

# DOGEMON

Gotta vax 'em all

Claudia Kohl  
Howard Gobble  
Hanna Castro  
Min-Hau Lin  
Ying-shih Su

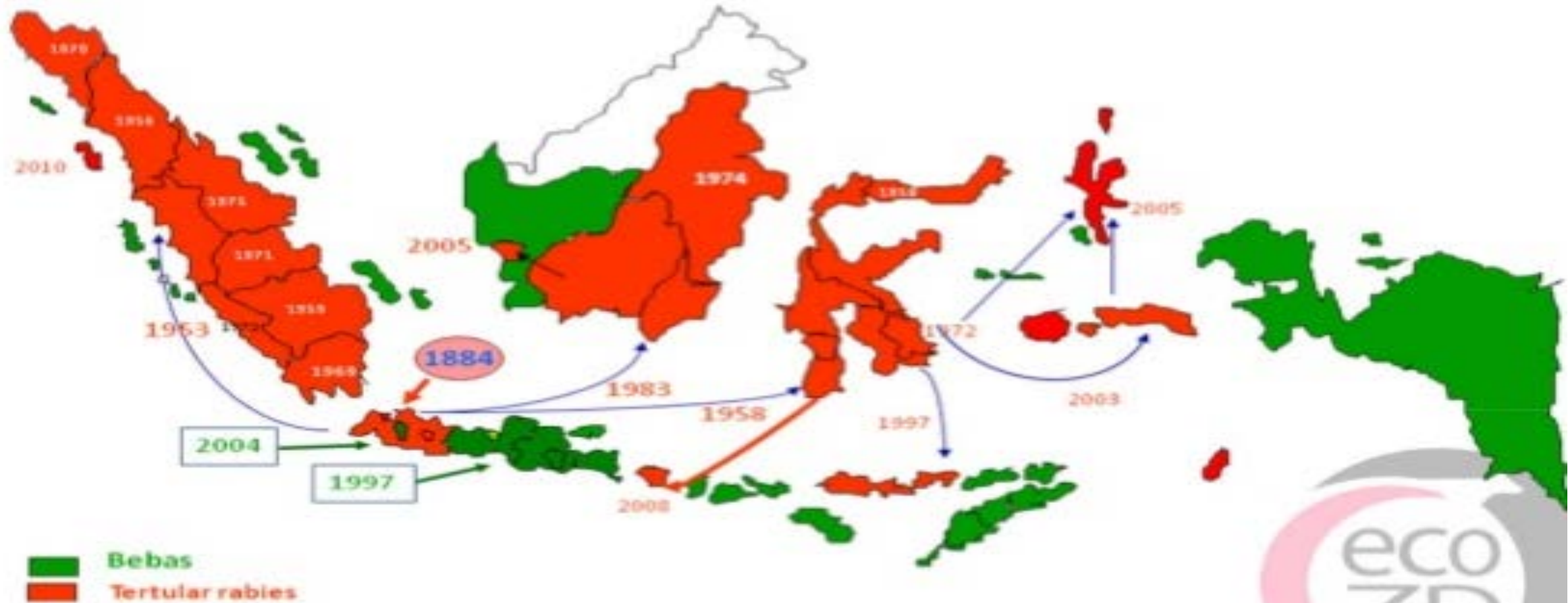


# Reservoir species of terrestrial Rabies





# History of rabies in Indonesia



The viruses found in various animal species were transmitted by the dog. ~[J Vet Sci](#). 2015 Dec; 16(4): 459–466.

