

# COUNT ME IN

COUNT ME IN IS SPOON'S mHEALTH APP TO PROMOTE NUTRITION AND SAFE FEEDING FOR VULNERABLE CHILDREN



## THE NEED

Children with disabilities and children living in institutions often go without the regular monitoring needed to ensure they are growing and thriving. Basic signs of malnutrition can go unnoticed and untreated. Poor growth and undetected anemia at important developmental stages lead to lifelong complications. Improper feeding practices, especially for children with disabilities, not only contribute to malnutrition, but place children at risk for poor health, poor quality of life, and premature death.

## HOW IT WORKS

*Count Me In* enables caregivers to screen for and treat nutrition and feeding problems. It generates customized care plans for each child and site-level reports to assist with decision-making and clinical care. Interventions are broken into three categories:

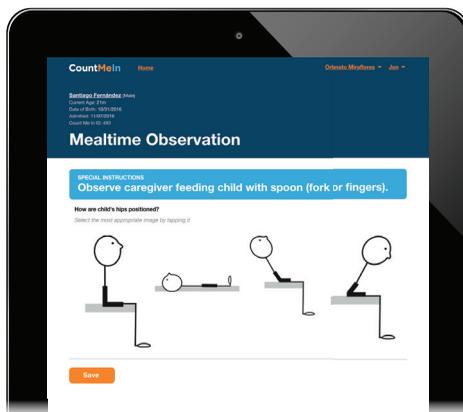
## BUILT FOR SCALE

3 LANGUAGES

4 COUNTRIES

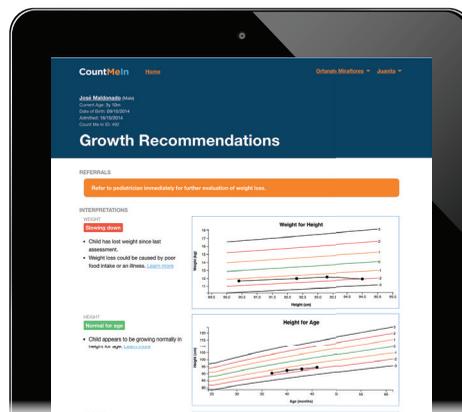
125 TRAINED USERS

...AND COUNTING



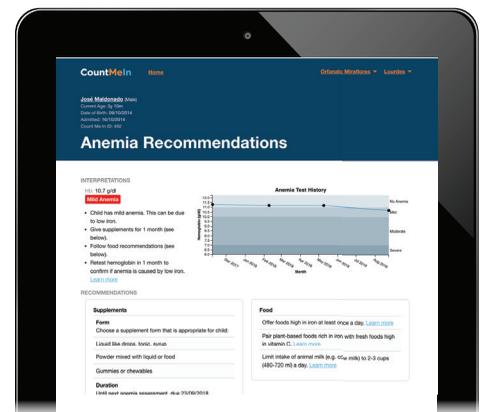
## FEEDING

Caregivers **screen children for feeding difficulties**. If detected, the app takes them through feeding observations, examining body positioning as well as aspects of feeding related to safety, skill-building, and social development. Observations result in recommendations with educational content, walking caregivers through specialized techniques for feeding children with disabilities. *Count Me In* also ensures caregivers use best practices when feeding children, such as holding infants during feeding, using child-sized spoons, and interacting with children during meals.



## GROWTH

Caregivers are prompted to measure children's growth based on a standard well-child checkup schedule. *Count Me In* tracks weight, height/length, head circumference, and mid-upper arm circumference, as appropriate for each child. The app plots the results on the World Health Organization's **growth charts** and uses sophisticated logic to interpret the results. Concerning measurements are flagged and an accelerated follow-up evaluation of the child is scheduled.



## ANEMIA

Iron-deficiency anemia, **one of the most common forms of malnutrition**, is simple to detect and treat. *Count Me In* prompts for **anemia screenings** and provides instructions for measuring hemoglobin. It interprets test results, and if the child is anemic, recommends supplementation and schedules the next follow-up screening.



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SOLUTIONS  
BRIEF  
SPRING 2019

## HOW COUNT ME IN SCALES

Along with our training curriculum and distance learning program, *Count Me In* positions our work to scale substantially. It allows us to develop cadres of in-country trainers who can deliver our interventions multiple times, reaching increasingly more caregivers. We can also prepare partners and volunteer experts at home who then travel to deliver the trainings independently. *Count Me In's* real-time reporting enables SPOON's team to **manage vastly more sites** remotely, identifying who needs supplementary trainings, new equipment, or support consultations. Most powerfully, *Count Me In* facilitates a new level of data collection that we use to **advocate for policy-level change** around the world.

## IMPACT

With hundreds of children already being tracked by *Count Me In*, we are beginning to see positive impact.<sup>1</sup>



**40%**  
Drop in anemia rate



**34%**  
Improvement in growth



**82%**  
Feeding positioning improvement rate



## THE POWER OF COUNT ME IN

*Count Me In* establishes a clear path to positive health outcomes for vulnerable children by

- building **structure & process** for monitoring children's health,
- providing a **clinical recommendation engine** powered by artificial intelligence, and
- collecting **data** critical for care delivery and advocacy outreach

<sup>1</sup> Preliminary findings as of May 2019