

A Multi-faceted Digital Approach to Learning from Beneficiaries and Improving Health Knowledge and Behaviors in Haiti

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Context



Engaging Beneficiaries

Pushing health information

120,000 people reached

In 2017 SHOPS Plus supported the Ministry of Health to push SMS about Zika

13,000 people reached

In 2017 SHOPS Plus supported the Ministry of Health in advance of Hurricane Irma to use its digital platform to reach people with hurricane safety and cholera prevention messages

18,927 reached

In 2018 SHOPS Plus pushed SMS on condom use for International Youth Day

48,727 reached

In 2018 SHOPS Plus pushed SMS on importance of FP for World Contraception Day

On-demand SMS and IVR content

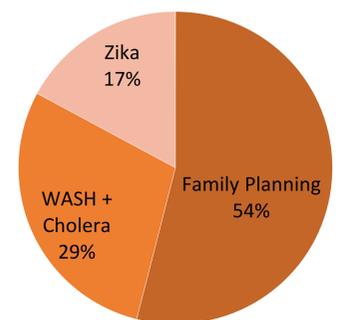
- SHOPS Plus developed on-demand SMS and for Interactive Voice Response (IVR) menus for FP, WASH/cholera, and Zika

91,648 unique numbers accessed the on-demand menu

370,078 connections, for an average of 4.0 connections per user

Over half of callers accessed FP information, followed by water/diarrhea/cholera

On-demand Content Accessed



Contraceptive use reminders

- Women can opt in for daily reminders to take oral contraceptives or quarterly reminders to get injectable contraceptives
- Reminder messages are complemented by ones that reiterate the importance of taking pills at the same time and the benefits of family planning
- 378 women opted for pills reminders; 72 women opted for injectable reminders
- Challenge: sending SMS on time in Haiti

Issue tracker

- The issue tracker is a toll-free voice mailbox which gives users the opportunity to ask specific questions not answered by the on-demand platform
- Questions shape new content creation
- SHOPS Plus reviews questions and sends an SMS, a pre-recorded voice message, or personal phone call to the user
- Total voicemails received as October 2018 (all topics): 3,959

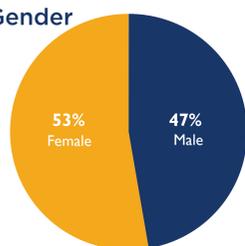
Learning From Beneficiaries

Mobile demographic surveys

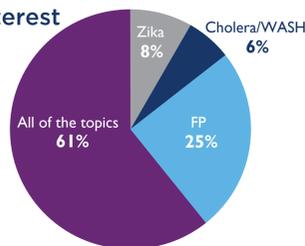
- First time callers are asked to take a short demographic survey to help SHOPS Plus shape content and target future messages

What we've learned about health-seeker demographics

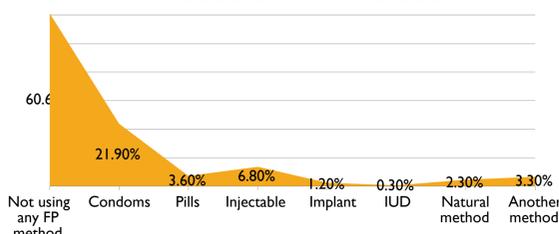
Users Gender



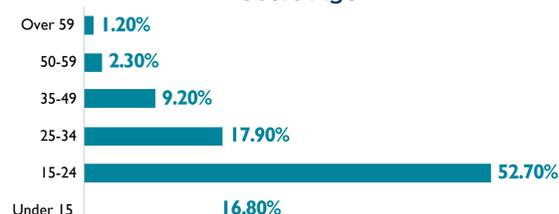
Topic of Interest



Users and FP Methods



Users Age

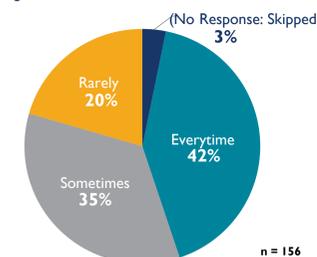


Mobile survey on condom market, knowledge and behavior

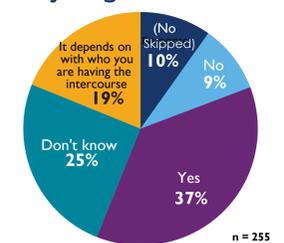
- This survey sought to learn about beneficiary knowledge and behaviors regarding condom use

Key findings from mobile survey on condom market

How often do you use condoms in your sexual intercourse?



Do you think it's important to use condoms during every single intercourse?



- 275 users responded to this survey