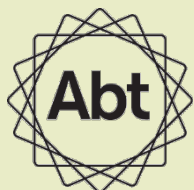


m4RH Impact Evaluation

Pamela Riley, Senior mHealth Advisor
December 11, 2014 Global mHealth Forum



SHOPS is funded by the U.S. Agency for International Development.
Abt Associates leads the project in collaboration with
Banyan Global
Jhpiego
Marie Stopes International
Monitor Group
O'Hanlon Health Consulting

Context

- Family planning protects the lives of women and children
 - Informed choice requires access to accurate, trusted information about contraceptive options
- Mobiles provide a promising channel to promote demand for family planning services
 - SMS particularly well-suited to sensitive topics like sexual health: personal, private, anonymous
- But what impact do SMS have?
 - Can they improve program outcomes?

m4RH overview

- USAID funded, developed by FHI360, in response to
 - Pervasive myths
 - Lack of info on family planning
- Free, user-initiated SMS service
- Partner support
 - MOH, Text to Change, NGOs
- Available in Kenya, Tanzania, Rwanda



Content

- Facts on 9 methods
- Benefits
- Side effects
- Misconceptions
- Clinic locator
- Role model stories

• **Installment 1:** *Hi, I'm John. I'm a 29 year-old university student. Yesterday my girlfriend says she wants to use family planning. I don't know what this means and I'm embarrassed to ask her. My friend Tupa says if I support Amina, she will go fishing and I will lose her.*

Methodology

Study design

Research question:

What is the impact of accessing m4RH service on knowledge and on use of contraceptive methods?

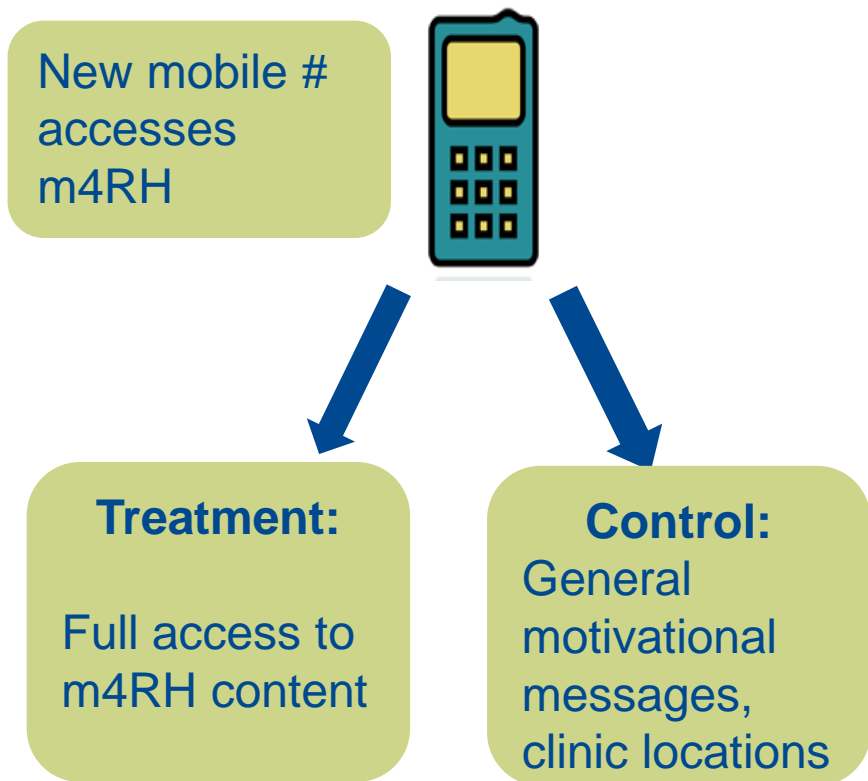
Sample size:

13,629 new users

Data collection:

- Surveys conducted via SMS
- Nov 2013 to May 2014

Randomized controlled trial:

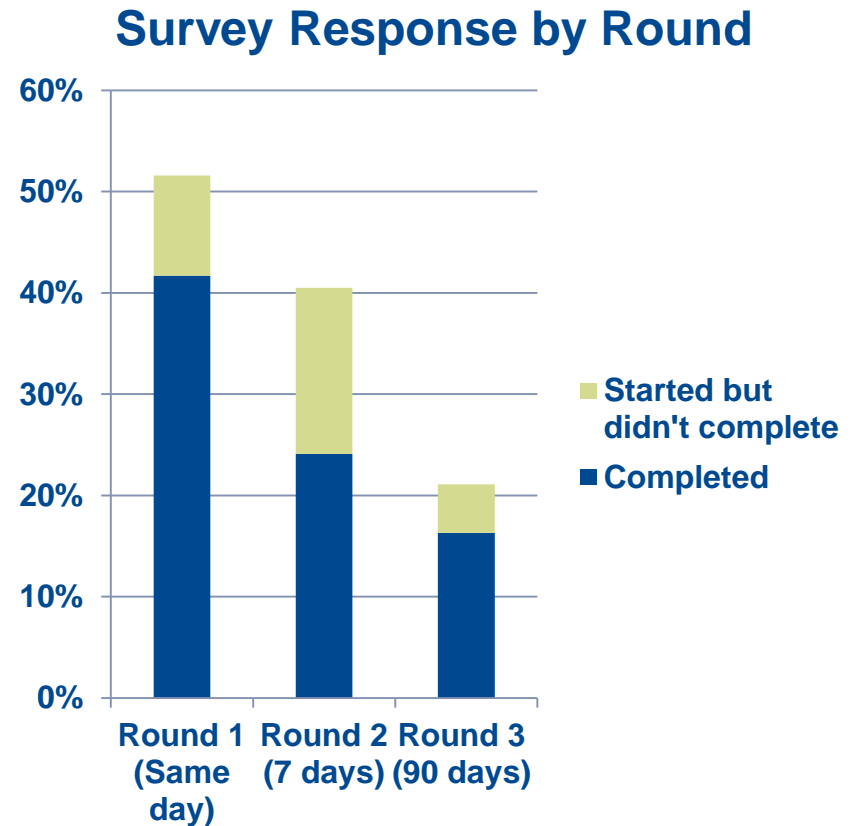


Design considerations

- SMS data collection
 - Balancing depth of questions and response rate against convenience of channel
- Control group
 - Denying m4RH access while engaging in study
- Timeline
 - 3 sets of 6 questions sent over a 90 day period

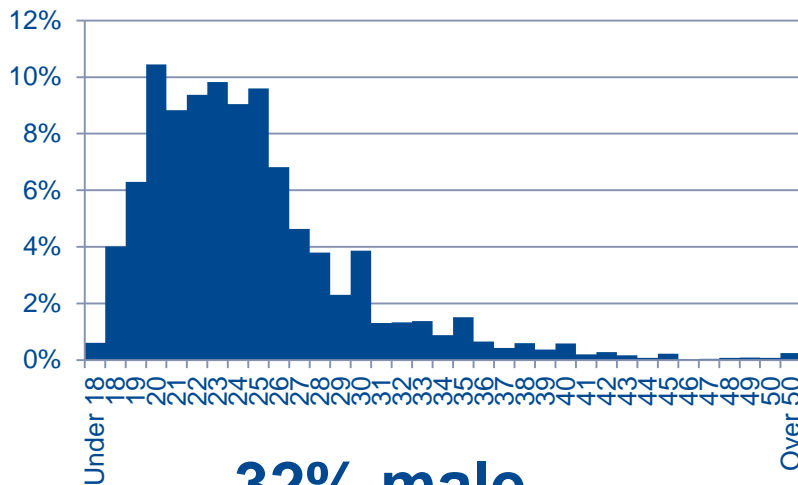
Data collection

- Response rate was substantial
 - 47% (6,432) answered at least one knowledge question
 - 24% (3,277) answered at least one use/behavior questions
- Similar response rates for treatment and control groups

