Male Partner Engagement in Family Planning SMS Conversations at Kenyan Health Clinics

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About This Talk

Male Partner Engagement in Family Planning
SMS Conversations at Kenyan Health Clinics
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- Why Family Planning?
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- Why (conversational) SMS?
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- Why (conversational) SMS?
- Why Male Partner Engagement?
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Male Partner Engagement in Family Planning SMS Conversations at Kenyan Health Clinics

- Why Family Planning?
- Why (conversational) SMS?
- Why Male Partner Engagement?
- (And we’re doing this in Kenya)
Why Family Planning (in Kenya)

From the Kenyan Demographic and Health Survey (2014)

- 98% of sexually active women are aware of modern FP methods.
- 40% of women using FP not told about side effects
  - 31% stop FP after 12 months
  - 29% site side effects and health concerns
Why Family Planning (in Kenya)

From the Kenyan Demographic and Health Survey (2014)

- 98% of sexually active women are aware of modern FP methods.
- 31% stop FP after 12 months:
  - 29% cite side effects and health concerns
  - 40% of women using FP not told about side effects

Clear need for more Family Planning Communication
Why (conversational) SMS

Of our participants …

Use SMS Regularly

- Yes
- No

Have Ever Used The Internet

- Yes
- No
Why (conversational) SMS

m4RH (Mobile for Reproductive Health)

• Opt-in short code (Tanzania & Kenya)
• Navigate an SMS based menu for contraceptive information and clinic details.
• One-way messaging

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Prior Work: Two Way Messaging


Simple Two-Way SMS Intervention

“*The health workers used multiple recipient (bulk) messaging functions to improve efficiency*”
Prior Work: CHI 2015

- One clinic outside Nairobi
- 100 mothers receive two-way messaging

Prior Work: CHI 2015

- Mothers are active and engaged
- Will talk about important maternal health issues

Why Male Partner Engagement

- Men have limited touch points with health systems.
- Few maternal health focused mHealth projects include males.
- Explore the feasibility of including male partners in family planning SMS conversations.
Deployment

- Part of a RCT (n=260)
  - SMS Group (n=130)
- Participants optionally enroll male partner (n=101)
  - SMS Group (n=52)
- Eligibility requirements
  - Within 12 weeks of due date
  - Daily access to a mobile phone
  - Safaricom SIM Card
Contributions

• Compare engagement and technology use within couple dyads.

• Characterize male SMS engagement in a maternal health program.
### Demographics

<table>
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Technology Use

Of our participants ...

Use SMS Regularly
- Yes
- No

Have Ever Used The Internet
- Yes
- No
Technology Use

- SMS: 100.00% use
- Internet: 80.00% use, 20.00% have_not_use, 10.00% not_have
Technology Use (couples)

use  have_not_use  not_have

SMS

Internet
Technology Use (couples)

- Technology Use: SMS, Internet, Play Music, Take Pictures, Play Videos

- Categories: use, have_not_use, not_have

- Chart showing percentages for each technology use scenario.
Technology Use (couples)

- **SMS**: Use (80%), Have_Not Use (5%), Not_Have (15%)
- **Internet**: Use (65%), Have_Not Use (10%), Not_Have (25%)
- **Play Music**: Use (70%), Have_Not Use (15%), Not_Have (15%)
- **Take Pictures**: Use (35%), Have_Not Use (25%), Not_Have (40%)
- **Play Videos**: Use (80%), Have_Not Use (5%), Not_Have (15%)
- **Torch**: Use (90%), Have_Not Use (5%), Not_Have (5%)
- **Radio**: Use (85%), Have_Not Use (5%), Not_Have (10%)

The diagram shows the percentage of couples using each technology and those who either have not used or have not used at all.
How To Design For Engagement

Weekly automated messages

1. 

Staff Reply

Response

Optional Response Forward

Optional Reply

3.
How To Design For Engagement

Send Message to Emelda Akinyi Otieno (English)

Know that en eight months pregnant en my husband still want us to have sex

Outgoing message:
Message to send....

Translated message:
Translation....

