مُستشاري
جسدي - حياتي - عالمي

MOSTASHARI MOBILE APP

The first Arabic language mobile application for Youth Sexual and Reproductive Health and Rights

SCAN THE BARCODE AND DOWNLOAD THE APP!

WHY A MOBILE APP?

This young generation is more connected through technology, media and the Internet than any other generation in human history. 86% of young people (age 18-29) are online, putting them at the forefront of Internet adoption.

(Source: household survey for information and communications technology, 2019)

The idea for the genesis of the app was formed in 2018, by a group of PMRS volunteers and peer educators. It was imagined that this would be an innovative initiative to strengthen young people's accessibility to health information and services, with a specific focus on youth SRHR. Furthermore, based on research conducted by UNFPA and PMRS, youth need to access SRHR information and services from reliable, credible and confidential sources.

WHY A MOBILE APP?

The combined knowledge base and experience, in addition to a unique set of insights allowed young volunteers and educators to actively participate in the development of the content and design of this new platform.

The outcome is a free mobile application, that is committed to providing an inclusive and easy to use tool that young people in Palestine can use any time and anywhere. Therefore, surpassing the many barriers to access information and advice, including geographical restrictions due to the occupation as well as omnipresent socio-cultural barriers.

ABOUT THE APP

Mostashari, which translates to "my counselor", is the first Arabic language mobile application specialized in comprehensive Sexual and Reproductive Health services and information, for young people.

It is designed to educate and raise awareness of younger Palestinian population, aged 15-35 years old, with regards to SRHR related topics, to have the knowledge and power to make informed choices about their bodies and lives.

It is also designed to facilitate Q&A sessions and interactions with qualified health professionals, in a safe confidential manner. Moreover, it provides a diverse set of articles, a list of FAQs and a calendar that presents all SRHR related events held in Palestine.

ABOUT THE APP

Since its official launch on the 1st of December 2020, Mostashari has reached thousands of young people throughout West Bank, Gaza, and East Jerusalem, providing benefits by way of **free, private, and authentically youth sensitive consultations and verified information** across the whole of Palestine.

The medical team has answered 400+ personal consultations and questions ranging from mental health support, general health, and questions regarding sexual health.

Give us a try today!

MOSTASHARI'S FEATURES

1.Ask a specialist

This service provides an outlet for direct communication between a user and the pool of PMRS medical experts and specialists, who are ready to answer any questions related to health, and provide consultations and referral if needed. This addresses the issue of accessibility for many Palestinian youth, as it allows for greater privacy and an opportunity to overcome fear of stigma someone might feel if visiting a fixed clinic. Furthermore, it does not require physical travel to a clinic which is often challenging.
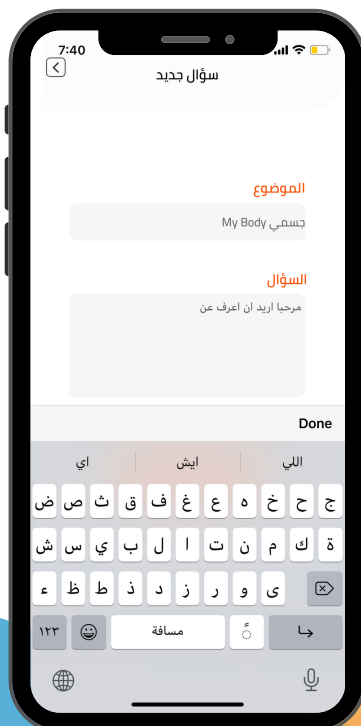
Ask a specialist

By October 2021

1124
BENEFITED FROM COUNCELING SERVICES

2772
QUESTIONS HAVE BEEN ANSWERED

2. Verified and approved literature

Via this feature, the user can browse and read a diverse set of youth-friendly articles on various relevant topics related to health and SRHR. All articles and literature have been verified by PMRS' health experts. Additionally, all of the articles have either been written by youth health educators or deemed appropriate. This is important as it provides a verified source of information that is evidence-based and in accordance with current international guidelines.

2. Verified and approved literature

40 SRH   40 MHPSS

80 ARTICLE

3. Frequently Asked Questions (FAQs)

This feature lists the most frequently asked questions by users to the team of experts and presents the answers to these questions. This provides quick access to information and may serve as the first step for users who may not feel comfortable asking direct questions online. Furthermore, this facilitates a safe space and a feeling that the user is not alone in asking private questions, further creating comfort and engagement with youth.

