

How are young people accessing FP information on their mobile phones?

Statistics from Mobile for Reproductive Health (m4RH) in Tanzania

A Clear Need for FP Services for Youth and Adolescents

- 540 million adolescents (15-19 yrs) living in developing countries
- 6.1 million unintended pregnancies
- In SSA, 67% of married adolescent women who want to avoid pregnancy are not using any method – 12% using traditional
- 42% of unmarried, sexually active women are using no method, 17% traditional
- Modern contraceptive use prevents 3.1 million unintended pregnancies among adolescents each year

Source: The Guttmacher Institute/IPPF: *Facts on the Sexual and Reproductive Health of Adolescent Women in the Developing World*

Mobile Phone Use

- 5.9 billion people subscribe to mobile phone services
- 1.6 billion are under the age of 30
- 79% are in developing world
- Wide-spread use in both urban and rural areas
- Highest rate of mobile market growth is in developing countries
- Worldwide, 200,000 text messages are sent every second.



Sources:

WHO. (2011). mHealth: New horizons for health through mobile technologies. Geneva, Switzerland: WHO Press.

International Telecommunications Union. (2010, June 10). The world in 2010: The rise of 3G.

Brown, G. (2010). 2010 Youth Mobile Youth Report. Mobile Youth.

<http://www.gallup.com/poll/149519/mobile-phone-access-varies-widely-sub-saharan-africa.aspx>

m4RH: a communication channel for FP

Initiation:

2008

USAID/PROGRESS

Research pilot

System:

SMS

Interactive

Ping-pong

Opt-in

Countries:

Kenya

Tanzania



Check it Out 

Benefits to Women 

The Need 

How to Get Involved 

About M4RH 

m4RH 
Mobile 4 Reproductive Health

fhi Family Health International

Example m4RH Messages

INJECTION:

Injection in arm or hip, like Depo. Effective for 1-3 months. Get on time, return even if late. Irregular or no monthly bleeding not harmful. May gain weight. For married and singles. After stopping may take a few months to get pregnant. No infertility or pregnancy loss. Private.

CONDOM:

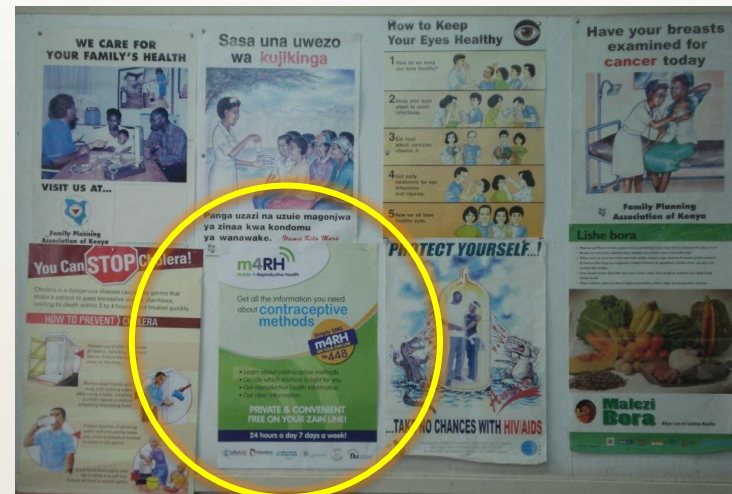
Male condoms are effective when used correctly every time. Only method to prevent HIV, STIs, and pregnancy. Use a new condom every time. Easy to find, inexpensive. Best if discussed with partner. Easily used with practice. For married and singles.

Evaluation: m4RH text questions

Purpose	Text
Introduction	Thanks for using m4RH! Please help us with 4 questions and stand a chance to win FREE air time. M4RH is free, voluntary, and confidential...You can use m4RH even if you don't answer these questions. You will receive the questions shortly...
Gender	Please tell us your gender. Reply F if you are female, M if you are male, and send to 4128.
Age	Which is true for you? If you are 19 or younger reply A; If 20-29 reply B; If 30-39 reply C; If 40 or older reply D.
Promotion Point	How did you learn about m4RH? From a clinic, reply R; partner, friend or family member- S; community health or peer educator- T; community event- U; poster - V.
Associated KAB Change	How has m4RH changed your use of family planning? Reply CHANGE then your change, like 'CHANGE got an IUD'.
Reminder	Hello from m4RH, this is a friendly reminder to please help by answering the 4 questions sent to you earlier this week. You still stand a chance to win.

Response rates to text questions

- Age: 35% of m4RH Tanzania users
- Gender: 32% of m4RH Tanzania users
- Promotion point: 29% of m4RH Tanzania users
- FP Change (open-ended): 18 % of m4RH Tanzania users



Who is m4RH reaching? gender, age, and promotion point

		N	Percent
Gender (n=995)	Female	553	56 %
	Male	442	44%
Age (n=927)	19 and younger	142	15%
	20-29	411	44%
	30-39	243	26%
	40 and older	131	14%
Promotion Point (n=824)	Poster	326	40%
	Clinic	157	19%
	Partner, relative, friend	152	18%
	Community health/peer educator	147	18%
	Community event	42	5%

How do user characteristics differ by age?

- Younger users are more likely to report a partner, relative or friend as source of m4RH
 - 27% of 19 and younger; 18% overall
- Younger users are less likely to report a CHW/PE as source of m4RH
 - 7% of 19 and younger; 17% overall ($X^2=28.5$; $p=.005$)
- Younger users, on average, access more m4RH screens than older users
 - 6.37 screens among 19 and younger; 5.22 overall ($F=3.041$, $p=.028$)

How does contraceptive method information differ by age? (n=892; percent of age group accessing method)

	<20	20-29	30-39	40+
Natural Family Planning*	36	38	31	22
Emergency Contraception*	35	32	29	19
Condoms*	31	23	14	14
Implants	24	20	22	21
IUD	21	16	18	16
OCPs	19	16	12	10
Injectables	16	21	17	11
Permanent Methods	19	17	17	16

* *p-value* < .05

How has m4RH changed your use of family planning? Reply **CHANGE** then your change, like 'CHANGE got an IUD'.

- Using condom right in every act
- My wife is using pills
- Using IUD and I am very happy as I had spaced my children and my husband is happy because we have a planned family
- Using condom every time and carefully
- I am using five-year implants
- Vasectomy
- I am using injection
- Using traditional methods because I have one faithful partner

How do FP changes reported differ by age? (n=509; number of people in age group reporting method change)

	<20 (n=69)	20-29 (n=200)	30-39 (n=130)	40+ (n=56)
Natural Family Planning/Traditional	6	16	24	4
“Pills”	11	21	8	6
Condoms	15	36	20	8
Implants	8	37	23	7
IUD	5	23	17	7
Injectables	12	41	23	6
Permanent Methods	0	1	5	10
No Change	2	5	1	2
Unknown	9	15	18	4

Conclusions

- Mobile phones are an effective means of reaching young people with FP information
- “Social referrals” are important among young people
- Coitally-dependent methods are popular among young people (EC, condoms, NFP)
- m4RH may be good way to reach people with condom information
- Longer acting methods are of interest across all age groups
- Age should be broken out into 20-24 and 25-29 age groups
- Results show potential of collecting data from people via SMS—both closed and open-ended questions

Thank You!

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Visit our m4RH website:
www.fhi360.org/m4RH