

Providing abortion care using mobile phones: the South African experience

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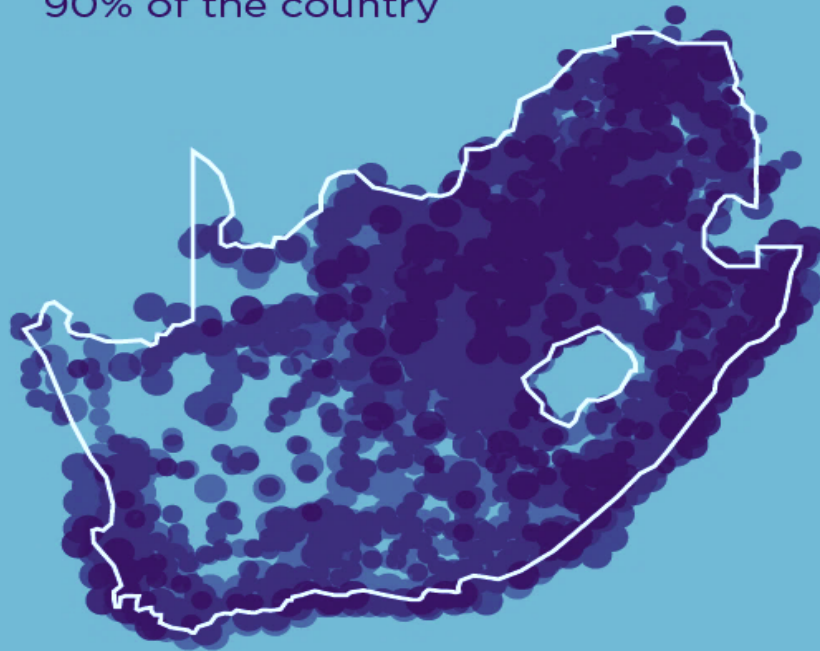
FIAPAC, Slovenia 3-4 October, 2014



The reach of mhealth (1)...

Mobile in South Africa

The South African mobile networks collectively reach over 90% of the country



 **32.9M**
UNIQUE SUBSCRIBERS

UNIQUE SUBSCRIBER PENETRATION

30.8% Sub-Saharan Africa

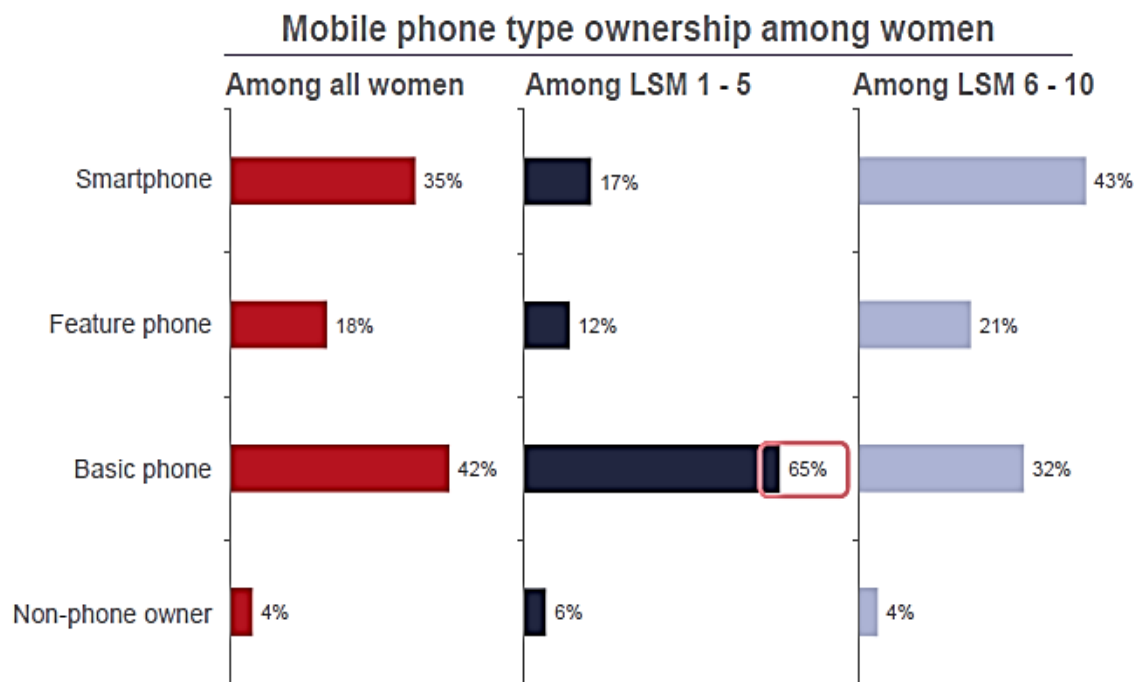
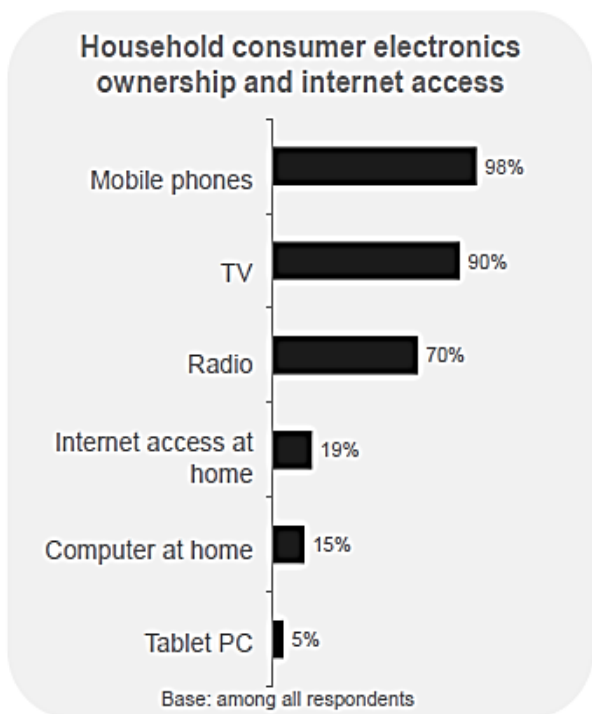
64.6% South Africa