4. Events

This feature provides an annual calendar that includes all SRHR-related events in Palestine, where users can browse and participate in. This allows for an individual to seek further knowledge and/or support with respect to their rights and health. Additionally, it also allows for knowledge sharing, networking, and connectivity to other related activities e.g. advocacy and volunteerism opportunities, which is particularly for the holistic well-being of Palestinian youth.

MOSTASHARI- ENHANCING ACCESS TO SRHR

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لقيت مقالات في تطبيق مستشاري ريحتني من التفكير أو حتى إني اسأل أي شخص

حمل التطبيق الآن

App Store | Google play | UNFPA

لقيت في تطبيق مستشاري كتير أجوبة بتتعلق في صحة الشباب بأسلوب سهل ومفهوم

حمل التطبيق الآن

App Store | Google play | UNFPA

من أحسن الشغلات في تطبيق مستشاري إنك ما بتتعلم اشي غلط متل ما هو منتشر بين الشباب

حمل التطبيق الآن

App Store | Google play | UNFPA

تطبيق مستشاري ساعدني لحتى أتعرف على كتير أمور بتتعلق بجسد الأنثى بأسلوب آمن

حمل التطبيق الآن

App Store | Google play | UNFPA

MOSTASHARI ON INSTAGRAM

Mostashari has one official online platform via Instagram with the handle @mostashari_app

WHY INSTAGRAM?

This platform was chosen among other platforms based on a youth-centric social media strategy that was developed specifically for Mostashari by the PMRS team in October 2020. This was based on current research that indicated our target audience segments were predominantly on Instagram. Furthermore, the platform allows for dynamic interaction and dialogue that can serve to create awareness not only about the application, but also the topics addressed by the application.

Give us a visit today!

@MOSTASHARI_APP

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Currently, Mostashari has more than 1,400 followers on Instagram in less than 6 months of activity, which in itself is an achievement as social media growth is usually slower. Further, our engagement through interactive stories is high. As an example, our story reach is +900.

Additionally, we see a direct linkage between our social media activity, new followers, and new downloads of the application.

MOSTASHARI DURING EMERGENCY

from May - October 2021 and affected by the emergency situation all over Palestine and COVID 19

Instagram:
- account reached increased by 90.1% compared to the last month
- the profile visits: +53.9%
- total followers: +3%

Application :
-Requests for MHPSS information increased By 38%
-Questions related to MHPSS increased by 67%

MOSTASHARI INTERVENTIONS DURING EMERGENCY

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40 Articles related to MHPSS for youth have been created by a specialist

1327 Questions related to MHPSS have been Answered

Mostashari services have been expanded to include hotline for MHPSS support

SHOBAK ALSHABAB HOTLINE

Staff

Female psycho social counselor
Male Nurse
Female Midwife

Calls (June to October)

- 176 psychosocial
- 32 Health / related to COVID 19
-- 84 ANC , PNC followups

Promotional activities

- Sessions in universities
- Sessions with mobile clinics
- Radio spots
- leaflets distribution
-

LESSON LEARNT

Remote services can be an effective method to increase youth accessibility to health services specially primary health care

Both male and female should be targeted in services providing using tools and techniques that meet their needs and intrests

Continuous promotion shpuld be taken into consideration

QOUTES

youth testimonies

https://drive.google.com/file/d/ 1fAXKSPBu C 1uTh-mWUJ-ZbRRou_xwEAph/view ?usp=sharing

Finally I can reach a doctor without being stigmatized

Ahmad Taha

27 YEARS OLD -HEBRON

Mostashari is from youth to youth and this is why we trust it

Nuha Hammad

22 YEARS OLD- GAZA

Mostashari where I can know more about my body , But also let my sister read

Aya Ayyad

21 YEARS OLD - JERUSALEM

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CHALLANGES

_ Youth in remotes area have limited access to mobiles and internet or share devices with their siblings m which make it difficult for them to ask the doctor

Overcomed with peer educator engaged with mobile clinics and hotline support

_- Such innovative methods needs time to build trust among youth people and population in General

Trust that is already built between people and implementing organizations and partners helped in this

_ Capacity building of staff and designer still needed , so designer can produce designs related to health and health providers can provide health services within virtual context

Mostashari App is
implemented by
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in partnership with
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Y-PEER Network
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AICS
AFD