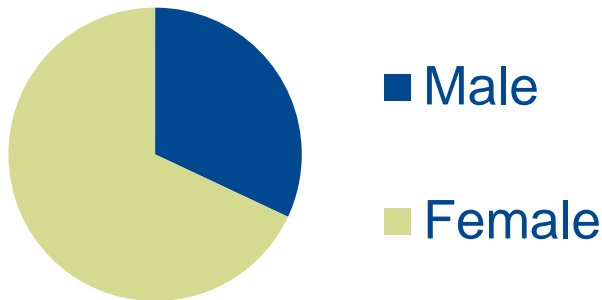


m4RH user profile

Average age is 25

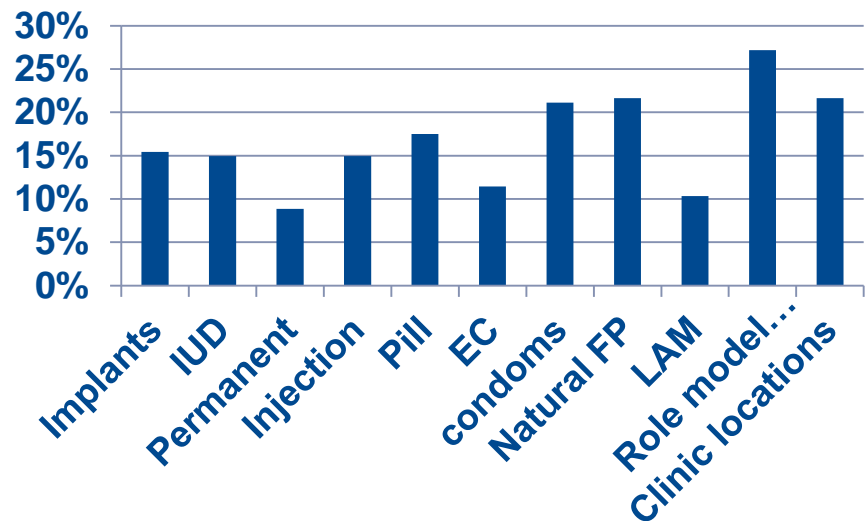


32% male



Interest similar across methods and topics

Content Requested



Results

Significant impact detected on knowledge

- Sample survey questions
 - *When is a woman most likely to get pregnant?*
 - *How many days after sex is EC pill effective?*
 - *About how long does IUD last before it needs to be replaced?*

Total knowledge correct

Control	Treatment	Impact
2.06	2.33	0.27*** (0.055)

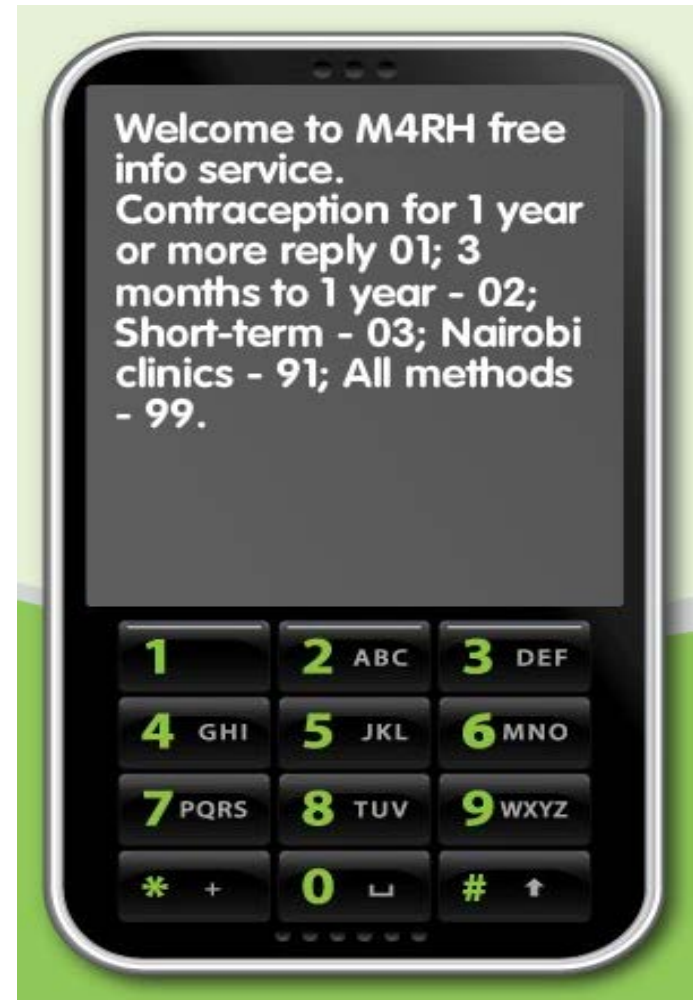
No impact detected on contraceptive use

	Control	Treatment	Impact
Discussed with partner	39.7%	42.6%	2.9 (2.1)
Visited clinic	72.8%	73.9%	1.1 (1.8)
Use of contraception	81.1%	80.8%	-0.3 (1.5)

- Contraceptive use was high (81%) for both groups
- No difference in the information accessed by contraceptive users and non-users

Implications

- SMS surveys feasible for measuring outcomes
- SMS effective in increasing knowledge
- Lack of impact on contraceptive use
 - Reach non-users
 - Limitations of single channel interventions



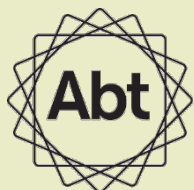
Thank you

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www.shopsproject.org



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