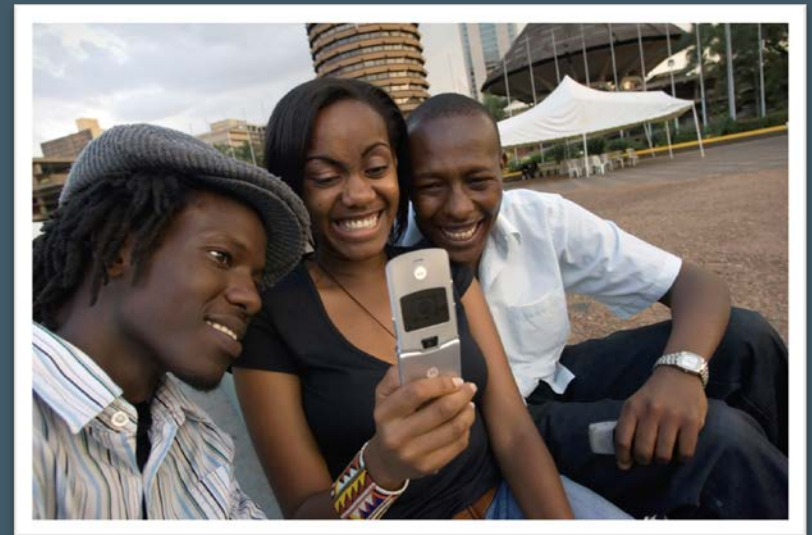




m4RH - Kenya

Results from Pilot Study



USAID
FROM THE AMERICAN PEOPLE



PROGRESS
IN FAMILY PLANNING

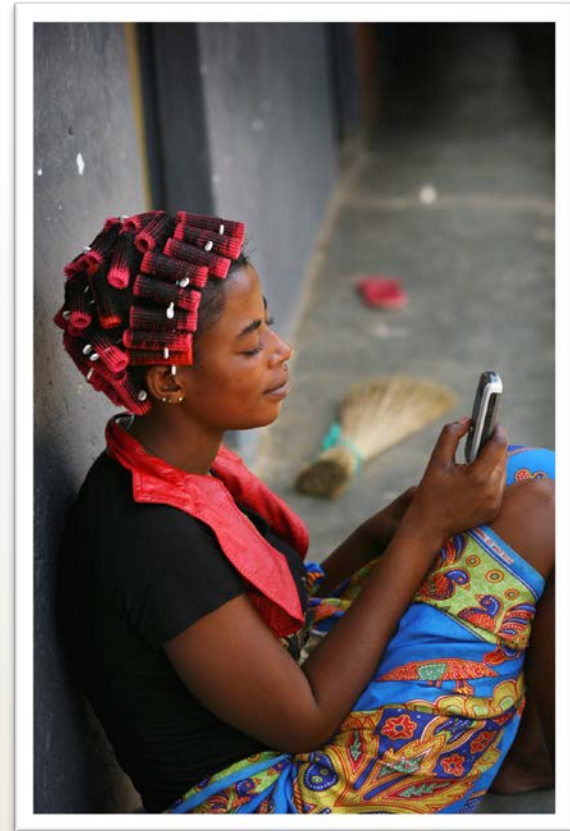


MARIE STOPES
INTERNATIONAL



Agenda

- m4RH Overview
- Results
- Sustainability Discussion



m4RH: An Overview

Initiation:

2008

USAID/PROGRESS

Research pilot

System:

