



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.

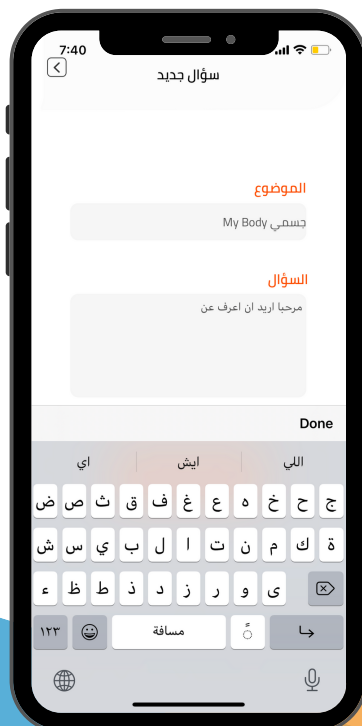
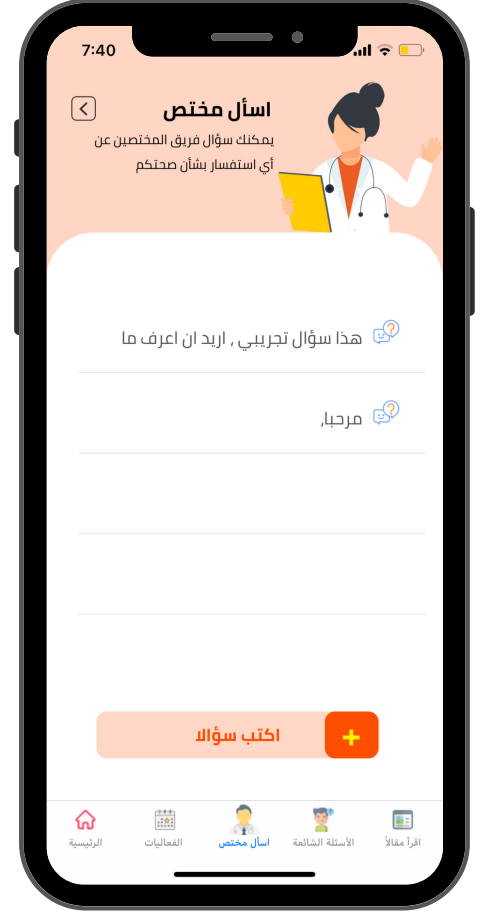


**Give us a try today!**

# MOSTASHARI'S FEATURES

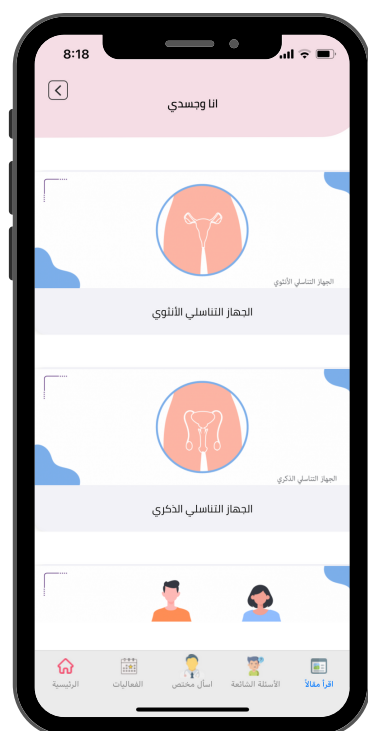
## 1. Ask a specialist

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.



## 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.



### 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.







# MOSTASHARI- ENHANCING ACCESS TO SRHR



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

حمل التطبيق الآن



لقيت مقالات في  
تطبيق مستشاري  
ريحتني من التفكير أو  
حتى إنني أسأل أي  
شخص

حمل التطبيق الآن



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

حمل التطبيق الآن



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

حمل التطبيق الآن

# 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.



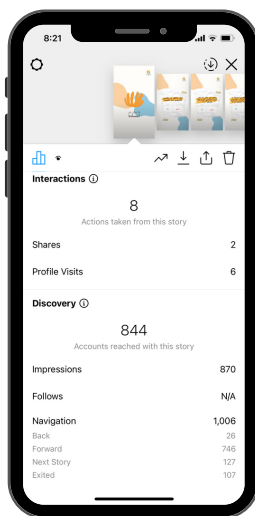
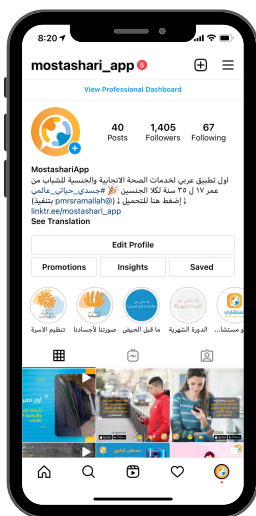
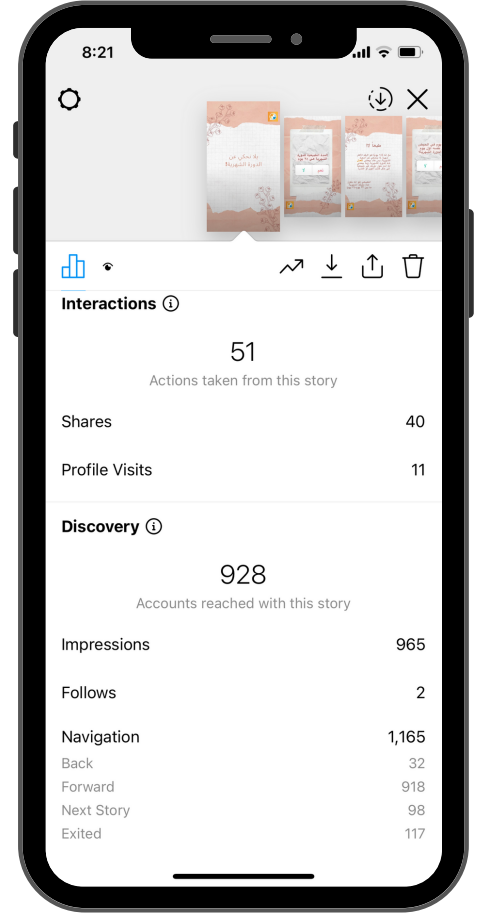
**Give us a visit today!**

# @MOSTASHARI\_APP



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.







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# MOSTASHARI DURING EMERGENCY

During May 2021 and the emergency situation all over Palestine

Instagram:

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

As for the application during May: the team of a doctor and PSS counselor received 298 questions from 165 beneficiaries; where 155 are general health-related questions and 143 are psychosocial-related questions.



# NEXT STEPS

- Increase engagement with young people
- Develop and update content
- Strengthen the delivery of and referral to services
- Strengthen partnerships with media influencers



Mostashari App is  
**implemented by**  
PMRS  
**in partnership with**  
UNFPA  
Y-PEER Network  
**Funded by**  
AICS  
AFD



Youth Peer Education Network