The reach of mhealth (2)...

The case for mHealth remains compelling



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inc

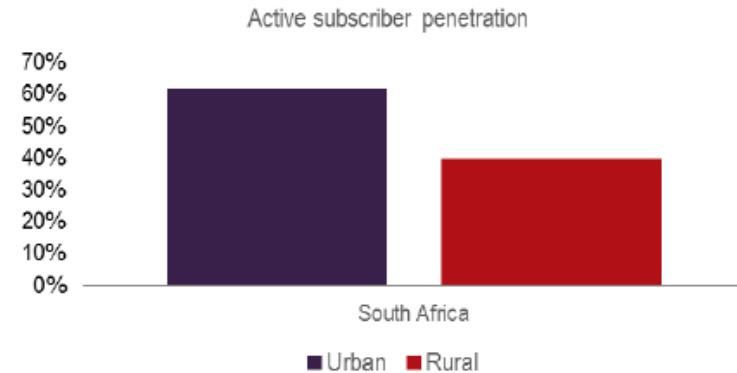


Source: GSMA mhealth: Understanding the needs and wants of pregnant women and mothers. South Africa July 2014. Consumer report

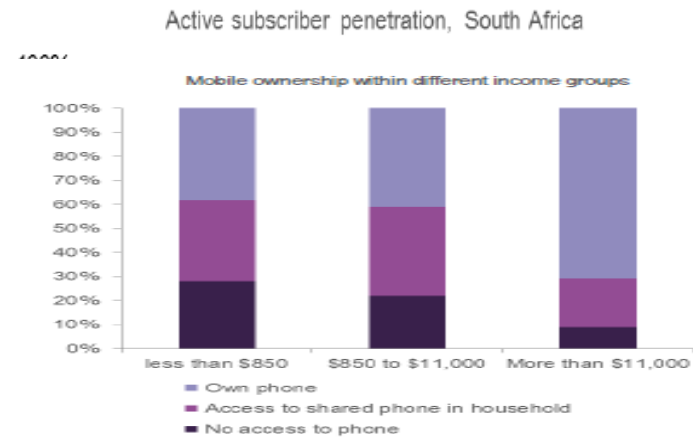
The reach of mhealth (3)...