SMS

Interactive

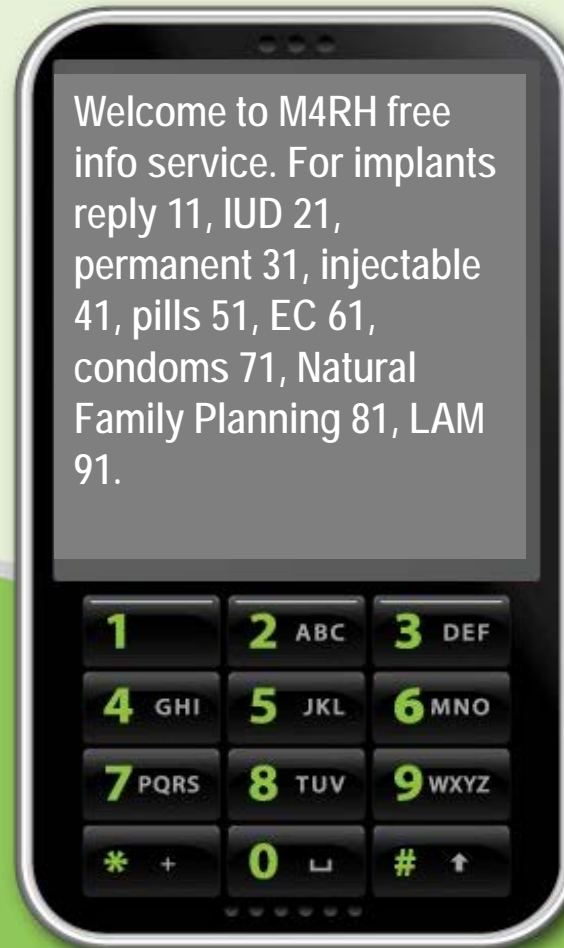
Ping-pong

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



fhi360
THE SCIENCE OF IMPROVING LIVES

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.



