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

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

Welcome to M4RH free info service. For implants reply 11, IUD 21, permanent 31, injectable 41, pills 51, EC 61, condoms 71, Natural Family Planning 81, LAM 91.
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

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>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...</td>
</tr>
<tr>
<td>Gender</td>
<td>Please tell us your gender. Reply F if you are female, M if you are male, and send to 4128.</td>
</tr>
<tr>
<td>Age</td>
<td>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.</td>
</tr>
<tr>
<td>Promotion Point</td>
<td>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.</td>
</tr>
<tr>
<td>Associated KAB</td>
<td>How has m4RH changed your use of family planning? Reply CHANGE then your change, like ‘CHANGE got an IUD’.</td>
</tr>
<tr>
<td>Reminder</td>
<td>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.</td>
</tr>
</tbody>
</table>
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

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

<table>
<thead>
<tr>
<th>Method</th>
<th>&lt;20</th>
<th>20-29</th>
<th>30-39</th>
<th>40+</th>
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</thead>
<tbody>
<tr>
<td>Natural Family Planning*</td>
<td>36</td>
<td>38</td>
<td>31</td>
<td>22</td>
</tr>
<tr>
<td>Emergency Contraception*</td>
<td>35</td>
<td>32</td>
<td>29</td>
<td>19</td>
</tr>
<tr>
<td>Condoms*</td>
<td>31</td>
<td>23</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>Implants</td>
<td>24</td>
<td>20</td>
<td>22</td>
<td>21</td>
</tr>
<tr>
<td>IUD</td>
<td>21</td>
<td>16</td>
<td>18</td>
<td>16</td>
</tr>
<tr>
<td>OCPs</td>
<td>19</td>
<td>16</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>Injectable</td>
<td>16</td>
<td>21</td>
<td>17</td>
<td>11</td>
</tr>
<tr>
<td>Permanent Methods</td>
<td>19</td>
<td>17</td>
<td>17</td>
<td>16</td>
</tr>
</tbody>
</table>

* 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)

<table>
<thead>
<tr>
<th>Method</th>
<th>&lt;20 (n=69)</th>
<th>20-29 (n=200)</th>
<th>30-39 (n=130)</th>
<th>40+ (n=56)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural Family Planning/Traditional</td>
<td>6</td>
<td>16</td>
<td>24</td>
<td>4</td>
</tr>
<tr>
<td>“Pills”</td>
<td>11</td>
<td>21</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Condoms</td>
<td>15</td>
<td>36</td>
<td>20</td>
<td>8</td>
</tr>
<tr>
<td>Implants</td>
<td>8</td>
<td>37</td>
<td>23</td>
<td>7</td>
</tr>
<tr>
<td>IUD</td>
<td>5</td>
<td>23</td>
<td>17</td>
<td>7</td>
</tr>
<tr>
<td>Injectables</td>
<td>12</td>
<td>41</td>
<td>23</td>
<td>6</td>
</tr>
<tr>
<td>Permanent Methods</td>
<td>0</td>
<td>1</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>No Change</td>
<td>2</td>
<td>5</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Unknown</td>
<td>9</td>
<td>15</td>
<td>18</td>
<td>4</td>
</tr>
</tbody>
</table>
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 a 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!**

Visit our m4RH website: [www.fhi360.org/m4RH](http://www.fhi360.org/m4RH)

<table>
<thead>
<tr>
<th>Our Team</th>
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</thead>
<tbody>
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</tr>
</tbody>
</table>

Use m4RH @ TechCafe!!
Today’s Presentation

- Who we are
- Our mission and approach
- Key mobile initiatives
- What we’ve learned
- Questions
Who We Are

• National office, 83 affiliates
• 800 health centers
• 3 million health center visits each year
• 1.2 million education clients each year
• 3.2 million online visits each month
• 4 million activists, donors, supporters
PLANNED PARENTHOOD MOBILE WEB

- Launched September 2010
- Already 28% of visits to plannedparenthood.org
- Mobile “optimized” site
- Most frequently requested topics and services on the go
PLANNED PARENTHOOD MOBILE

FIND A HEALTH CENTER

Morning-After Pill (Emergency Contraception)

- Birth control you can use to prevent pregnancy up to five days (120 hours) after unprotected sex
- Safe and effective
- Available at health centers and drugstores
- Costs vary from $10 to $70

Need emergency contraception? Find a health center
Results for: 10017
Found 20 centers.

Margaret Sanger Center
New York  •  2.38 miles
26 Bleecker Street
New York, NY 10012
P: 212.965.7000
F: 212.965.6981
View Hours & Service Details

SERVICES OFFERED
Margaret Sanger Center
26 Bleecker Street
New York, NY 10012
P: 212.965.7000 | F: 212.965.6981

GET MAPS & DIRECTIONS >>

SERVICES OFFERED
Abortion Services
Birth Control Services
Emergency Contraception
Margaret Sanger Center
26 Bleecker Street
New York, NY 10012
P: 212.965.7000 I F: 212.965.6961

GET MAPS & DIRECTIONS >>

SERVICES OFFERED
- Abortion Services
- Birth Control Services
- Emergency Contraception
Wondering if you should get tested?

