Using Mobile Phones to Empower

Entertainment Education Improves Family Planning Seeking Behavior Among Couples
The Health Communication Capacity Collaborative

- USAID funded, five-year, flagship social and behavior change communication (SBCC) project
- Designed to strengthen developing country capacity to implement state-of-the-art SBCC programs.
- Health areas:
  - Family planning & reproductive health
  - Child survival
  - Maternal and child health
  - HIV and AIDS
  - Ebola & Preparedness Response
  - Malaria, TB and other infectious diseases; and non-communicable diseases
1. Background
Decision-Making Process

- Think about FP:
  - Use, method, where, continue?
- Talk with others:
  - partner, family, friends
- Visit provider
Communication Core Skill

• Women often do not have skills needed to communicate effectively about their needs and preferences

• Demand-generation programs address information on methods and encourage clinic visit

• Women are not prepared to be active and engaged clients when visiting with family planning provider

• Discussion and decision-making is often led by the provider
Empowered Clients

- Express their needs, concerns
- Client-provider communication improves health outcomes

Kim et al., 2001; Street et al., 2009
• Increase number of Family Planning clients who are informed, empowered and confident – SMART CLIENTS
• Capitalize on success of mobile technologies used to increase knowledge (i.e., M4RH, MAMA)
• Reach women using mobile phones
• Prepare women before their visit with tool
TV Serial Drama

INTERSEXIONS

Our lives intersect in mysterious ways. We are tied together by the secrets we keep. But open to the harm that secrets bring.

Showing Tuesdays
SABC1 @ 20:30
Community Drama
Drama → Mobile Phone
2. “Smart Client” Tool
**What is “Smart Client” tool?**

<table>
<thead>
<tr>
<th><strong>Description</strong></th>
<th>Mobile phone tool to help women think about and prepare before visiting a family planning provider.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Technology</strong></td>
<td>Interactive Voice Response (IVR)</td>
</tr>
</tbody>
</table>
| **Content**     | Drama  
|                 | Testimonial  
|                 | Sample Dialogue                                                                                  |
| **Structure**   | 17 calls:  
|                 | 1 Welcome call  
|                 | 13 “Regular” calls  
|                 | 3 Quizzes                                                                                       |
| **Additional**  | SMS Reminders                                                                                   |
“Regular” Call Structure

Host Intro

Drama

Personal Story (optional)
Sample Dialogue (optional)

Sample Dialogue (optional)

Personal Story (optional)

Host recap of key messages/skills; Question
Purpose of “Smart Client” Tool

• Use Entertainment Education to model:
  – Women as active, engaged and informed clients of FP services
  – Men as supportive, engaged and informed partners
  – Positive couple communication and joint decision-making

• Complement existing programs:
  – Demand generation activities encouraging couples to seek family planning counseling
  – Training providers on client-centered counseling
Social Learning Theory

- Observation
- Imitation
- Modeling

Drama

Testimonial

Sample Dialogue

- Observe
- Understand
- Motivated to try

Bandura, 1971
3 Smart Skills

Listeners learn:

• **THINK** about what they want in the future for themselves and their family
• **TALK** with their partner, friends, provider
• **SHARE** experiences with others so that more people can also become smart clients
3. Method and Results
Stage 1: Pretest

• Assess use IVR to deliver EE content to potential FP users
• Nigeria: Kaduna, Lagos and Ibadan
• June 2016
• 12 FGDs (103 women)
• Listened to 2 recorded “Regular Calls” and a summary of the storyline
• Discussed preferences about IVR tool
Stage 1: Pretest Results

- Easily understood the messages
- Apply it to their lives to help them have a happier and healthier family
- Eager to hear the full story in the drama
- Willing to refer the tool to others and pay a nominal fee to listen to call in
- Named the tool “Beta Life”
Stage 1: Suggested Changes

• Slight adjustments to drama storyline
• Add music/jingle/drums
• “Sample dialogue” on every call, not just 4
• Include both male and female hosts
• After drama choose:
  – sample dialogue or testimonial
  – the order in which they listen
Stage 2: Prototype Test

- Assess if tool functions as intended and understand the user experience
- Nigeria: Kaduna
- November 2016
- 24 women
- 4 IDIs:
  - Super User
  - Inconsistent
  - Short length
  - Poor User
Stage 2: Prototype Results

- Tool functioned as intended
- Users generally had a positive experience using the tool.
- Enjoyed the content they listened to and indicated a strong comprehension of the key messages.
Stage 2: Suggested Changes to Prototype

• Enable users to:
  – Select preferred frequency for receiving the calls.
  – Select preferred time of day for receiving the calls.
  – Flash *Beta Life* number when they are ready to receive the next call.
  – Re-listen to a previous call or picking up where they left off if they were unable to listen to the whole call.
Stage 3: User Study

- Assess how the audience engages with the tool, their perceptions about the tool and its impact on contraceptive-related ideation, intentions and behaviors.
- Kaduna, Nigeria
- Quasi-experimental study:
  - 300 Intervention
  - 300 Control
- Pre/post survey
- Launched March 2017
Stage 3: Preliminary Results

• Easy to navigate (85%)
• Liked the chats and questions by the hosts (50%)
• If decide visit FP nurse:
  – Husband support? 63% → 90%
  – Free to discuss concerns 60% → 90%
  – Very confident 47% → 76%
• If decide start FP:
  – Husband support use? 58% → 79%
  – Talk with family and friends? 50% → 80%
4. Conclusions
Conclusion

• A new channel for Entertainment Education
• Reach women via mobile phones
• Improve client-provider communication, satisfaction and continuation of FP methods.
## Timeline

<table>
<thead>
<tr>
<th>Activity</th>
<th>Dates</th>
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</thead>
<tbody>
<tr>
<td>Stage 3: Smart Client User Study (Nigeria)</td>
<td>March – July</td>
</tr>
<tr>
<td>Stage 4: Smart Couple User Study (Nigeria)</td>
<td>June – August</td>
</tr>
<tr>
<td>Guide on adaptation and use for implementers</td>
<td>August</td>
</tr>
</tbody>
</table>

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Listen to Call #2: Sample Dialogue
# Mobile Phone Tools

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<tr>
<th>Structure</th>
<th>Smart Client</th>
<th>Smart Couple</th>
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<tr>
<td><strong>Interactive Voice Response (IVR)</strong></td>
<td>17 calls (1 Welcome call; 13 Regular calls; 3 Quizzes)</td>
<td></td>
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<tr>
<td>Audience</td>
<td>Women, 18-45 years, who are married or unmarried and live in urban/peri-urban areas</td>
<td>Women and Men, 18-45 years, live in urban/peri-urban areas</td>
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<tr>
<td>Additional</td>
<td>SMS Reminders</td>
<td>SMS Challenges</td>
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