m4RH Clinic Locator Database

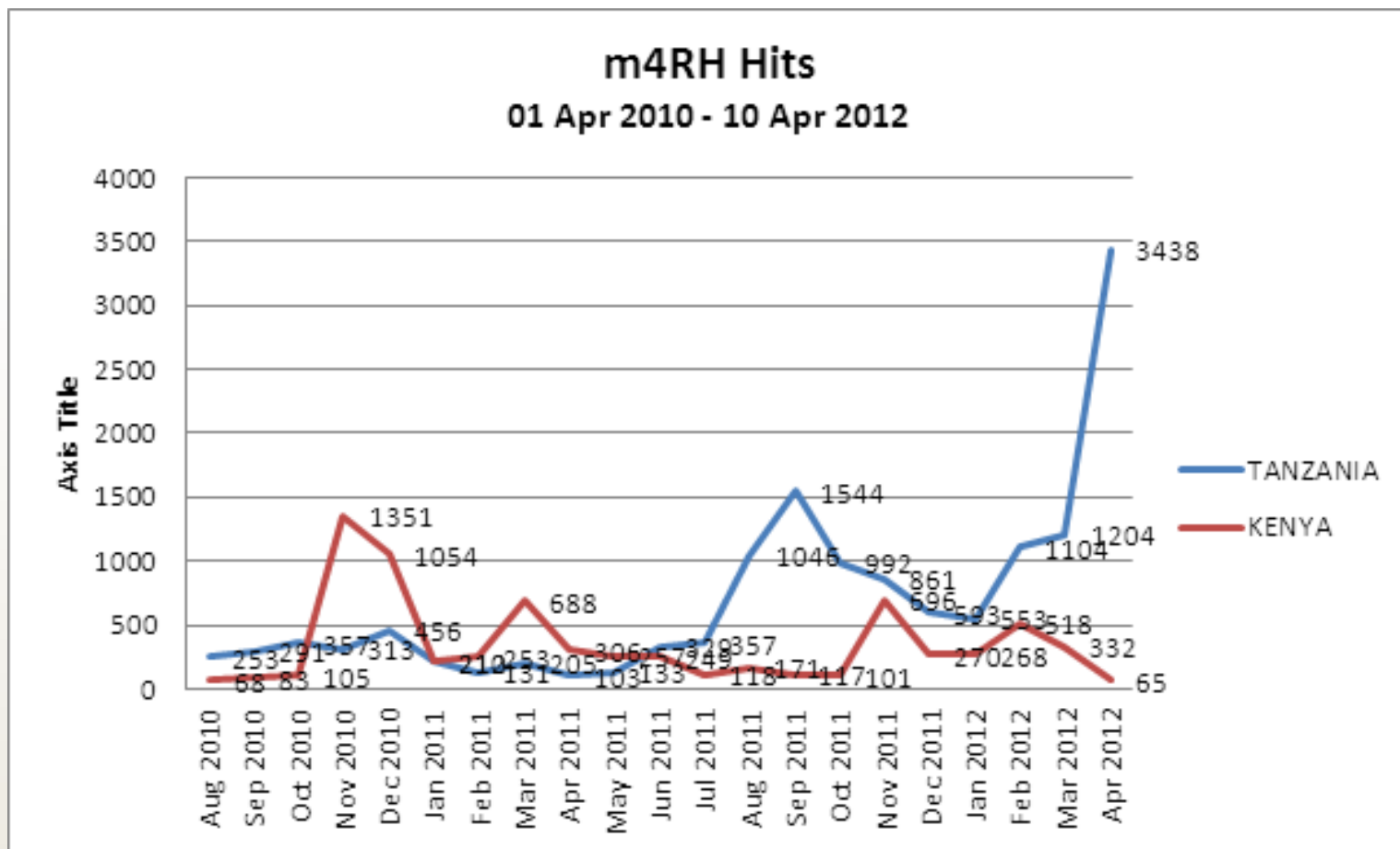


Number of Hits– through 10 Apr 2012

Keyword	Content	# of queries Kenya
m4RH	Main Menu	10,708
00, 01, 02, 03, 99	Secondary Menus	9,469
11	Implants	2,371
21	IUDs	2,075
31	Permanent Methods	1,612
41	Injectables	2,197
51	OCPs	2,335
61	Emergency Contraception	2,186
71	Condoms	3,253
81	Natural Methods (incl. NFP & LAM)	5,291
91	Clinic Locations	3,893
Total Hits		45,390



Promotion Matters



Results



m4RH
Mobile 4 Reproductive Health

Get all the information you need about **contraceptive methods** 24 hours a day 7 days a week!

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

FREE!
PRIVATE & CONVENIENT

Simply SMS
m4RH
to **4127**



To access specific contraceptive methods simply text the following codes:

11	Implants	61	Emergency contraception
21	IUCD	71	Condoms
31	Permanent methods	81	Natural method
41	Injectable	91	LAM
51	Daily pills	99	Clinic locations



Summary of Results from Pilot Study

1. m4RH has broad reach:
 - Women
 - Men
 - Couples
 - Young people
2. m4RH was accessed to learn about general and specific family planning (FP) information, in support of contraceptive choice
3. Users reported increased FP knowledge and behavior change
4. m4RH is easy to use



Methodology

1. Text data collection

- Four questions sent to all users via SMS
- Response rates ranged from 22-24% for age, gender, promotion point
- Response rate for open-ended behavior change was 12%

2. Telephone interviews

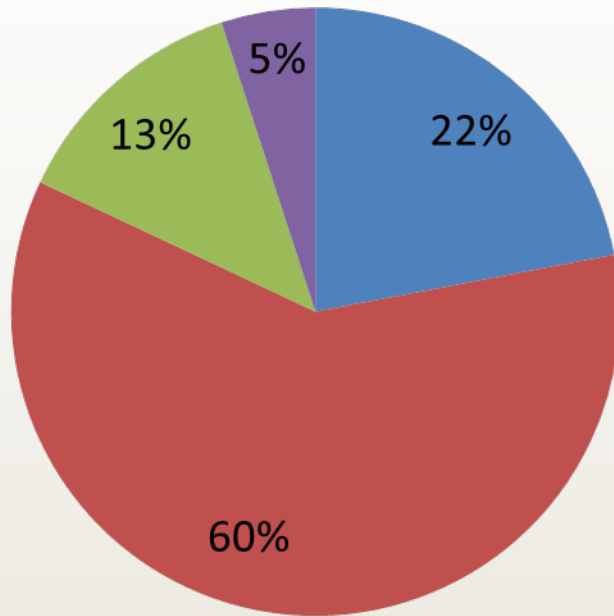
- N=26
- August-September 2011
- 30 minute interviews covering:
 - Reasons for using m4RH
 - Message comprehension
 - Use of family planning and services
 - Changes in knowledge and behavior after using m4RH



