

Partnering for Promotion of FP Information Delivered by Mobile Phone:

Mobile for Reproductive Health (m4RH)



m4RH: a communication channel for FP

Initiation:

2008

USAID/PROGRESS

Research pilot

System:

SMS

Interactive

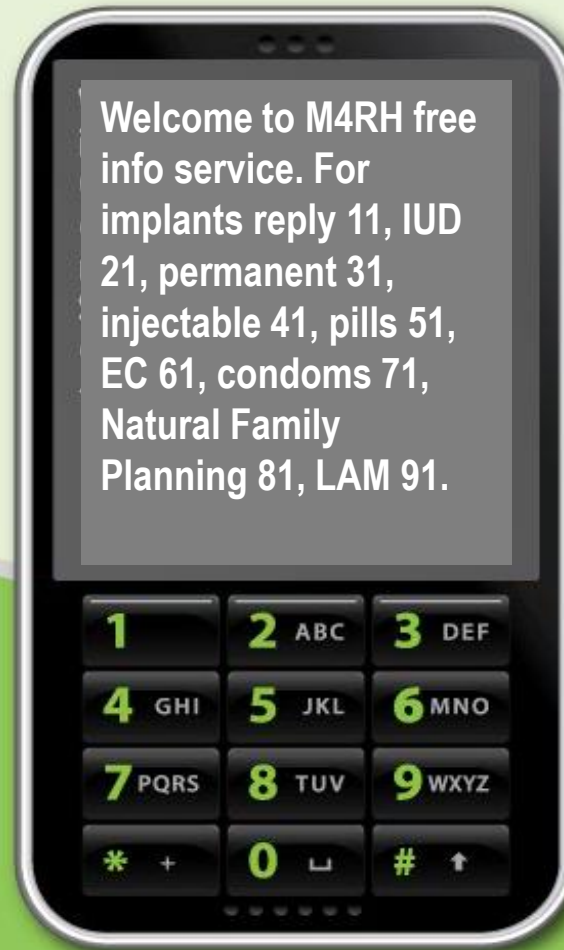
Ping-pong

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

What are the elements of m4RH?

1. FP messages, based on WHO and country-specific guidelines, designed and tested to ensure user comprehension within the 160 character limit
2. User interface developed specifically for m4RH that has been evaluated and refined through usability testing
3. Technology platform developed by Text to Change and maintained through relationships with mobile operators

Example m4RH Messages

INJECTION:

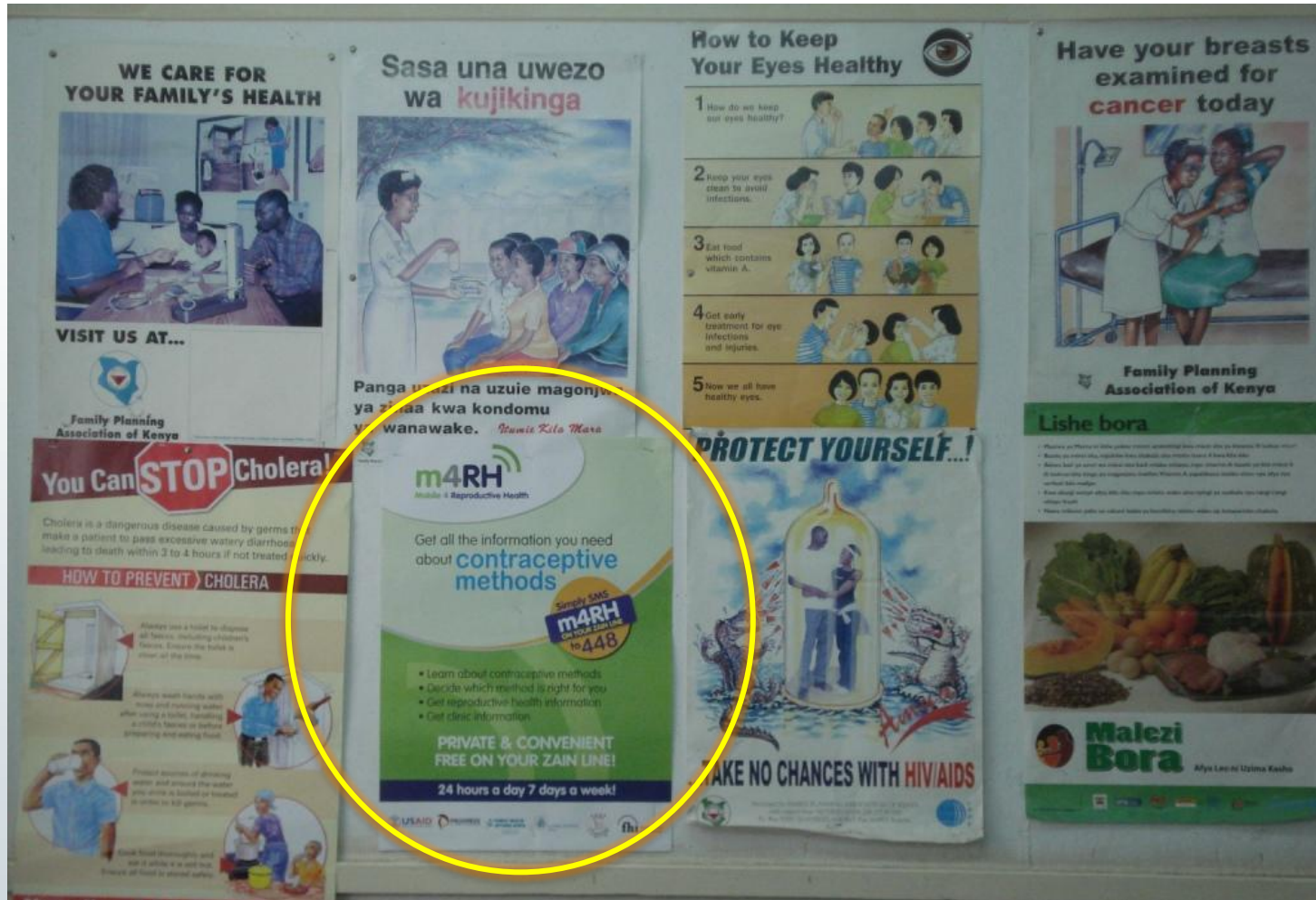
Injection in arm or hip, like Depo. Effective for 1-3 months. Get on time, return even if late. Irregular or no monthly bleeding not harmful. May gain weight. For married and singles. After stopping may take a few months to get pregnant. No infertility or pregnancy loss. Private.

Types of partners

- Technical partner—hardware, programming, relationships with the mobile phone providers
- Key stakeholders—technical review of content, approval, scale-up
- Promotional partners—promote m4RH, serve as referral destination

Promoting m4RH: in clinics

Via posters, flyers at reception, palm cards provided to clients.