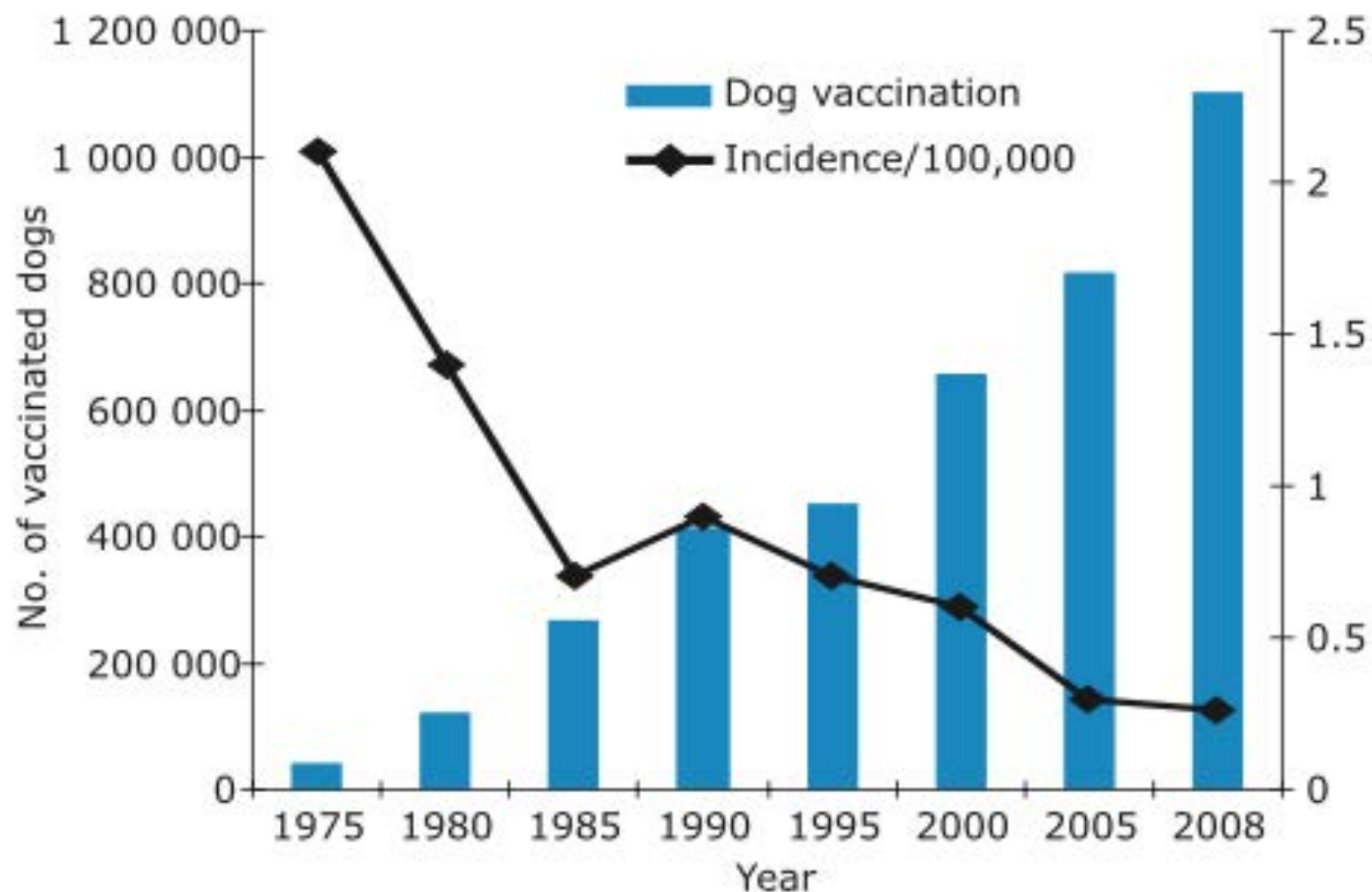




World Health  
Organization

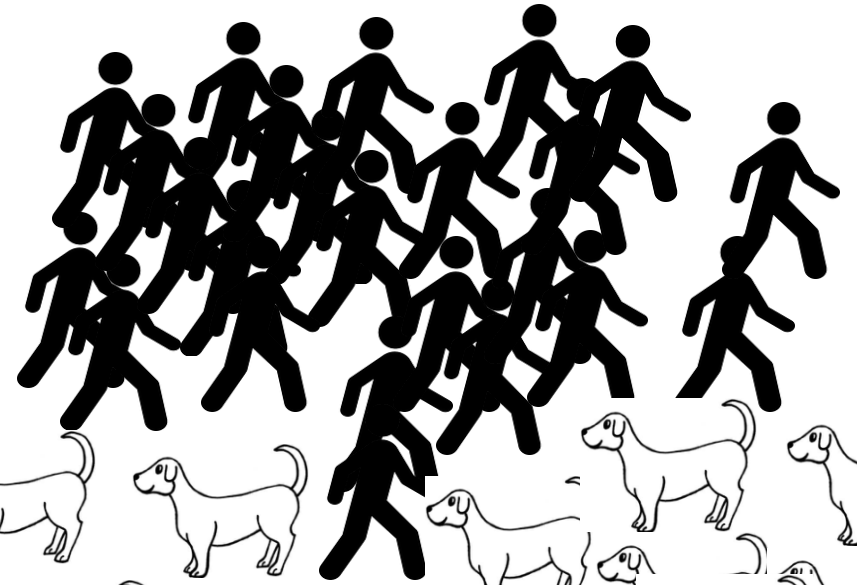
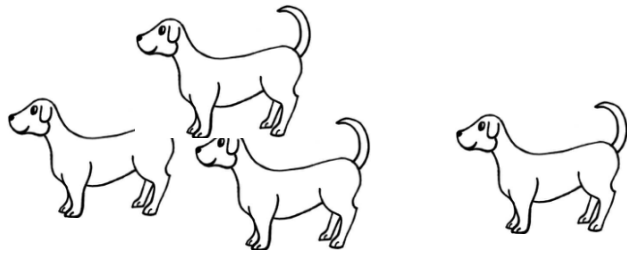
Regional Office for South-East Asia

**Fig. 1:** Impact of mass dog vaccination campaign on human rabies incidence, Sri Lanka, 1975-2005



# Current model

**DOGEMON**  
Gotta vax 'em all



JAN  
2016

# INDONESIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



we  
are  
social

**259.1**  
**MILLION**

URBANISATION: 55%

FIGURE REPRESENTS TOTAL NATIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



we  
are  
social

**88.10**  
**MILLION**

PENETRATION: 34%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**79.00**  
**MILLION**

PENETRATION: 30%

FIGURE BASED ON ACTIVE USER  
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE  
CONNECTIONS



