

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 Family Planning?
- Why (conversational) SMS?
- Why Male Partner Engagement?

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

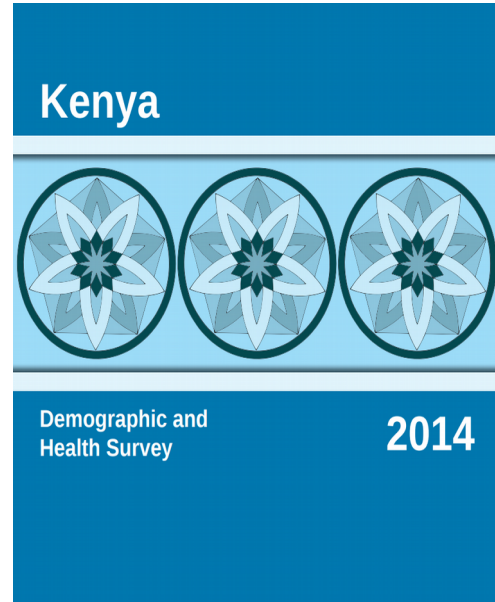
- Why Family Planning?
- Why (conversational) SMS?
- Why Male Partner Engagement?
- (And we're doing this in Kenya)



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)

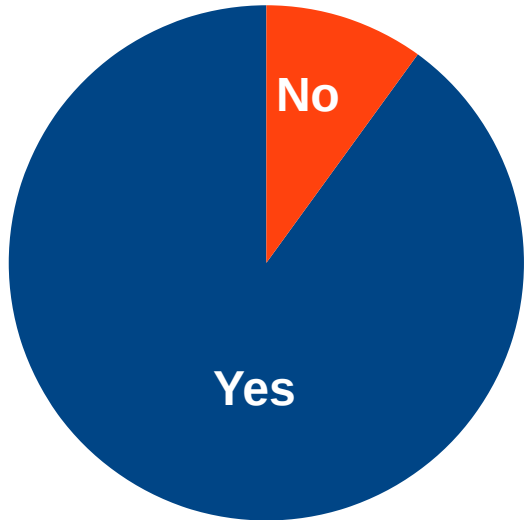
- 98% of sexually active women are aware of modern FP methods
- 31% of women using FP not told about side effects
 - 29% of women using FP not told about side effects
 - 40% of women using FP not told about side effects

Clear need for more Family Planning Communication

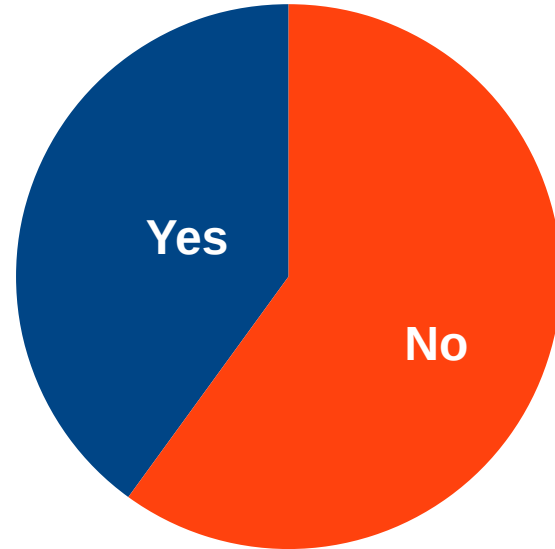
Why (conversational) SMS

Of our participants ...

Use SMS Regularly



Have Ever Used The Internet



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

L'Engle, Kelly L., Heather L. Vahdat, Elizabeth Ndakidemi, Christine Lasway, and Trinity Zan. "Evaluating Feasibility, Reach and Potential Impact of a Text Message Family Planning Information Service in Tanzania." *Contraception* 87.2 (2013)

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Prior Work: Two Way Messaging

WelTel Kenya1: **Effects of a mobile phone short message service on antiretroviral treatment adherence in Kenya.** *Lester et al. The Lancet (2010)*

Simple Two-Way SMS Intervention

Mambo (Hello)

Sawa (fine)

“The health workers used multiple recipient (bulk) messaging functions to improve efficiency”

Sawa (fine)



Prior Work: CHI 2015

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



Perrier, T., Dell, N., DeRenzi, B., Anderson, R., Kinuthia, J., Unger, J., & John-Stewart, G. "Engaging pregnant women in Kenya with a hybrid computer-human SMS communication system." Conference on Human Factors in Computing Systems. ACM, 2015

Prior Work: CHI 2015

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



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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

	Mothers no Partner	Mothers with Partner	Partners
Age	21 (19 - 25)	23 (20 - 27)	30 (26 - 35)

Demographics

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Age	21 (19 - 25)	23 (20 - 27)	30 (26 - 35)
No Secondary	47 (46.5%)	60 (59.4%)	46 (45.5%)
Income / mo (USD)	0 (0 - 40)	10 (0 -50)	80 (40 - 150)
Airtime / wk (USD)	1 (0.5 – 2.5)	1 (0.5 – 2.0)	2.0 (1 – 3.5)