Who did m4RH reach? Age and gender of users

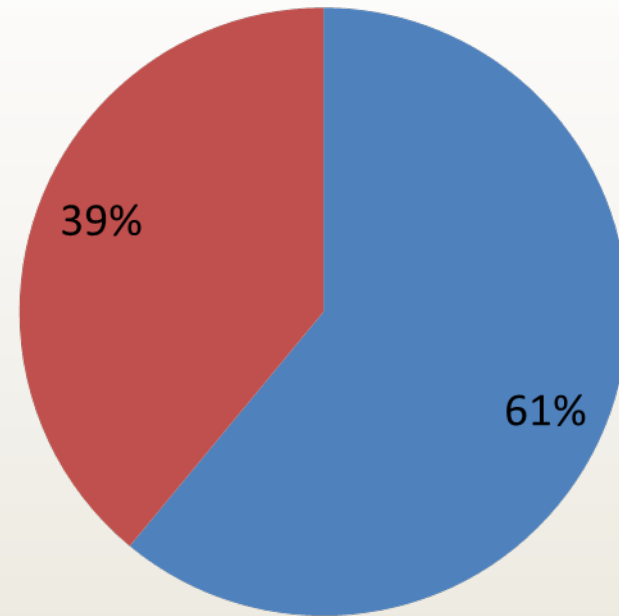
Age

■ <19 ■ 20-29 ■ 30-39 ■ 40>



Gender

■ Female ■ Male



m4RH is Reaching Men and Couples

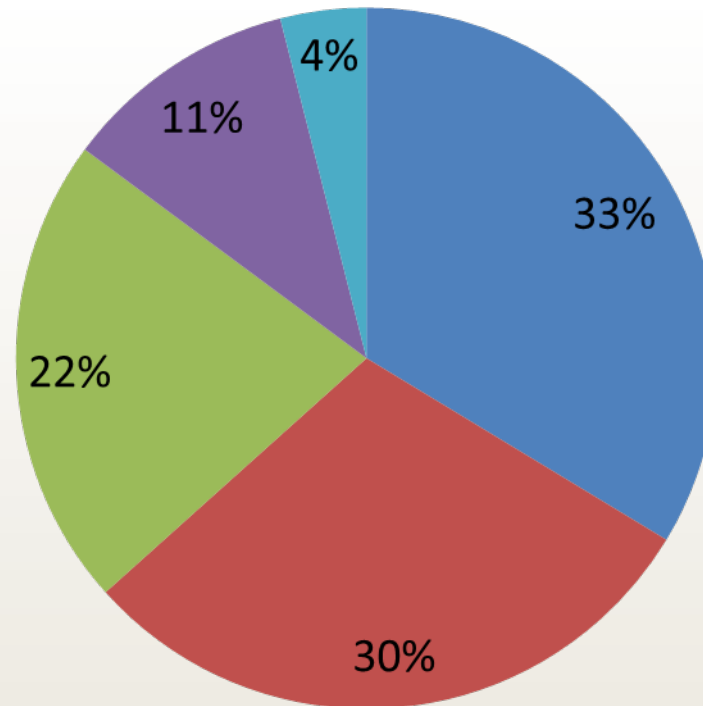
- *“Family planning was perceived long term as an issue for women but now I understand it’s for all women and men.”—Male, Kenya, 21*
- *“I learned about m4RH from my partner. He introduced me and guided me on how to use it. He shared with me the m4RH code.”—Female, Kenya, 22*



Where did m4RH users learn about m4RH?