Send To: Both Mother Partner

Send translate later Send no translation Send translation complete
Measuring Engagement

- **Total Number of SMS Messages Sent**
  - Mothers No Partner
  - Mothers With Partner

- **Percentage**

The graph compares the percentage of total number of SMS messages sent by mothers with and without partners.
Measuring Engagement

- Mothers No Partner
- Mothers With Partner
- Partners

Chart showing the percentage of engagement over the total number of SMS messages sent.
Comparing Partner Dyads

Sent by Partner

Sent by Mother

$\text{pearsonr} = 0.14; \ p = 0.38$
When Do Participants Respond

![Graph showing response times for different groups: Mothers With Partner, Mothers No Partner, and Partners. The x-axis represents response time (log scale) from 10s to 7d, and the y-axis represents the percentage of participants responding. The graph shows the percentage of participants responding over time for each group, with Mothers With Partner generally responding sooner than Mothers No Partner and Partners.]
Topics

Partners

Mothers with Partners

Mothers no Partners

- family-planning
- delivery-concerns
- postnatal-concerns
- infant-health
- immunization
- antenatal-concerns
- visits
- side-effects
Some Example Messages
[name] & [name], this is Valarie from Clinic. Please ask us if you need any information. We are here for you and your baby. Are you having any challenges?
System Weekly Prompt: Nov. 7 2pm

Mama Vera & Michael, this is Valarie from Clinic. Please ask us if you need any information. We are here for you and your baby. **Are you having any challenges?**

Response from Partner: Nov. 7 6:33pm

Mama and I are doing fine, although for the baby he has difficulty when passing stool, **he can pass stool once in a week**, so I don't know where the problem is!
you and your baby. Are you having any challenges?

Response from Partner: Nov. 7 6:33pm
Mama and I are doing fine, although for the baby he has difficulty when passing stool, he can pass stool once in a week, so I don't know where the problem is!

Response from Mother: Nov. 8 10:45am
if i use the coil are there any problems?
Response from Partner: Nov. 7 6:33pm
Mama and I are doing fine, although for the baby he has difficulty when passing stool, he can pass stool once in a week, so I don't know where the problem is!

Response from Mother: Nov. 8 10:45am
if i use the coil are there any problems?

Response from Mother: Nov. 8 10:55am
if you want to insert the coil is it a must you come with your husband
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Response from Mother: Nov. 8 10:55am
if you want to insert the coil is it a must you come with your husband

Study Nurse [to mother]: Nov. 8 11:34am
Hi [name], if you want to be inserted for the coil it is not a must you come with your husband, but if he has time he can accompany you. you will experience cramps during menses and during the first few days.
If you want to insert the coil is it a must you come with your husband.

Study Nurse [to mother]: Nov. 8 11:34am

Hi [name], if you want to be inserted for the coil it is not a must you come with your husband, but if he has time he can accompany you. You will experience cramps during menses and during the first few days.

Study Nurse [to both]: Nov. 8 11:37am

Hi [partner], have you started giving the baby other food and fluids apart from breast milk?
Hi [name], if you want to be inserted for the coil it is not a must you come with your husband, but if he has time he can accompany you. You will experience cramps during menses and during the first few days.

Study Nurse [to both]: Nov. 8 11:37am

Hi [partner], have you started giving the baby other food and fluids apart from breast milk?

Response from Mother: Nov. 8 11:45am

until 6 months is when he will start taking other fluids
[name] & [name], this is Valarie from Clinic. There are some myths in the community about family planning. The injection does not cause infertility, so it is safe to get the injection if you are planning more children in the future. **What have you heard about the injection?**
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Response from Mother: Feb. 8 10:47am

I can say that injection is the best because I have used it after giving birth for 5 years, vile niliamua kupat mtoto tena niliacha kuitumia na nilipata mimba after 3 months. **But when you used injection, tumbo inafura na monthly period not seen regular**
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Response from Mother: Feb. 8 10:47am

I can say that injection is the best because I have used it after giving birth for 5 years, when I decided to give birth, I got pregnant after 3 months. **But when you use injection, you get stomach bloating and monthly period not seen regular**
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I can say that injection is the best because I have used it after giving birth for 5 years, when i decided to give birth, i got pregnant after 3 months. **But when you use injection, you get stomach bloating and monthly period not seen regular**

Study Nurse Response: Feb. 8 11:17am

Many women stop having monthly periods on the injection, and this is normal

**Important to keep a human in the loop**
Conclusions

Engaging men in maternal health is hard (less than half of partners enrolled)

But when they engage their content similar is to what mothers send

Significant gender technology gaps exist (even within couple dyads)
Thanks!