentoring, resources, goods and services in order to improve their quality of life (economic citizenship) based on their specific context. It was deployed when lockdowns began in Colombia, Mexico and Peru to support people at the base of the pyramid who were losing their livelihoods, and women in particular, as intimate partner violence was increasing. As a WhatsApp based virtual assistant, in 4 months it has reached 1,708 users with over 12,869 interactions.
- **ContactNDOH line and HealthCheck:** ContactNDOH is the South African National Department of Health’s COVID-19 Response Line. The WhatsApp-based helpline was developed in March to deliver accurate, up-to-date information to South African citizens during the ongoing pandemic. HealthCheck is a COVID-19 digital self-assessment tool which allows for early detection, mapping and management of COVID-19 cases using USSD and the official COVID-19 WhatsApp Service (COVID-19 CONNECT).
- **Noora Health:** 'Care Companion' is the Turn.io based messaging service that helps empower family caregivers of patients after health events such as childbirth or surgery. Evidence based medicine meets design to convey culturally appropriate content and answers to questions when families need them the most. Care Companion is available across 150+ hospitals in four states in India. Noora Health also supports the Government of Bangladesh Health Department's WhatsApp based COVID-19 information service, and a healthcare worker specific line as well.
- **Chatbot Hora Cero:** It provides scientifically verified and WHO approved information on the COVID-19 pandemic in Nicaragua, where the government is curbing citizen's ability to access facts about the disease. The chatbot includes information about the disease, a

myth-buster and a self check test for users to be empowered to make decisions on their own health. Users can also access a medical and mental health hotline.

Among the topics that the webinar will address are the problems that needed solving by the chat services in the spotlight, how the solutions came to be, in what ways the chatbots have helped people, how they evaluate and measure impact and, importantly, what learnings they have found crucial during the pandemic and how they perceive their role in the future as some countries experience a second wave.

To register to attend visit <http://bit.ly/ChatforImpactNov>

After registering, you will receive a confirmation email containing information about joining the meeting.

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About:

The organisers

Fundación Capital is a nonprofit social enterprise working to advance economic citizenship globally and at scale of people living in poverty around the world, partnering with governments and the private sector to design and bring to scale effective solutions that increase economic prospects for millions.

Turn.io empowers high impact organisations to have personal, guided conversations that improve lives. It is a cloud-based application that integrates directly with the WhatsApp Business API to enable organisations to engage efficiently at scale with AI assistance, to guide with evidence-based tools to drive key behaviours, and to track and verify actions in real-time.

The moderator

Catherine Cheney is a Senior Reporter for Devex. She covers the West Coast of the U.S., focusing on the role of technology, innovation, and philanthropy in achieving the Sustainable Development Goals. And she frequently represents Devex as a speaker and moderator. Prior to joining Devex, Catherine earned her bachelor's and master's degrees from Yale University, worked as a web producer for POLITICO and reporter for World Politics Review, and helped to launch NationSwell. Catherine has reported domestically and internationally for outlets including The Atlantic and the Washington Post. Outside of her own reporting, Catherine also supports other journalists to cover what is working, through her work with the Solutions Journalism Network.

The panelists

Shahed Alam is a Co-Founder and President at Noora Health and Associate Faculty at Ariadne Labs. Previously he served as an Associate at the Johns Hopkins Department of International Health. In 2014, he co-founded Noora Health, and since then has been committed to driving home the idea that “it takes a family” to improve how healthcare is delivered. Noora Health partners with health systems in India and Bangladesh to improve the training and engagement of family members throughout the process of care delivery. Noora has trained more than 1M family members to date, and evidence suggests that its programs improve health outcomes. Shahed received his BS in Biomedical Engineering and MS in Public Health from Johns Hopkins University, and his MD from Stanford University.

Andy Pattison Digital Solutions Manager at **World Health Organization**

Over the last 25 years, Andy has held a range of leadership roles in the digital space, supporting innovation across both private and public sectors. As Head of Online at the World Wide Fund for Nature International (www.panda.org), he spearheaded the organization's first online fundraising campaign and developed its first web-based projects. While Head of Online at Credit Suisse Private Banking (www.credit-suisse.com), Andy designed the company's accessibility standards allowing blind clients to use previously inaccessible online services. At the Union of European Football Associations (www.uefa.com), he was responsible for bringing football from the stadium to millions of mobile phones around the world through pioneering live streamed events and developing UEFA's first mobile services.

Debbie Rogers has held leadership roles at Praekelt.org for nine years, most recently as Managing Director. Debbie led the service design of the National Department of Health in South Africa's MomConnect program and has a focus on advancing mobile technology for health. Her advanced degrees in Electrical and Electronic Engineering and Digital Art and experience lecturing and working in the field of digital communications allows her to bring both technological problem-solving skills and creative insights to her work. Debbie is a member of the World Health Organization (WHO) Digital Health Technical Advisory Group and Director and Board Chair for African Developers Academy.