Promotion Point

■ Radio ■ Person ■ Clinic ■ CHW ■ Event



m4RH is Easy to Use and Understand

- *“It is using terms you can understand, it has clear knowledge on what you want to know. It is simple to understand, simple language that everyone can understand.”—Female, Kenya, 22*
- *“It is very easy to use because you are given options and you go straight to what you want to know about.”—Male, Kenya, 21*



m4RH Supports Contraceptive Choice

- *“I plan to use FP next year and wanted to know which FP method is appropriate.”*—Female, Kenya, 21
- *“I wanted to know about the Depo: people have negative attitudes about family planning and I wanted to know if it is actually true.”*—Female, Kenya, 23
- *“The method of family planning I was using was troublesome and I wanted to change the method.”*—Female, Kenya, 30



Reported Increase in Contraceptive Knowledge after m4RH Use



- *“I did not know other FP methods like implants existed... I learned about different methods of FP, the ones I did not know existed.” – Female, Kenya, 22*
- *“I learned condoms prevent pregnancy and sexually transmitted infections.” —Female, Kenya, 22*



Reported Changes in FP Use After Using m4RH

- *“I tried one of the methods and it’s very okay. I am using it now... I tried the injection method and I feel very comfortable with it.”—Female, Kenya, 26*
- *“I would have sex without a condom before using m4RH. I cannot have sex without a condom after m4RH.” –Male, Kenya, 20*
- *“I learnt about the emergency contraceptive. It can help me prevent pregnancy after sex. I have used it.”—Female, Kenya, 22*



Text Responses:

“How has m4RH changed your use of family planning?”

- I now know that you must have a new condom when having sex
- Use of condoms on unsafe days
- Got an IUD so I don't have to take pills everyday which many times I used to forget
- I decided to use everyday pill cuz I saw it was the best for me
- I use e pills on emergency cases only
- Got to know the suitable method of family planning for me and my wife
- It has really helped in child birth control and better financial planning
- Actually I've learnt a lot and when I get married will use an appropriate methods. thanks m4RH.



m4RH Addresses Clinic Barriers Among Young People in Kenya

- *“ I like m4RH because there is privacy available, many people have mobile phones, you do not have to be seen going to the clinic.”—Female, Kenya, 20*
- *“I learnt a lot. I got the type of information you can only get from a clinic and sometimes you shy off from going to clinics because it’s personal.” –Male, Kenya, 21*



Some m4RH Users Access the Clinic Database

- *“The clinic locator was very useful, it is correct, I know the hospital mentioned.”*—Female, Kenya, 23
- *“They provided it [clinic information] based on province. It was very helpful.”*—Female, Kenya 20



Some Users Visited Clinics After Accessing m4RH

- *“Yes, I went to the clinic to ask about FP methods we can use other than injection for my partner.”—Male, Kenya, 24*
- *“I started using the everyday pill after m4RH I visited clinic and got pills, now I have no fear of getting pregnant.”—Female, Kenya, 21*