South Africa: Shared access reduces the effect of rural/urban divide

Large difference in subscribers between urban and rural areas



Considerable shared access – may continue in rural communities for some time



Source: AMPS, GSMA-MDI Analysis

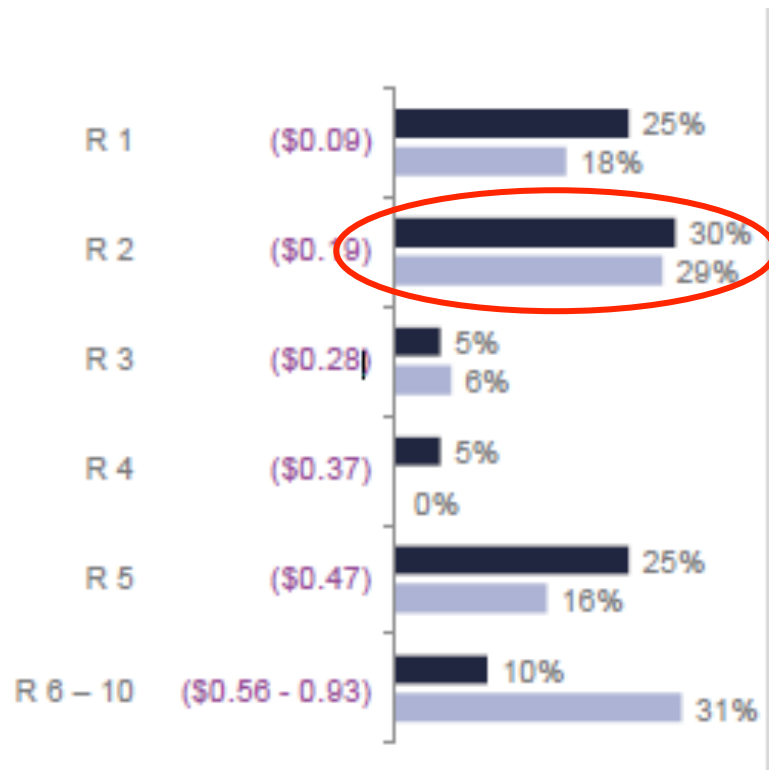
Restricted - Confidential information © GSMA 2013

Phone usage and willingness to pay

Services/features used



Pre-pay for a number of messages



Opportunities.....



New ideas



m-ASSIST Project (2011-2012)

