# Abstract

mHealth is the use of mobile communication technologies as an integral part of healthcare delivery. Mobile phone is one of the fastest growing telecommunication infrastructure at both national and global levels. mHealth aims to improve healthcare delivery through eCare, eServices, eSurveillance and eLearning. mHealth is part of eHealth and therefore it carries all of its promises and concerns-plus.

Research efforts have produced a lot of applications and hardware devices for healthcare services especially in the developed world. However, much still left to be desire in mobile wireless healthcare research that produces semantic web services applications solution especially for the developing African countries. The first successful implementation of a mobile wireless application for the healthcare industry in the United States of America (USA) was announced on 13 October, 2008 by InfoLogic.

The growth of cell phone use, particularly in the developing world is providing health experts with a new channel of communication to provide family planning information. Mobile messaging services are extremely popular and growing, with mobile phone users sending over two trillion messages annually worldwide. Short Message Service (SMS) technology has been used to provide health-related information directly to users. This underlines the importance of using the mobile phone as an innovative tool in reaching targeted communities.

The present study links wireless phones usage for delivery of health related messages. It can be used to advertise and promote the health messages. The study aimed at exploring the potential for development of new strategies for delivery and easy accessibility towards the health messages. For this type of study and in view of the objectives of the study, it was necessary to ensure that the aimed respondents are literate as study setting was selected as Delhi. The main finding was that all respondents were using their mobile phones for messaging and calling. This can be useful with regard to free messages on health. More than one-third of the respondents were using Vodafone network which may help choose stakeholders and thus help in programme

planning and decision making. About 90 percent reported were keen to have messages if provided by government in free message programme. It is pertinent to mention that despite universal use of cell phones in urban settings among all the respondents, a minor proportion was not having their own mobile handset. The popularity of messages in this target group can be beneficial in further planning of the innovative strategies.

Another important finding of the study was related to the topics on which maximum respondents showed their interest. The majority reported HIV/AIDS, emergency contraceptives followed by condoms and recent health news.

The study was implemented as planned and was able to deliver social messages on health on various issues as both quantitative and qualitative type of analysis was done to cater to the needs of the selected target group. Information seeking behaviour was also observed.

It has been possible that there may be an overall improvement in the determinant characteristics of health issues on topics included in the study.