Sustainability Considerations

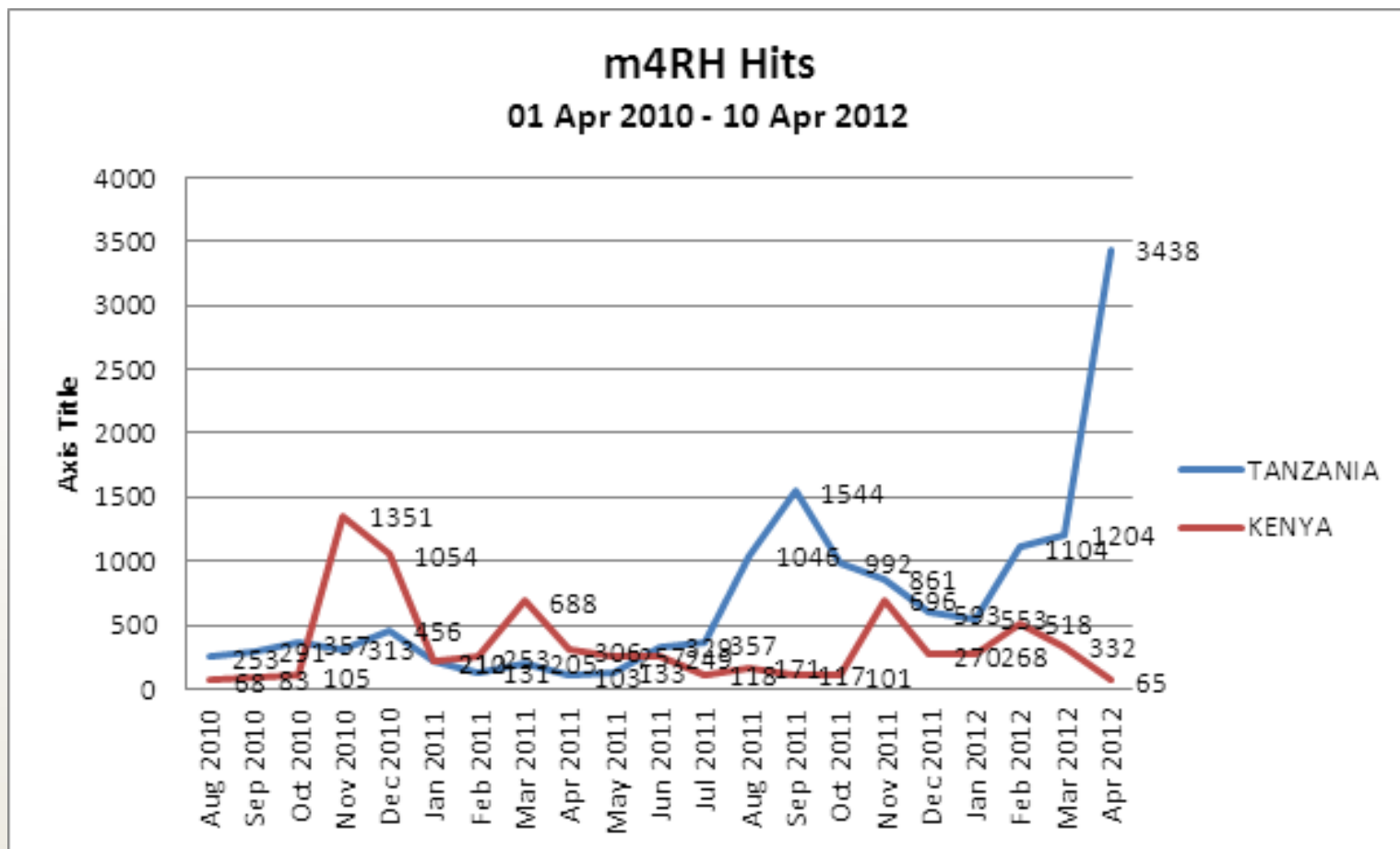


Sustainability

- Issues to consider:
 - Technological partner
 - Content adaptation
 - Partnerships
 - Costs
 - Future management & coordination of service
 - Links to mHealth/eHealth “ecosystem”