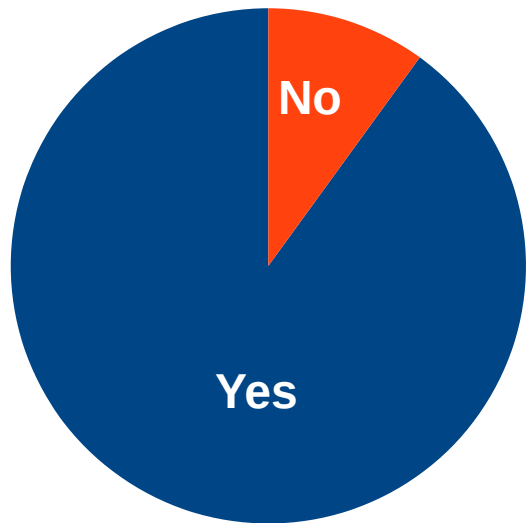
Demographics

	Mothers no Partner	Mothers with Partner	Partners	Paired t-test
Age	21 (19 - 25)	23 (20 - 27)	30 (26 - 35)	<0.0001
No Secondary	47 (46.5%)	60 (59.4%)	46 (45.5%)	0.01
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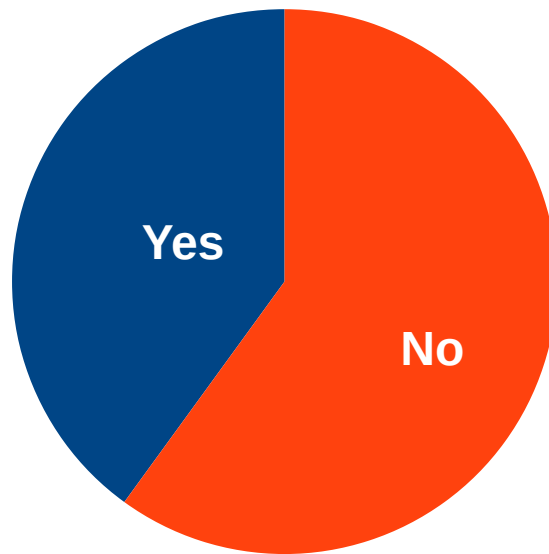
Technology Use

Of our participants ...

