



**Title:** mHealth links and reinforcing Nigerian urban 'Get it Together' mass and community level demand generation activities

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**Background:** NURHI is a five-year project (2009–2014) to reduce barriers to childbirth spacing/FP use and increase the modern contraceptive prevalence rate in six Nigerian cities, with a focus on the urban poor. Baseline survey results indicated very high mobile ownership in urban slums. JHU-CCP leads a multimedia demand creation effort is the 'Get it Together' campaign which includes TV and radio spots, BCC and promotional materials distribution, radio drama, quiz and live call-in show, youth urban mobilization through tailors and barbers, Facebook and mobile message blasts.

**Methods:** mHealth is integrated through all the demand elements. Respondents to the radio program quiz send their answers via text. Also, for the live radio talk show, listeners are invited to text in their questions and the experts will respond.

Mobile numbers of people interested in FP are collected by urban mobilizers, radio quiz responders and at other community events such as key life celebrations, wedding, naming or graduation ceremonies. NURHI texts periodic motivational messages or programmatic reminders to listen to the radio or attend an event to those who have given their numbers. Referrals are also provided via text.

**Results:** Recent midterm survey findings indicate that the overall reach of the 'Get it Together' Campaign is exceptional, with more than **87% of audience members in urban slums mentioning that they have been exposed to the campaign.** mHealth has contributed to this blanketing of FP promotion. In two of the cities, exposure to SMS messages was

significantly associated with increased ideation (a proxy for increased likelihood to use FP).

**Conclusions:** The NURHI program has begun to tap the potential for utilizing the channel for information exchange, reminders and interaction, but new opportunities must also be explored.