Promotion Matters



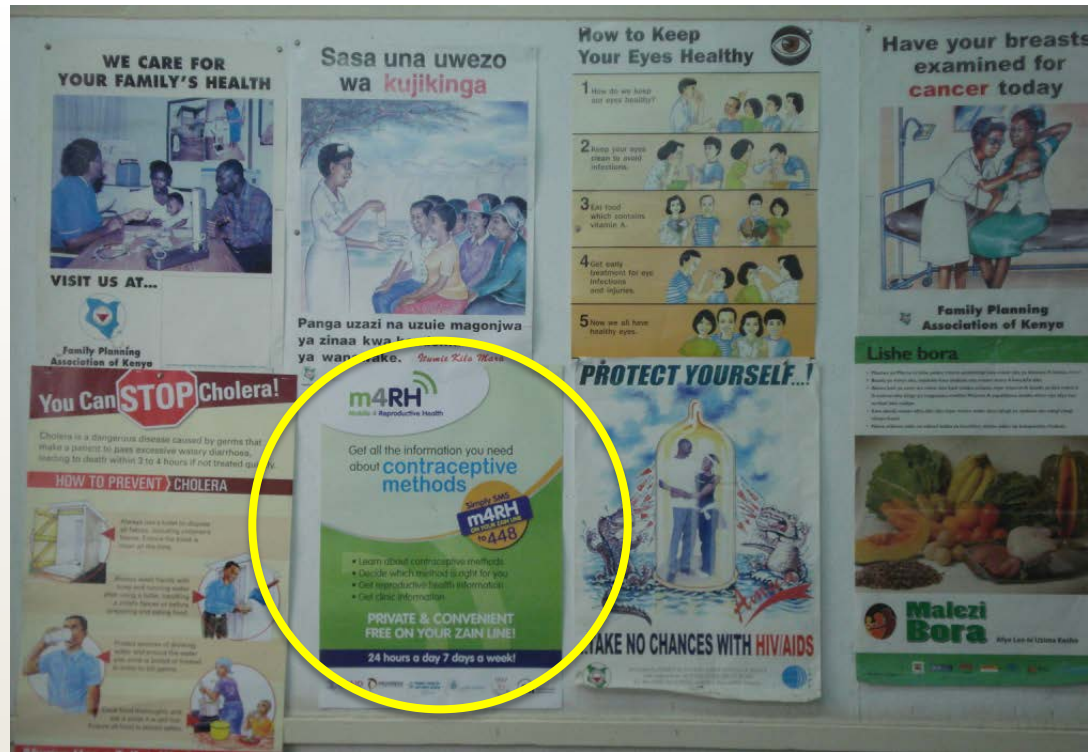
Current Status

- Successful service:
 - Provides FP information directly to population
 - Variety of users and broad reach
- High adaptability for additional health programming and components:
 - Reminders
 - Supportive weekly messages
 - Role model stories
- Dedicated funding through March 30, 2013



Sustainability Discussion

What are possible strategies for ensuring the sustainability of m4RH?



Future Management of Service: Possible Scenarios

- **Publicly owned model**

- Coordinated through DRH/FPTWG, with a Secretariat, e.g., FHI, PSI
- Secretariat interfaces with technological partner
- Costs are shared across partners
- Free to users

- **Public-private model**

- Service is sponsored by a business partner (ex. telecom)
 - Partial or total support for program
 - Business partner is able to advertise to users, or has access to data on reach, e.g.
- MOH and partners provide technical oversight and input
- Free/subsidized to users



Examples of New m4RH Components



Examples of Timed Reminders

REINJECTION:

It's time to get your next injection—make sure to see your provider. Return to your clinic, or Reply 99 to find a clinic near you.

CLINIC VISIT:

It's time to visit your health care provider to check on your implant. Return to your clinic, or Reply 99 to find a clinic near you.



Examples of Supportive Weekly Messages

- Weekly supportive messaging for positive family planning behavior

m4RH weekly tip: most forms of contraceptives don't protect against HIV or STDs so use a condom plus a form of birth control every time.

m4RH weekly tip: Engage your partner to support your birth control. This will make it easier and can make your relationship even better.



Example of Role Model Story

Yesterday I had tea with my Auntie. I told her I love my job, but have been distracted thinking about Kofi. I want to be sure we don't have a baby before we

are ready. My auntie told me she has an IUD (loop or tube) that lasts for 3 to 5 years, so she never worries about pregnancy. She is busy running her shop and

raising her daughter so it's a great method for her. She was nervous to go to the clinic, but the doctor was nice. The process was fast and didn't hurt. If she

wants another baby, she can have her IUD removed and try to get pregnant right away! I think I am ready to talk to Kofi-What method should I choose?

Detailed stories of a user's experiences in learning about family planning options. The story is delivered in phases every 2-3 days to keep users engaged.