Use SMS Regularly

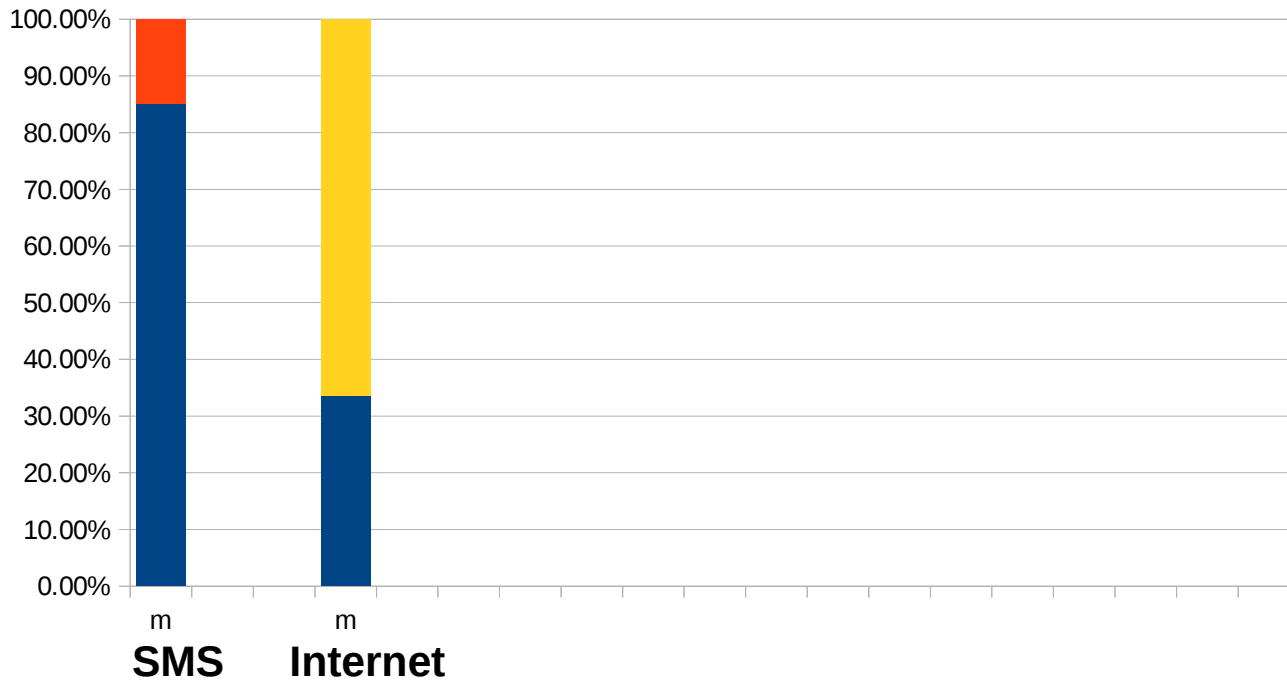


Have Ever Used The Internet

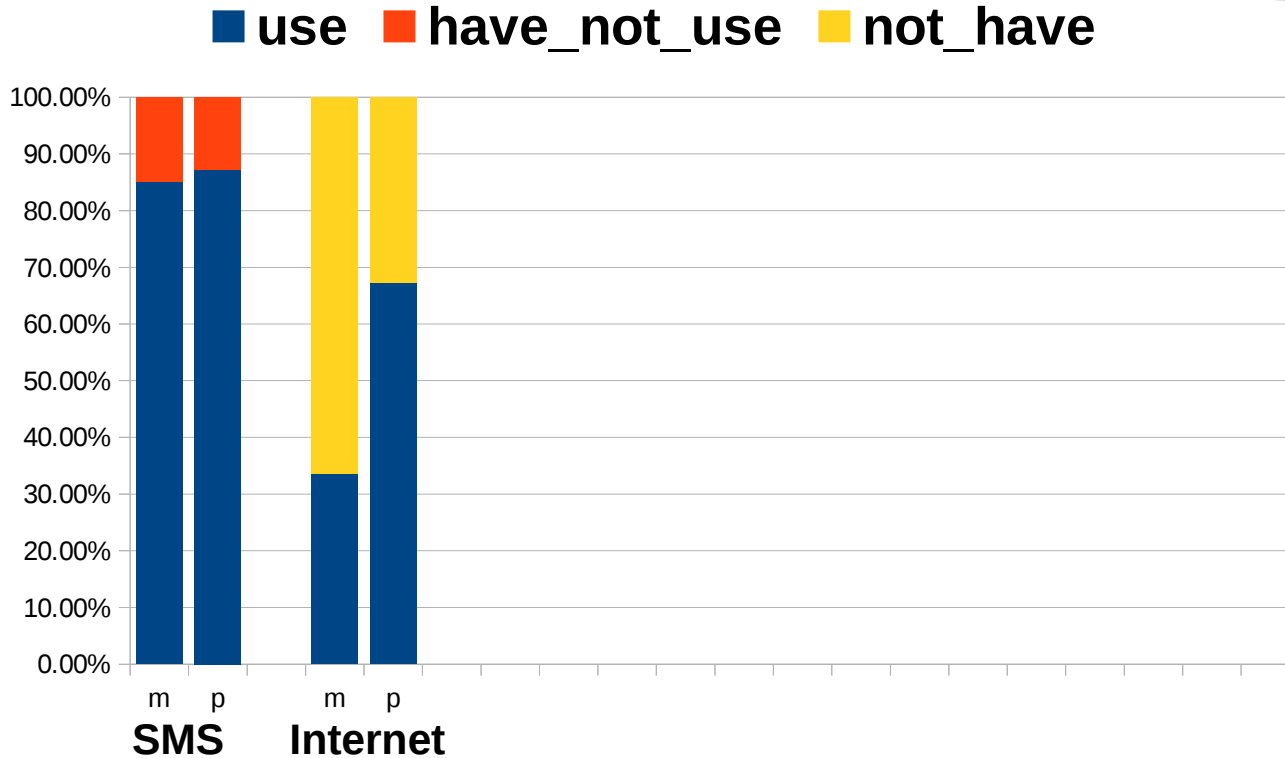


Technology Use

■ use ■ have_not_use ■ not_have

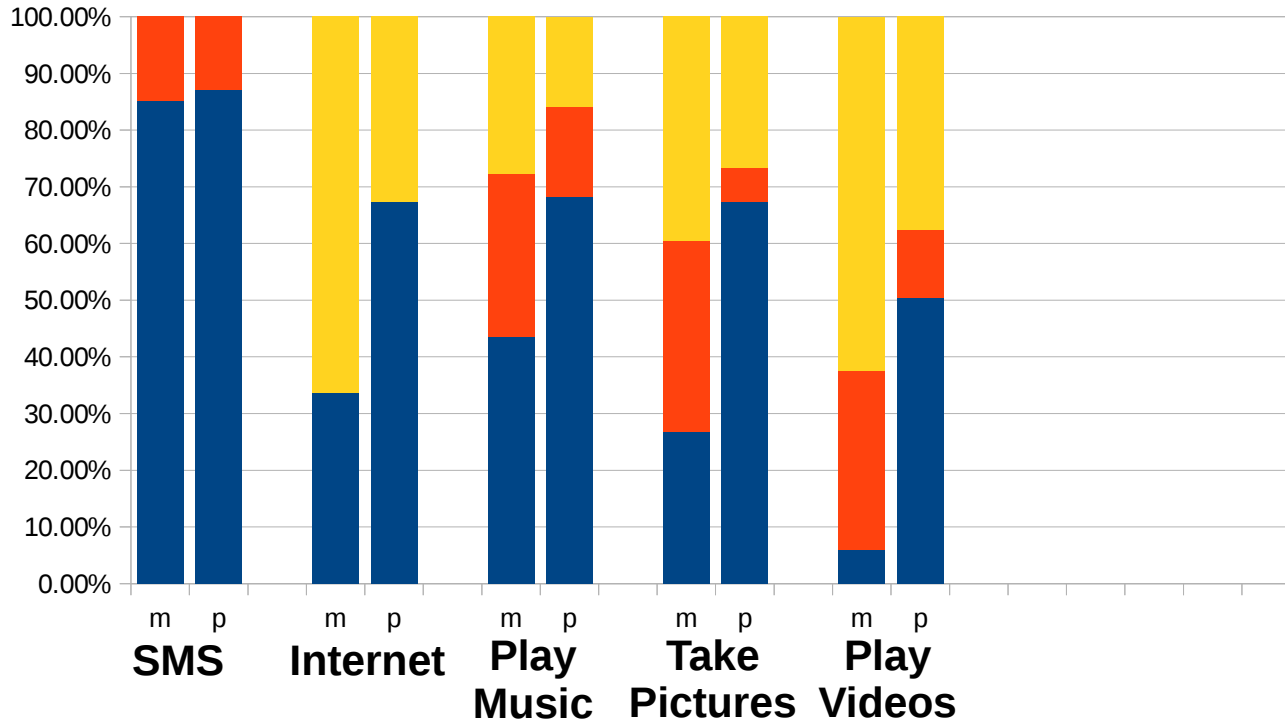


Technology Use (couples)

