

Behaviorally informed intervention materials for “Increasing clinic visits for women in Mozambique”



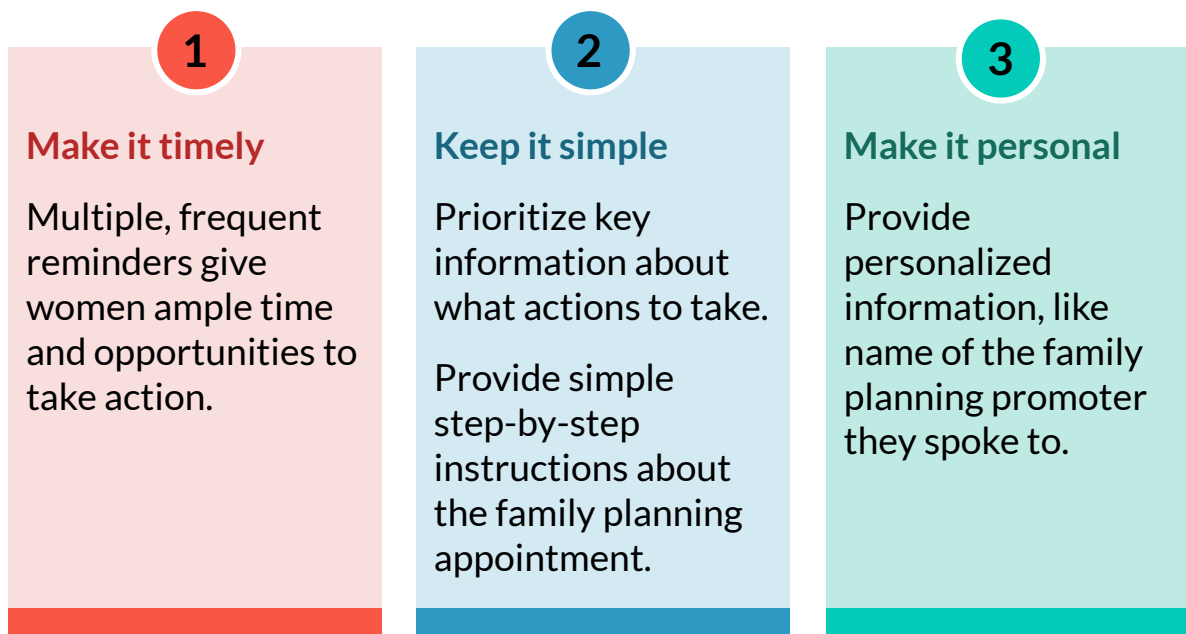
Population Services International (PSI) sent a series of text message reminders to women in Mozambique who received a referral for family planning services. Women who received a referral were randomly assigned to be sent the series of text reminders, or to not be sent any text reminders.

The text reminders increased clinic visits for family planning services.

The text reminders consisted of a series of eight messages, sent during the first week and month following a promoter conversation. The timing of the messages was based on the sequence of follow-up conversations that PSI asks all promoters to make to women who receive a referral. The messages were sent by an SMS vendor that managed the delivery of messages and confirmed whether messages were received (but not read) by a phone number.

The messages included a reminder of the referral, information about how to visit a clinic, and encouragement to contact their promoter. The content was developed with PSI staff, and refined based on feedback from promoters and focus groups of women who participated in a pilot. The materials below provide the content of the series of text messages.

The text reminders were designed with three principles in mind: **make it timely**, **keep it simple**, and **make it personal**. (More information on designing effective communications can be found [here](#).) The way these principles were applied to the text reminders is described below:



For more information on this intervention or to start a conversation, please contact oes@gsa.gov.

Series of text messages following a referral for family planning



Days since referral Message content

- 5 days:** Thank you for agreeing to participate in family planning research.
- 5 days:** Go to the hospital today for your family planning appointment.
- 8 days:** Present your referral at the hospital and receive a health / family planning appointment.
- 12 days:** Have you been to your family planning appointment yet? The promoter will visit again soon.
- 19 days:** Next visit to hospital, invite a friend to receive family planning services
- 26 days:** Family planning allows women to better plan their family.
- 33 days:** Talk to [promoter] if you have questions about your health.
- 33 days:** Thank you for taking part in family planning research.

Prioritize key information about what actions to take.

Provide simple instructions about the family planning appointment.

Multiple, frequent reminders give women ample time and opportunities to take action.

Make it personal by giving the name of the family planning promoter they met.