

mActive: Be He@lthy Be Mobile Workshop

March 7-8, 2019, India Habitat Centre New Delhi, India

The mActive program of the World Health Organization (WHO) aims to help adults increase their level of physical activity using mobile technologies for the prevention of non-communicable diseases (NCDs) by increasing physical activity. More specifically, mActive is a text message-based intervention delivered in weekly blocks with variable message frequency and tailoring. mActive is based on established behaviour change theory and techniques and will be available for adaptation and tailoring (such as in message frequency and cultural adaption including translation) for use in participating countries. mActive is being developed by a group of international experts on physical activity, behavioural change theory, and digital solutions such as mHealth.

Centre for Chronic Disease Control (CCDC) is organizing **mActive: Be He@lthy Be Mobile workshop** in **March 7-8, 2019**, New Delhi, India. Stakeholders from the WHO, Ministry of Health and Family Welfare, Ministry of AYUSH, Ministry of Communication, Government of India and CCDC shall participate in the workshop.

The main aim of the workshop is to provide a platform to all the stakeholders to have face-to-face interaction and work towards contextualizing the mActive intervention to the Indian setting. They will work out the details of implementation of intervention in consultation with experts from the GoI. The workshop will also provide an opportunity for training in mHealth and behaviour change communication (BCC) for the collaborators.

For more details about the workshop, please contact

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