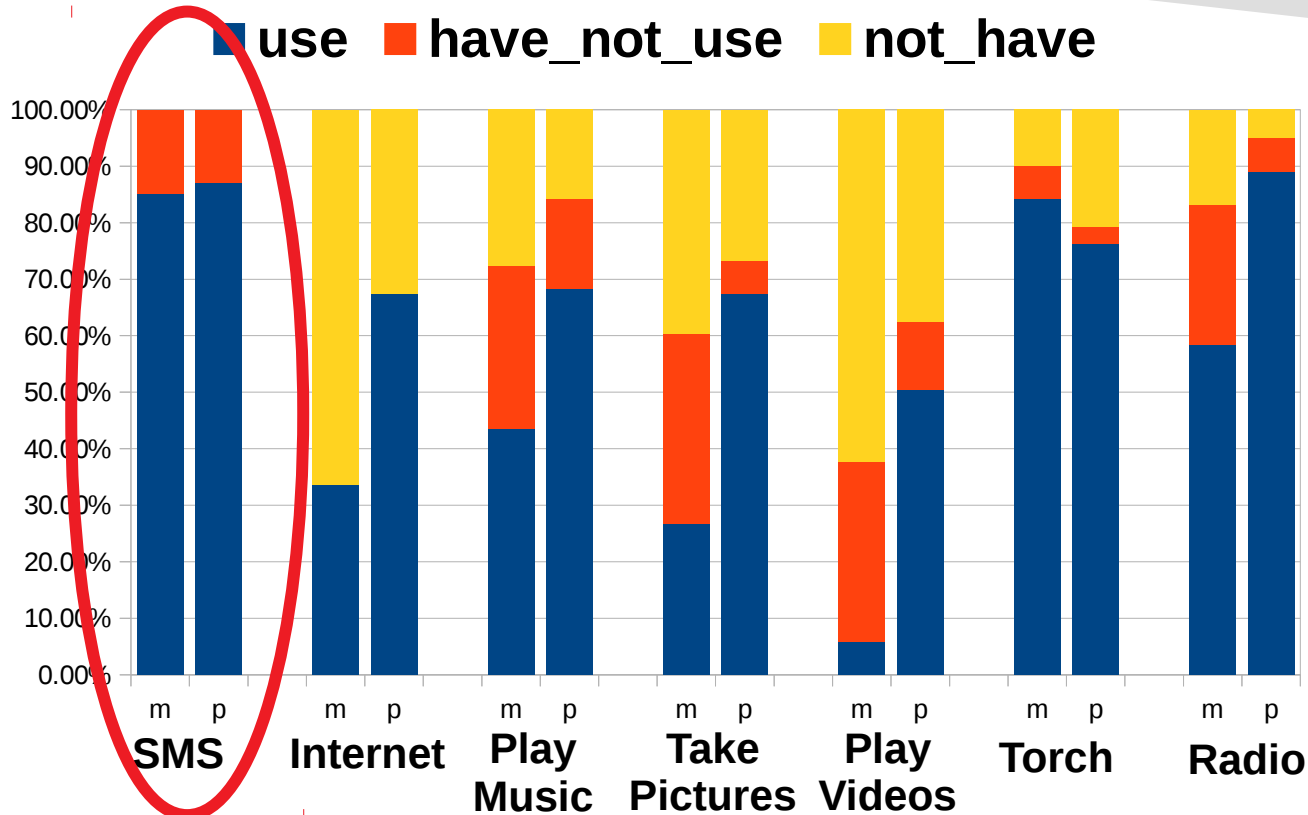


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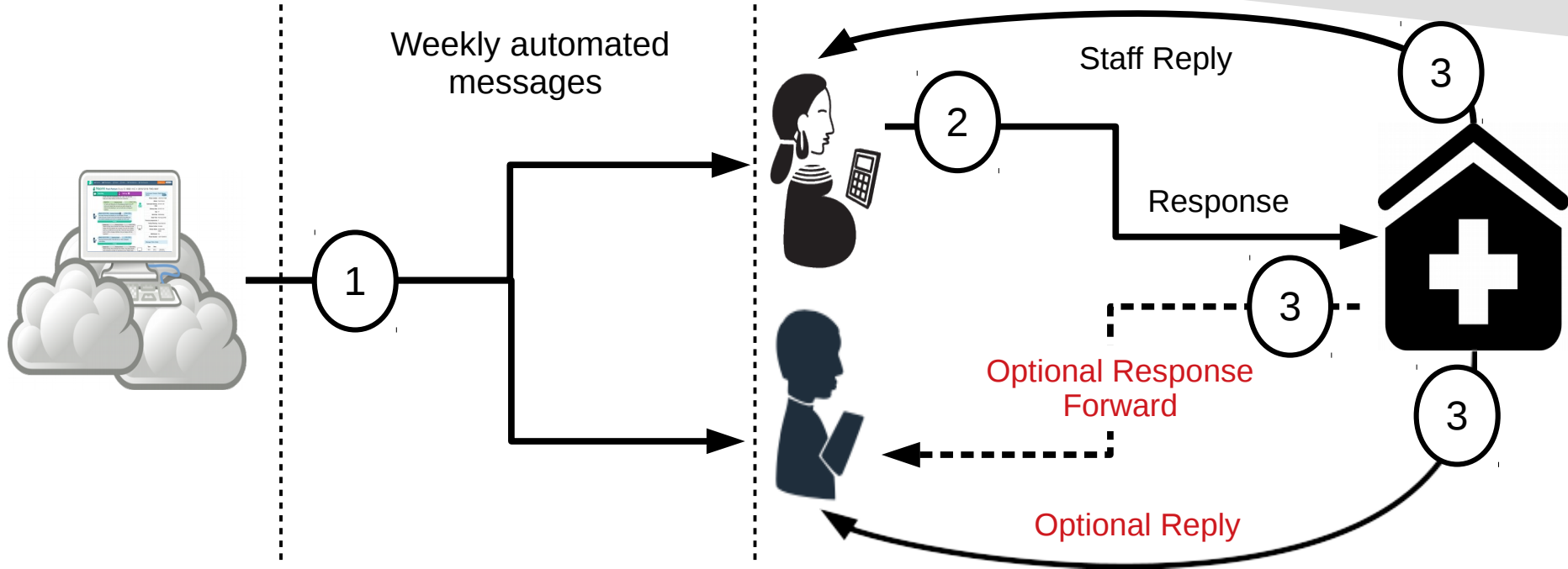
■ use ■ have_not_use ■ not_have



Technology Use (couples)



How To Design For Engagement



How To Design For Engagement

Send Message to Emelda Akinyi Otieno (English)

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

Forward:

Outgoing message:

Message to send....

Translated message:

Translation....