The Check is here to help you figure out if you should get tested for chlamydia, gonorrhea, or HIV — three dangerous sexually transmitted diseases (STDs). Take a few minutes to answer these simple questions. There are no right or wrong answers.

Have symptoms? Pregnant?
Partner who’s had an STD?

CHECK IT OUT

EN ESPAÑOL

Recommend
% of Total Traffic from Mobile/Month
Who is coming?

- 900k visits in October
- 14% of visits coming from outside of the U.S.
- Android (40%), iPhone (32%), iPod (6%), Blackberry (5%)
What are they doing?

- Spending nearly as much time on the site (3:00 on mobile vs. 3:30 on traditional)
- Looking at just as many pages
- Viewing same top five health topics, with slight variation in order
Usability testing

- Conducted over 5 days in October
- 30 one-on-one sessions
- 12 teens, 12 young adults, 6 donor/activists
- Mix of smart and feature phones
What’s working

- Easy to use
- Comprehensive, including specific info for teens, parents, educators
- Q&A
What needs work

- Site within a site on mobile, ensuring teens can get the info they need in a voice that speaks to them
- Promotion of interactive tools
- Additional donation options
easy informative helpful colorful

user-friendly knowledgeable
straightforward reliable
simple convenient
positive wise
wise concise
real handy

fun insightful
interesting precise

comprehensive thorough

non-judgmental well-rounded educated
caring friendly
detailed understanding
debbie: what if its been 4 days n u think u might be pregnant?

Ty: So its been 4 days since u had sex or since u missed ur period?

debbie: since I had sex

Ty: Emergency contraception, aka morning-after pill or Plan B, can be an option if u do not want to get pregnant.

debbie: even if its been 4 days?

Ty: Yes u can still take Plan B up to 5 days after unprotected sex. But the sooner its started the better.

debbie: ok can i get plan b at plnned parenthood?

Ty: Yes u can.

debbie: thnx

Ty: U r welcome! Think u will go today? Sooner u take Plan B, the better.

debbie: yes!
Victoria: Is there anything else I can help you with?

rainbowgirl: no
rainbowgirl: but could i txt here
rainbowgirl: ltr on tonight
rainbowgirl: if i need more help?

Victoria: Yes, you can come back whenever you want to.

rainbowgirl: thnk you
rainbowgirl: u r a lifesaver
TEXT/CHAT PLANNED PARENTHOOD

• FAQ and static info doesn’t meet teens needs in moments of crisis
• Pilot program launched September 2010
• Effort now underway to scale
TEXT/CHAT
PLANNED PARENTHOOD

• Abortion, pregnancy testing, STD testing, EC
• 32,600 conversations to date
  • 89% female
  • 51% young adults (18-24), 23% teens (17 and under)
  • 17% African American, 19% Latino, 46% White, 18% Other
TEXT/CHAT

PLANNED PARENTHOOD

• Effective in reducing levels of worry, particularly among Latinos and those under 25
• 55% of conversations included referrals to a Planned Parenthood health center
• 87% of users said service was either very helpful or somewhat helpful
TEXT/CHAT PLANNED PARENTHOOD

• Partnership with MTV to promote on “16 and Pregnant” and “Teen Mom”
• 5 second promo aired 2x per episode
TEXT/CHAT PLANNED PARENTHOOD

- Expand hours/days of operation
- Provide ongoing agent training and evaluation to continually improve quality of service
- Develop partnerships and engage in targeted promotion to expand reach with key audiences
• Already 15% of visits to plannedparenthood.org
• Partnership with IPPF
• Can we do internationally what we have done domestically
PLANNED PARENTHOOD GLOBAL MOBILE

- Begin in Peru and Nigeria
- Make content locally relevant
- Establish service provider network of IPPF and PPFA partners
- Future phases will expand networks and develop program in additional countries
Thank You

Rebecca Willett
rebecca.willett@ppfa.org
Learning about Living: Cross-Media Platform to Empower Young People with Reproductive Health Information
OneWorld UK

- An online portal for global justice since 1994
- Innovating in ICTs and mobile phone technologies
Mobile4Good and Learning about Living

Bila7araje (Morocco)

Learning about Living (Nigeria)

InfoAdo (Senegal)
Need for Family Planning

• Unmet need for FP accounts for over 90% of unplanned or unintended pregnancy in SSA, and over 80% of unplanned pregnancy in Arab states

• Meeting the need for FP is crucial in providing universal access to RH and achieving MDG5

Image credit: Michael Mistretta
Social Taboos

• DHS measures unmet need for family planning among married women

• Social taboos that prevent SRH & FP discussions disadvantage young women, who most need access to information on their bodies and their health

• LaL’s mHealth programmes offer confidential routes to accurate SRH and FP information to young girls
“Learning about Living”

eLearning  mobile

radio
e-Learning
(virtual peer educators)
Mobile Platform

- **MyQ**: Answering urgent sexual health questions...
  - via email
  - via phone
  - via SMS

  Providing vital sexual health information anonymously, confidentially and quickly.