we  
are  
social

**326.3**  
**MILLION**

vs POPULATION: 126%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



we  
are  
social

**66.00**  
**MILLION**

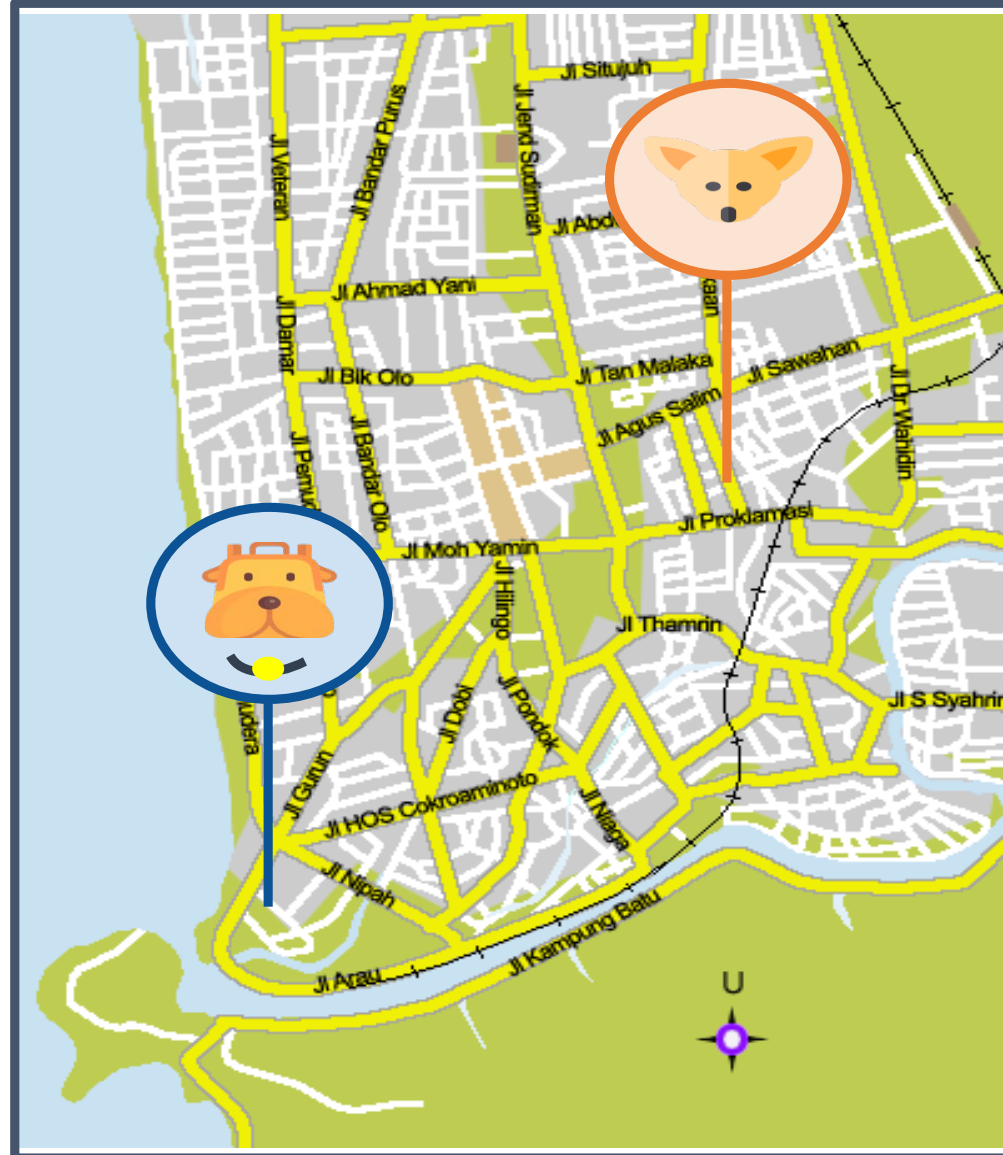
PENETRATION: 25%

FIGURE BASED ON ACTIVE USER  
ACCOUNTS, NOT UNIQUE INDIVIDUALS



“Guiding communities to a rabies free future”

DOGEMON is a rabies app with an **engaging** and **educational** user experience



# DOGEMON

Gotta vax 'em all

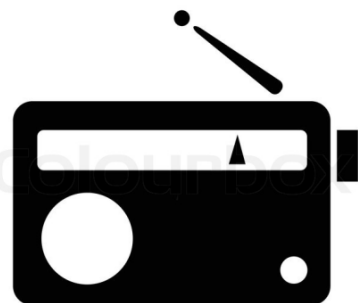
Alert

Communication

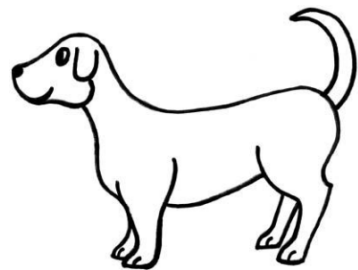
Education

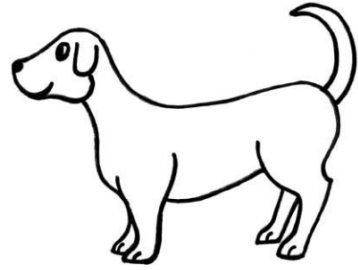


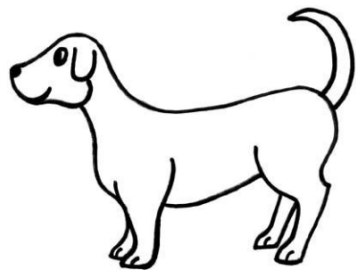
**Outreach**



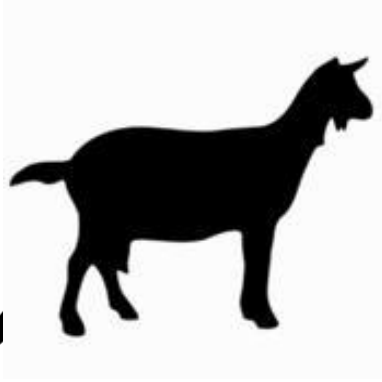


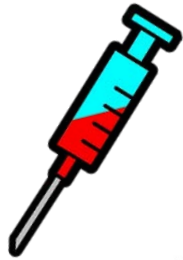












## Pilot

Rabies eradication by 2020 in Sumatra, Indonesia

## Scalability

Expand donor program

Integrate dog bite alerts to MDs

Extend to new areas

Adaptable to cultural differences, customer base,  
and disease mitigation specifics



Thank you for your attention!!