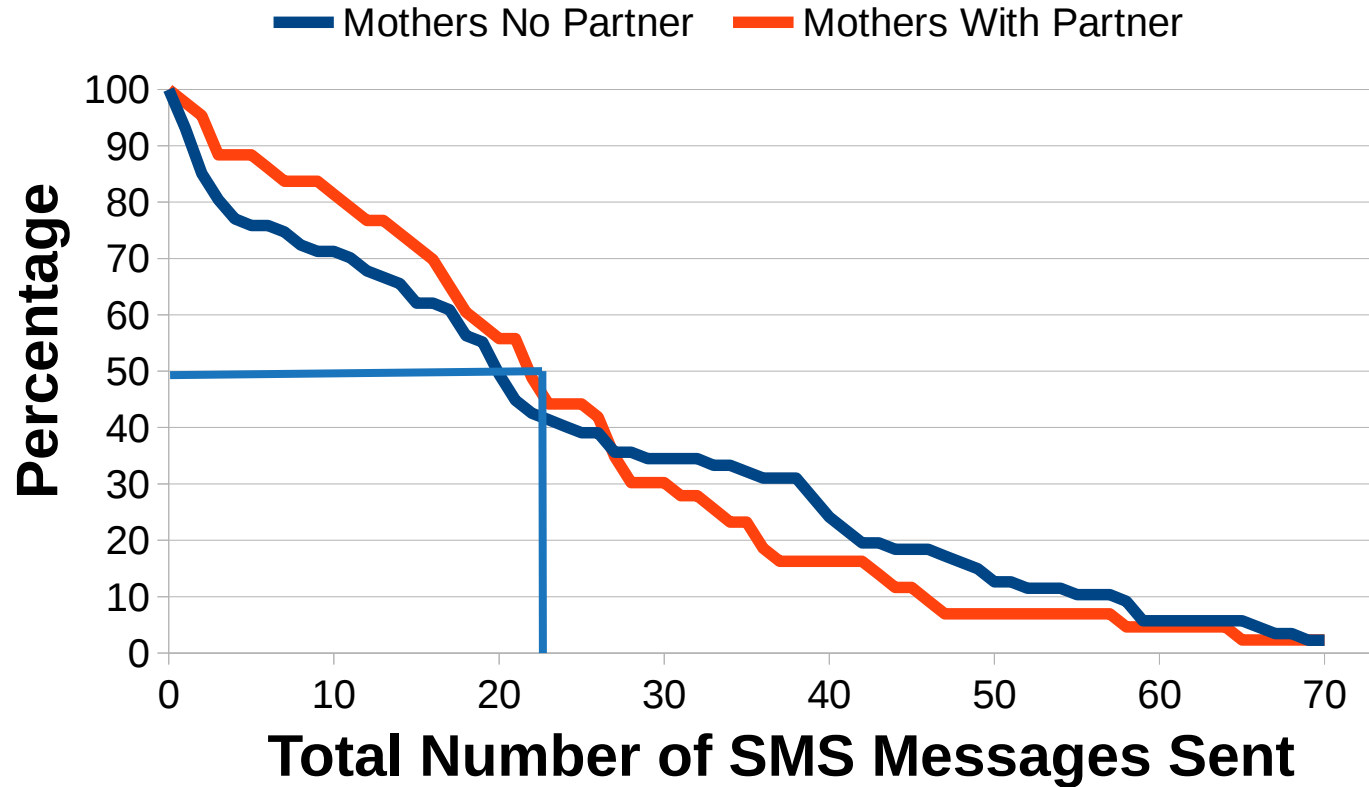
English Swahili Sheng Luo

Send To: **Both** Mother Partner

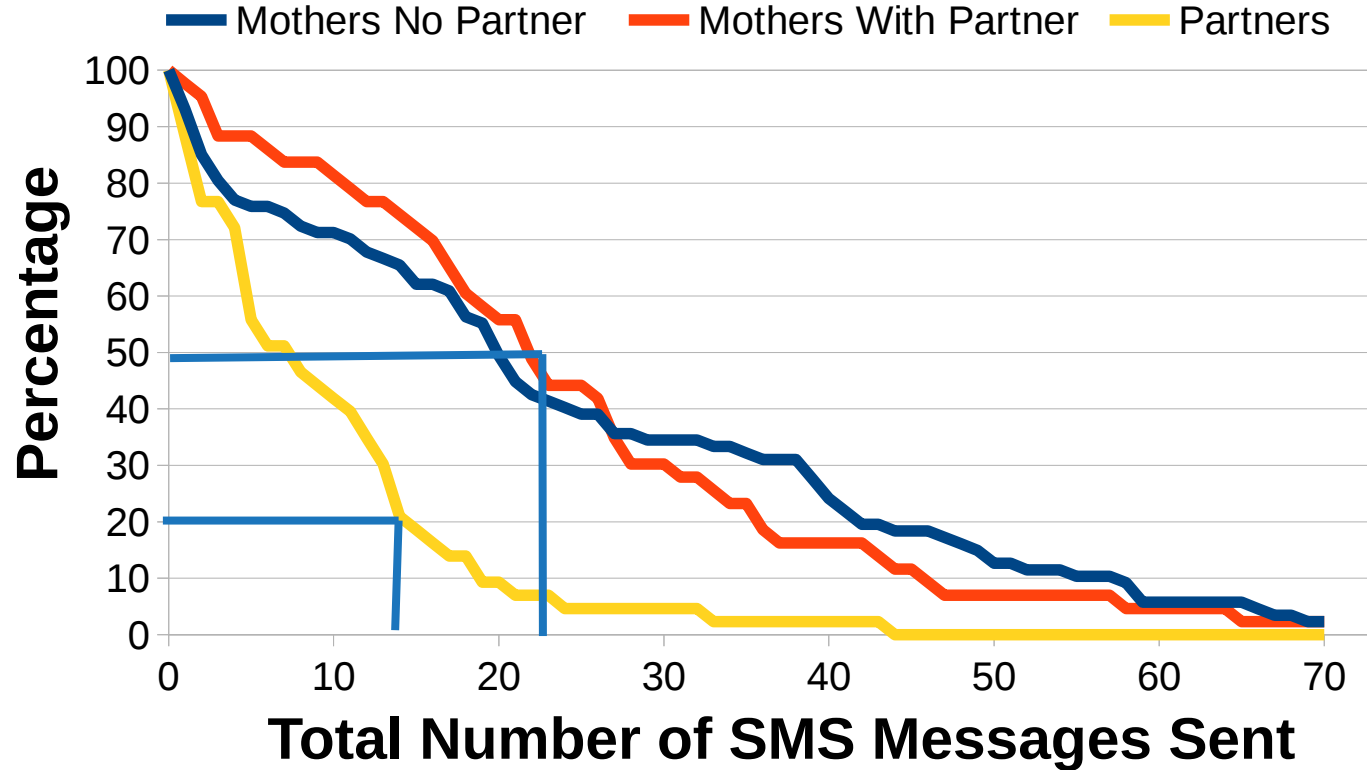
Send translate later Send no translation Send translation complete