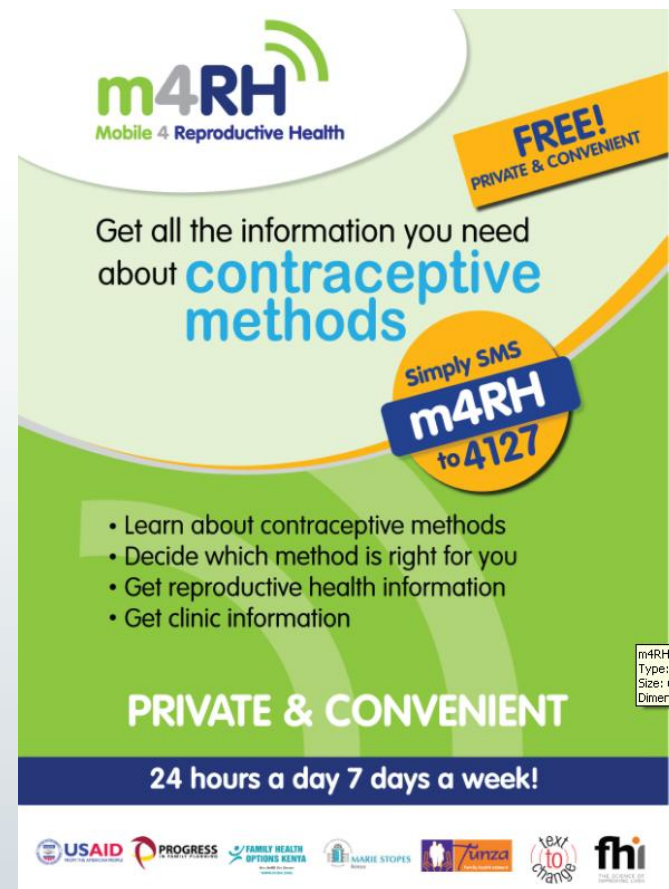
Promoting m4RH: in the community



- Through outreach workers affiliated with clinics
- By community/peer-educators (CHWs)
- Via mass media (radio and newspaper)
- As part of other community activities like fashion shows, fairs, festivals

Why Partner?

- Why m4RH wants to partner?
 - Input into messages, buy-in and approval
 - Promote the service—raise awareness and generate use
- Why programs want to partner with m4RH?
 - Reach target audience
 - Advertise their services
 - Support for CHWs/peer educators



The graphic is a promotional poster for m4RH. At the top left is the m4RH logo with the tagline 'Mobile 4 Reproductive Health'. To the right is a yellow banner that says 'FREE! PRIVATE & CONVENIENT'. The main text reads 'Get all the information you need about **contraceptive methods**'. Below this is a blue circular button with a white border that says 'Simply SMS m4RH to 4127'. A list of bullet points includes: 'Learn about contraceptive methods', 'Decide which method is right for you', 'Get reproductive health information', and 'Get clinic information'. At the bottom, it says 'PRIVATE & CONVENIENT' and '24 hours a day 7 days a week!'. The footer contains logos for USAID, PROGRESS, FAMILY HEALTH OPTIONS KENYA, MAARIE STOPES, Funza, Text to Change, and fhi.

m4RH
Mobile 4 Reproductive Health

FREE!
PRIVATE & CONVENIENT

Get all the information you need about **contraceptive methods**

Simply SMS
m4RH
to 4127

- Learn about contraceptive methods
- Decide which method is right for you
- Get reproductive health information
- Get clinic information

PRIVATE & CONVENIENT

24 hours a day 7 days a week!

USAID PROGRESS FAMILY HEALTH OPTIONS KENYA MAARIE STOPES Funza Text to Change fhi

m4RH can help reach target audience



“Well ...it was purely of advantage to us, and this is because our co-business is provision of family planning. And m4RH is also giving information about family planning, especially family planning methods, and instructing the users where they can access the services so it was very important for us to welcome.”

-Partner, Tanzania

m4RH can help reach target audience

		N	Percent
Gender	Female	553	56 %
	Male	442	44%
Age	19 and younger	142	15%
	20-29	411	44%
	30-39	243	26%
	40 and older	131	14%

m4RH can advertise partner services

m4RH clinic locator database



m4RH can be a support for CHWs

- guide clients through learning about different family planning methods
- reinforce knowledge or clear up misconceptions about family planning methods
- leave information with clients if short on time or to reinforce after they leave
- refer clients to a clinic for services, particularly if they want methods that the CHW cannot provide.

m4RH can be a support for CHWs

After the client chooses the method they want to use, we go together to the card and we send the message together so that they will get the information on the benefits and the side effects of the methods they have chosen, and then we will read together on the phone.

-CHW, Tanzania

Rapid diffusion of m4RH

- Began in private/NGO clinics
- More partners, interests, clinics, clientele, dissemination channels
- Feedback loop from partners to the innovation



Outlook for Scale-Up

- Sustainability discussions are underway
 - Strong support from in-country partners
 - Fairly inexpensive to maintain
- Interest from other countries

Final thoughts



- A win-win:
 - promotional partners are key to the viability of m4RH
 - m4RH is a valued complement to partners' IEC/BCC efforts
- m4RH helps partners:
 - reach target audiences
 - advertise services
 - support CHWs
- High adaptability for additional health programming

Thank You!

Our Team

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