- **MyA**: A monthly sexual health competition to encourage discussion and engagement
Results

How many questions?

- **Morocco SMS**
  - Duration: 2 weeks
  - Questions: 350

- **Morocco Radio**
  - Duration: 8 months
  - Questions: 20,000

- **Senegal**
  - Duration: 8 months
  - Questions: 70,000

- **Nigeria**
  - Duration: 4 years
  - Questions: 350,000
Results

What are they asking?

I just had an unprotected sex and am confuse what can i take to help prevent me from sti and other infections plus pregnancy? – Nigeria

Apart 4rm condom how can we protect our self during sexual intercourse? - Nigeria

I cannot use condoms in my sexual relations, what should I do? – Morocco

Do family planning pills prevent HIV transmission? – Morocco

es k on pe etre enceinte et continuer ses etudes secondaire? - Senegal

est ce qu’une fille qui na pas fait des rapport sexuel peut ètre enceinte et commen? - Senegal
Results

What are they asking about?

% of total SRH questions received (2007-2011)

- RH/FP Questions
- Other SRH Questions

- Morocco
- Nigeria
- Senegal

% of total SRH questions received (2007-2011)
Results

What are they asking about?

- Basic HIV/AIDS Information
- STIs and Reproductive Tract Infections
- Puberty/Body Changes/Hygeine
- Sexual Relationships
- RH Function/Menstruation
- RH Services
- Unintended Pregnancy/Unsafe Abortion
- Pregnancy/Safe Motherhood
- Other Contraceptives/Family Planning
- Condoms

Selected questions received (2007-2011)

Nigeria
Senegal
Morocco
Results

What are they asking about?

- Basic HIV/AIDS Information
- STIs and Reproductive Tract Infections
- Puberty/Body Changes/Hygiene
- Sexual Relationships
- RH Function/Menstruation
- RH Services
- Unintended Pregnancy/Unsafe Abortion
- Pregnancy/Safe Motherhood
- Other Contraceptives/Family Planning
- Condoms

% of total SRH questions received (2007-2011)
Results

What are they asking about?

Senegal

% of total SRH questions received (2007-2011)
Results

Who’s asking?

Age

- 15-25: 78%
- Under 15: 9%
- Over 25: 13%

Gender

- Male
- Female

Questions received (2007-11)
Results

Why they use it

- because it is free
- it provides prompt response and is especially useful when people are in need
- it is easy to access and is available
- it is educative and provides information not only on HIV but on other issues of life young people face
- other

Repeat Users

- 10+ times
- 4-10 times
- 3 times
- 2 times

Coming back for more...
MYANSWER COMPETITION

My Answer

To enter the competition fill in the form below with the answer to this month’s question:

What is the full meaning of ARVs and what is it used for?

Closing date for entries: Sunday, October 31, 2010

I would like to know...

My Answer

67: List 3 impacts of unplanned pregnancy on young people
01 Aug 2011 - 31 Aug 2011

<table>
<thead>
<tr>
<th>Total</th>
<th>New</th>
<th>Winning</th>
<th>Incomplete</th>
<th>Right Answer</th>
<th>Incorrect</th>
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<tr>
<td>528</td>
<td>156</td>
<td>20</td>
<td>42</td>
<td></td>
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62: List 3 methods of contraception
01 May 2011 - 31 May 2011

<table>
<thead>
<tr>
<th>Total</th>
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<th>Rejected</th>
<th>Winning</th>
<th>Incomplete</th>
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<td>3</td>
<td>20</td>
<td>56</td>
<td>377</td>
<td>315</td>
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</table>
Key Learnings

- Local Context
- User driven
- Appropriate Tech
- Work in partnerships - add value to existing work

- ‘Safe Space’ empowers
- Young people engage!
- Improves access to info: providing FP info for YP
- Easily replicated, can be Sustained but publicity
- A tool, not an end!
Challenges & Best Practices

- Getting Telcos on board
- Resources: partnerships
- Sustainability...SMS costs
- 160 characters; girls and social media
- Extension to traditional programs...joint funding
- Out of the box.....
Challenges & Next steps

• Connecting young people to youth friendly SRH and FP services
• Better SRH and family planning education
• Social change promoting increased discussion of SRH and FP
Expanding the Reach
Expanding the Reach

- Desk research; contact local NGOs & experts
- Focus groups with young people
- Agree local partnerships, negotiate with telcos
- Adapt SMS platform (language, etc)
- Train counselors on SMS platform & counseling techniques
- Launch... publicize publicize publicize!!!
“We young people have so many things that we don’t want to speak about with our parents... We would just like it to be private.”

- Halima Isha, student, Abuja