3 Aug 16 20:16

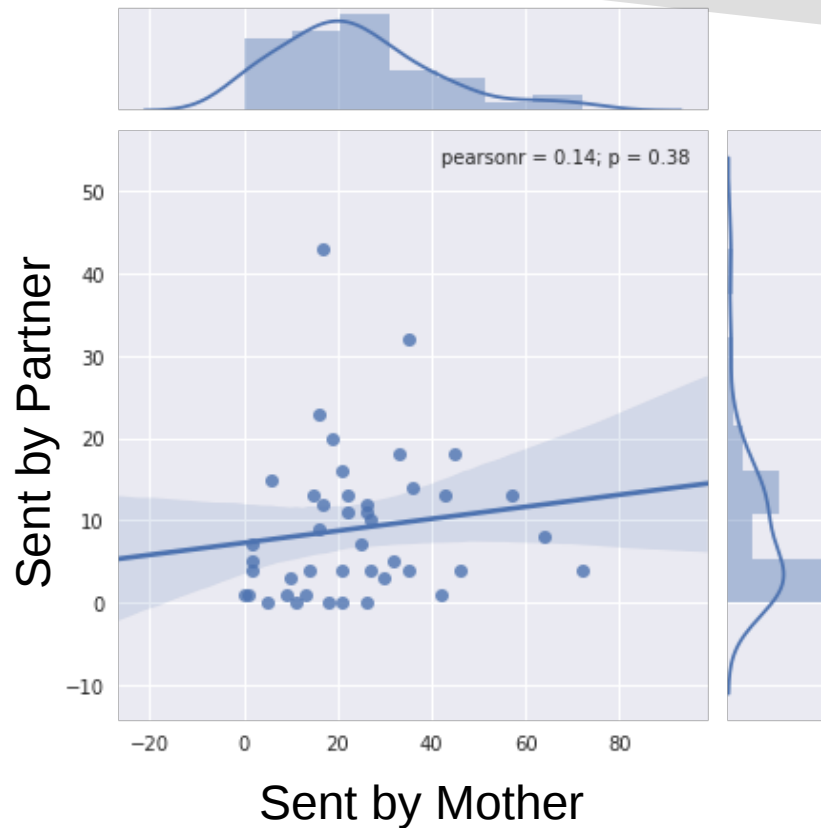
Measuring Engagement



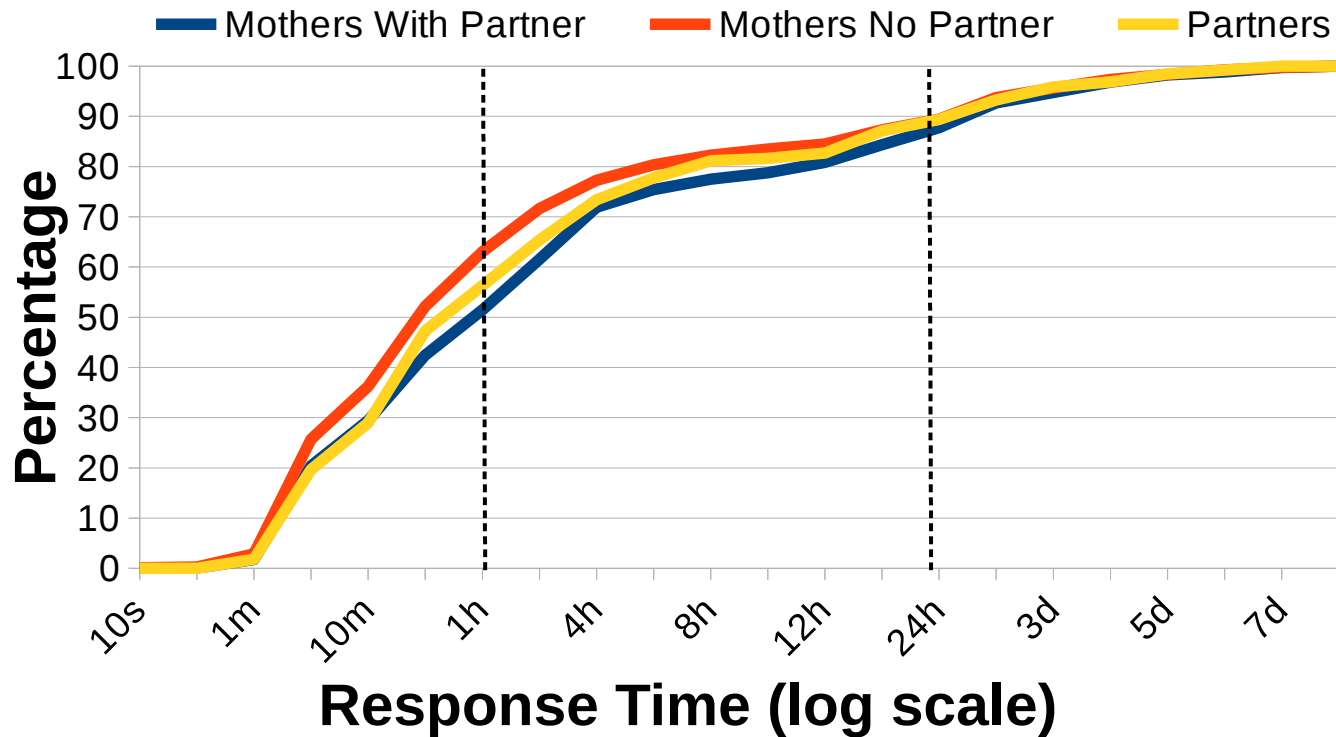
Measuring Engagement



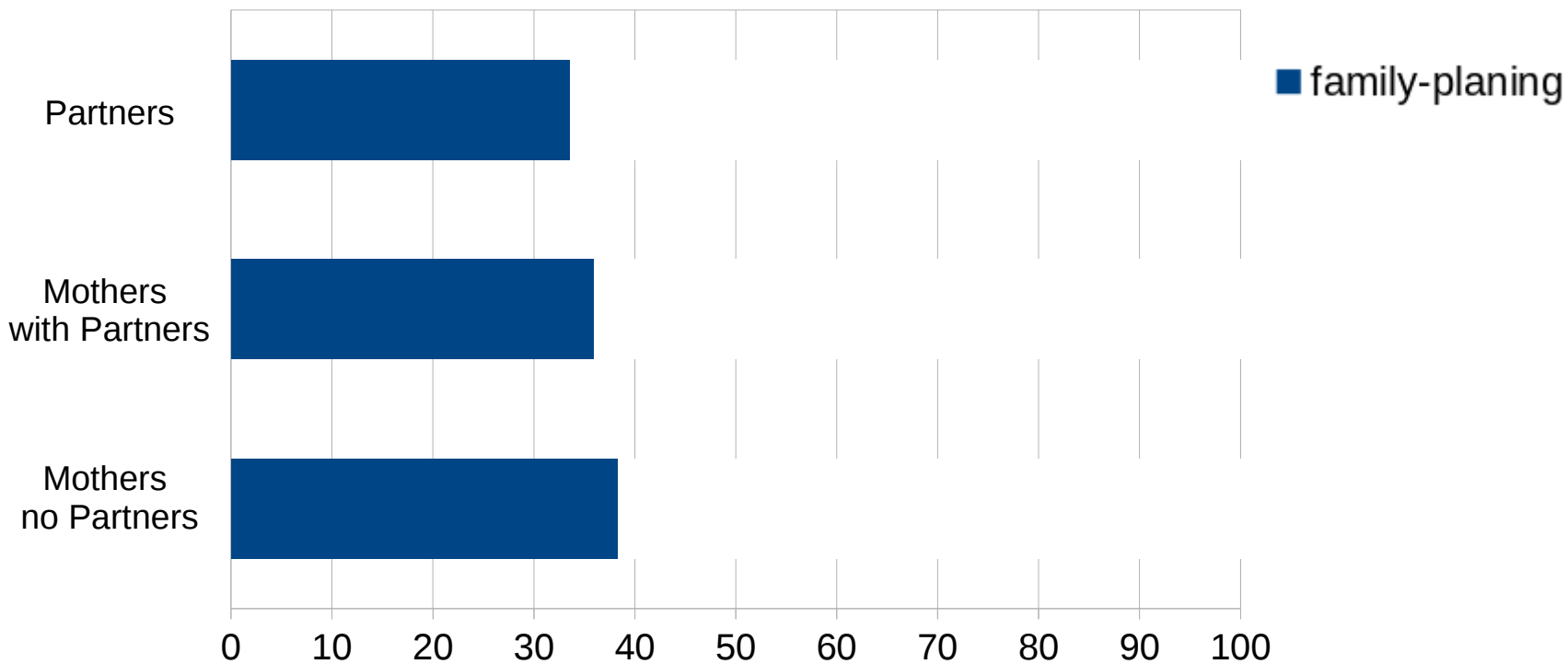
Comparing Partner Dyads



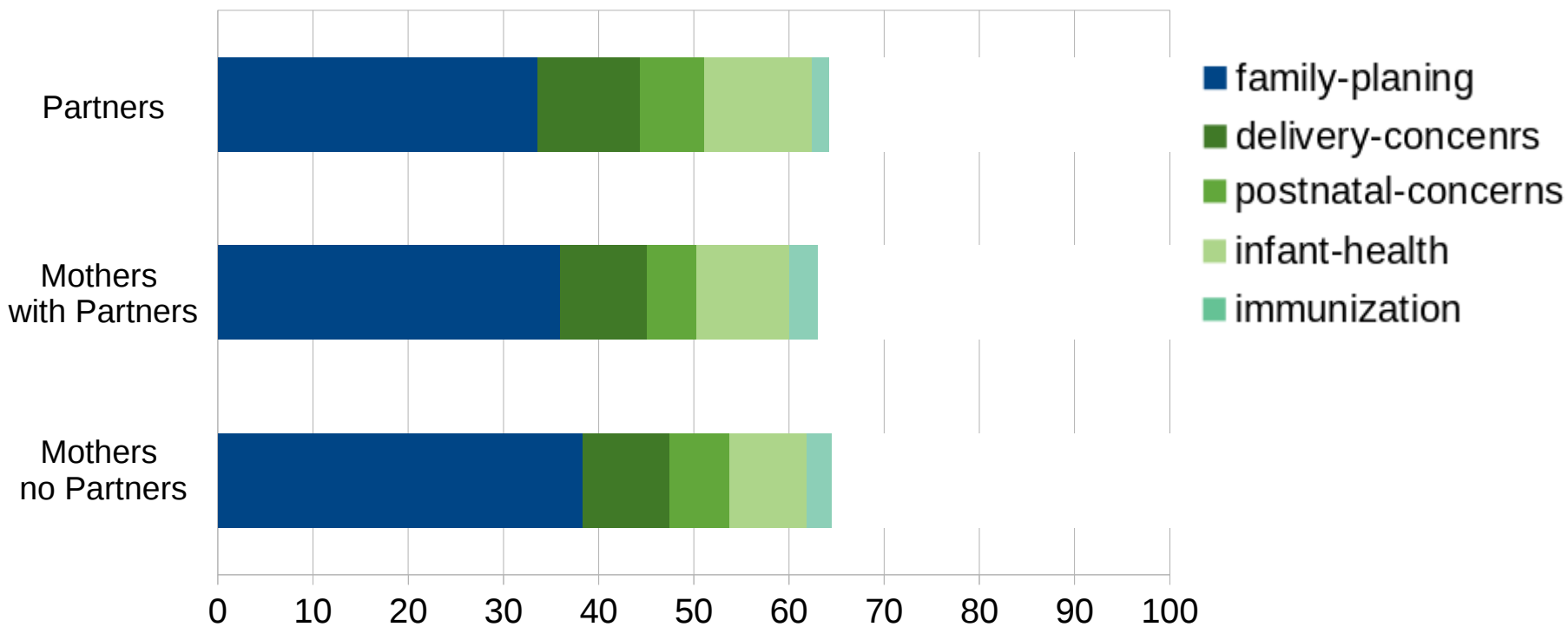
When Do Participants Respond



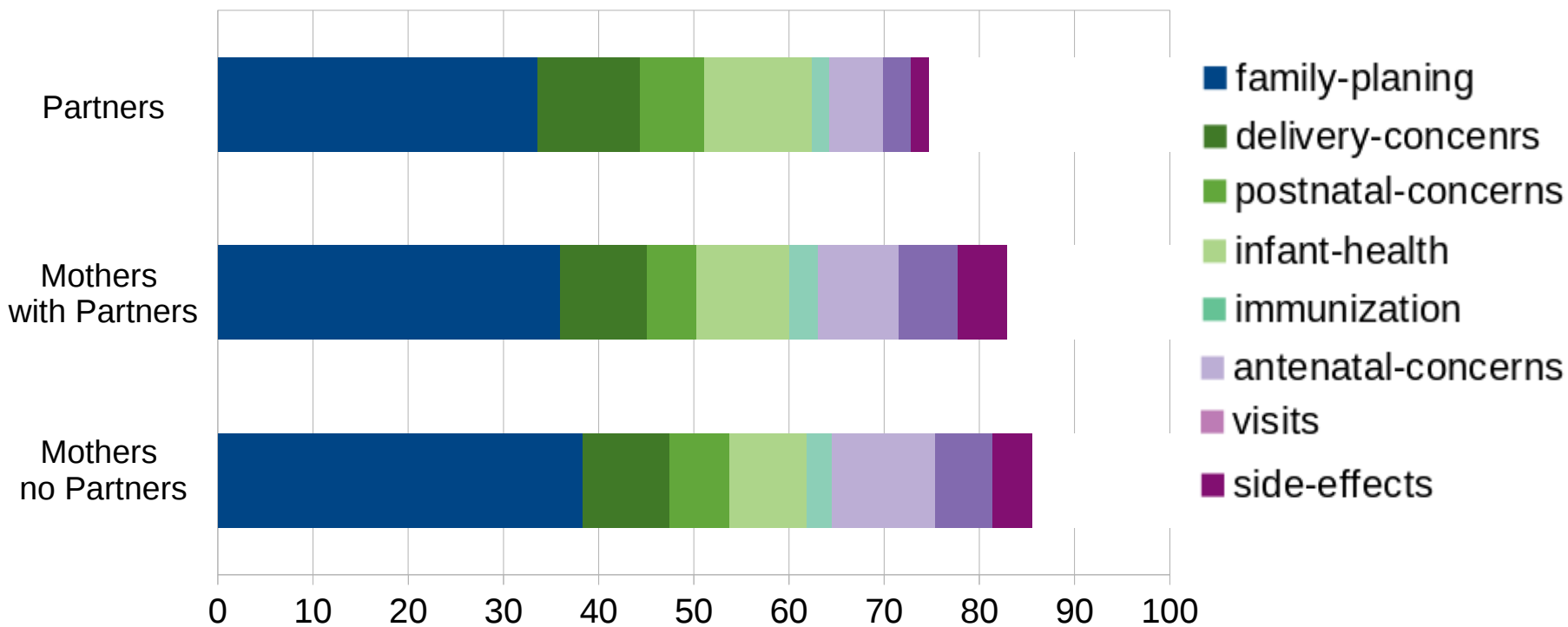
Topics



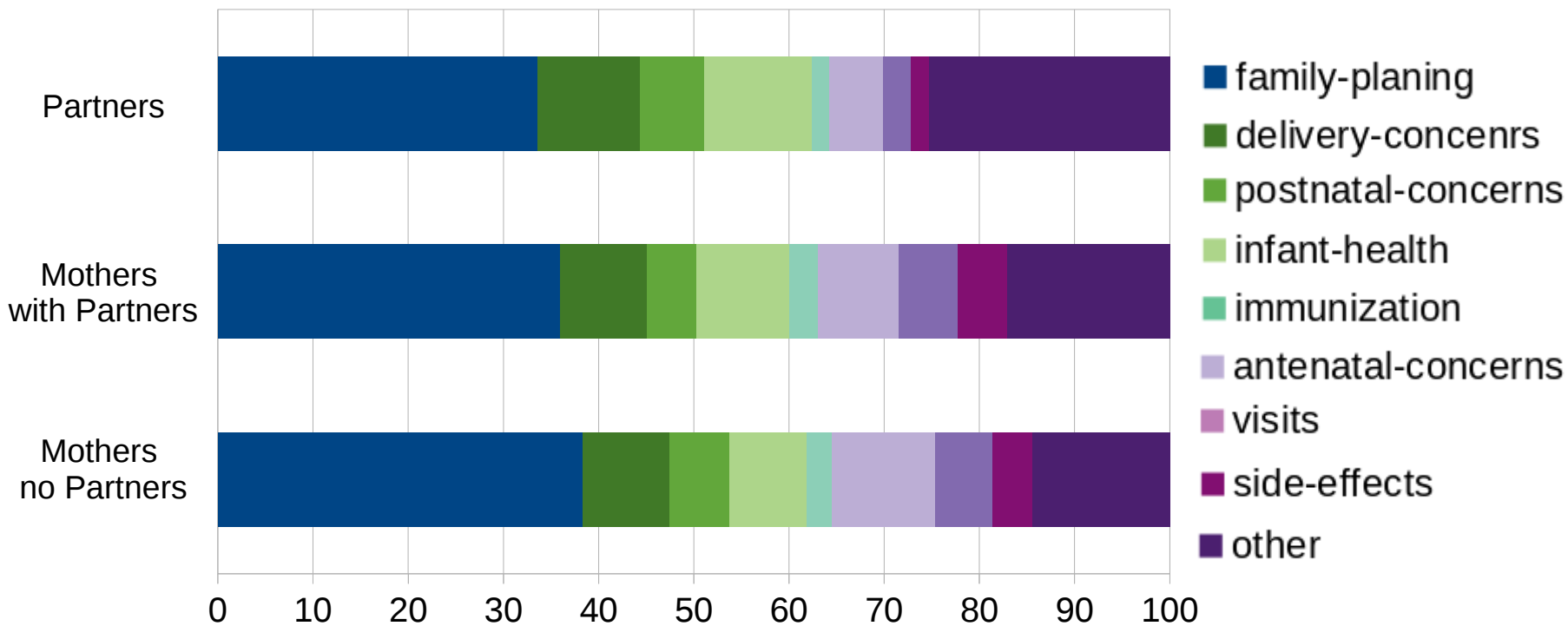
Topics



Topics



Topics



Some Example Messages

System Weekly Prompt: Nov. 7 2pm

[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 dont 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

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Response from Mother: Nov. 8 10:45am

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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

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

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?

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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

System Weekly Prompt: Feb. 8 8am

[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 5years vile niliamua kupat  mtoto tena niliacha kuitumia na nilipata mimba after 3months. **But when you used injection , tumbo inafura na monthly period not seen regular**

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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!