SMSs coaching through MA

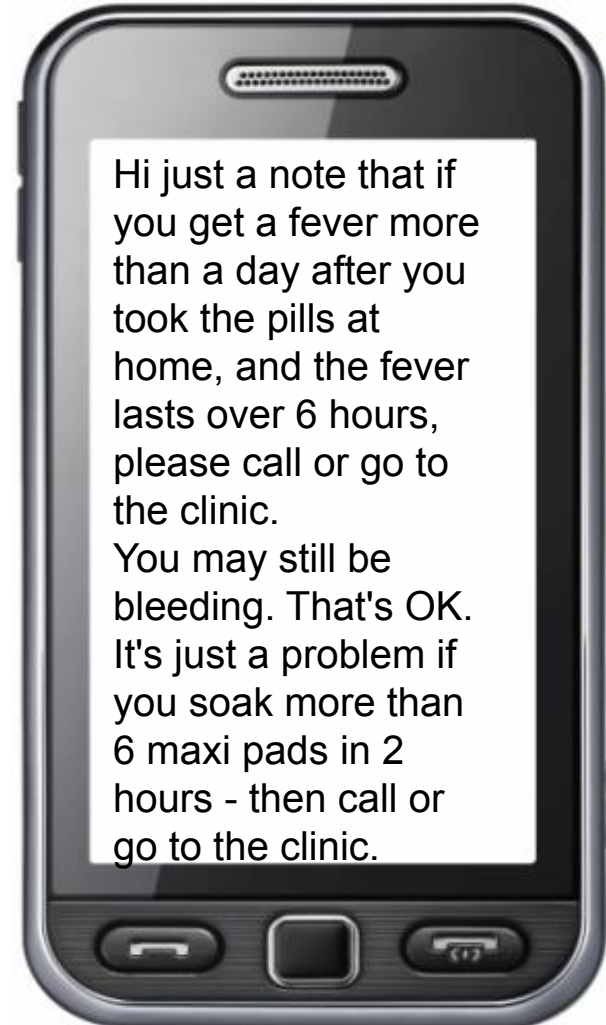
2 weeks, from 1st appt

Self-assessment of abortion completion via mobile

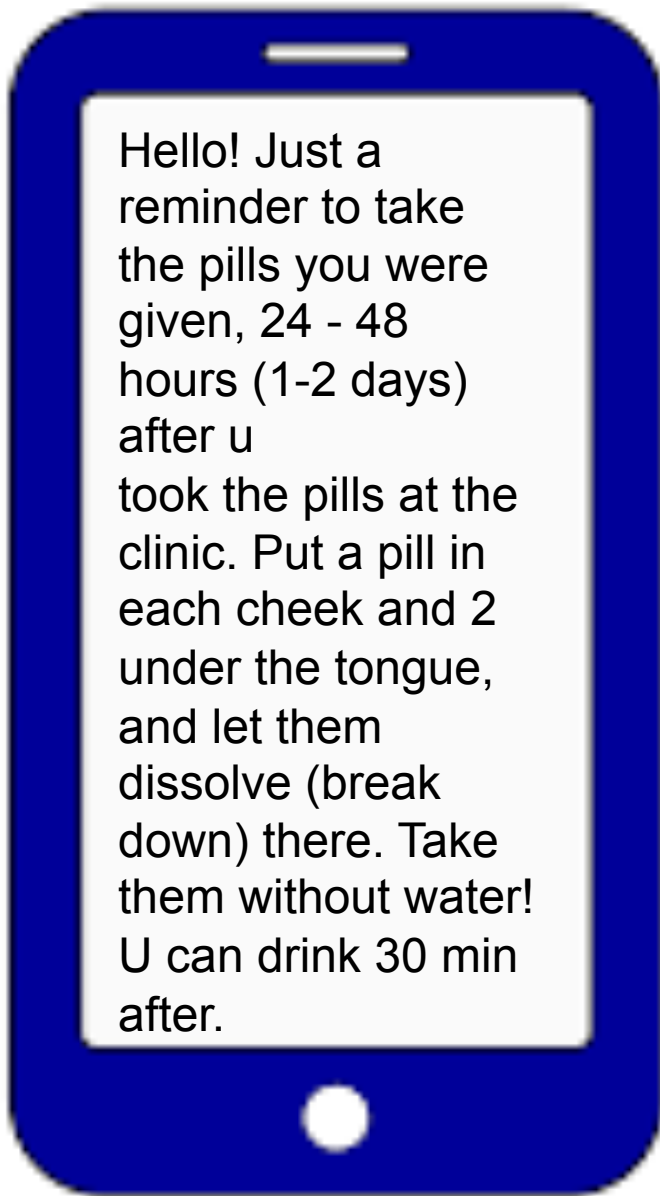
2-5 questions
SMS request to do SA sent on Day 11

FP info:

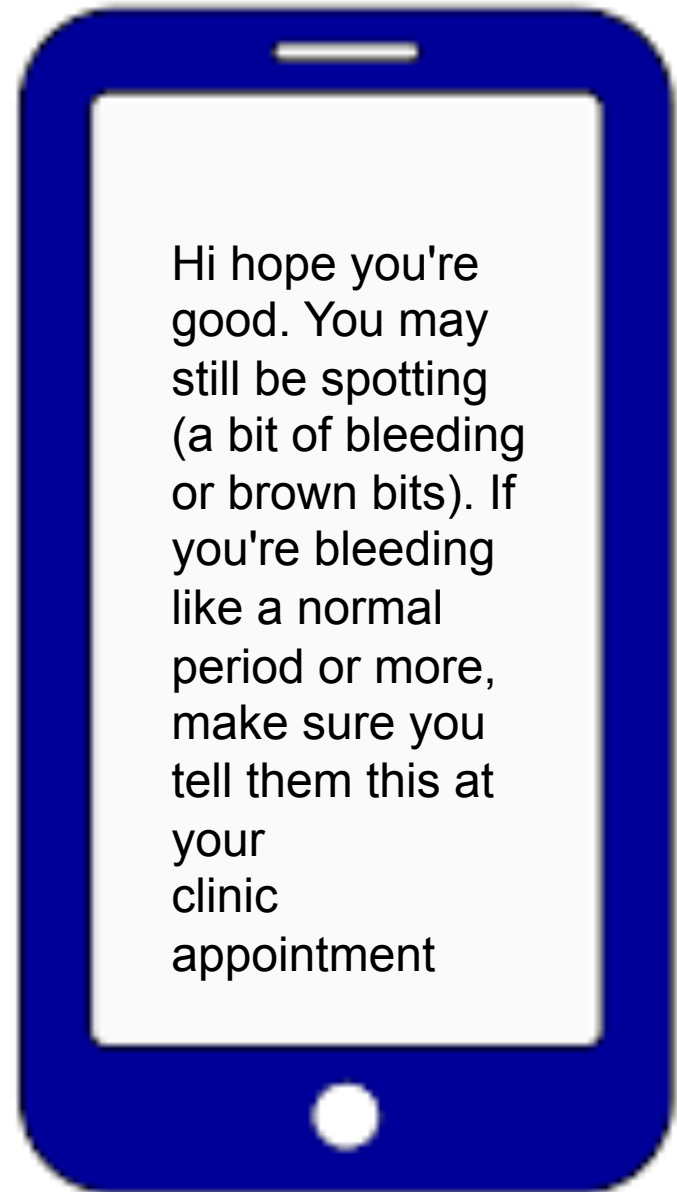
- SMSs
- mobisite: m.ichoosewhen.org.za
- Available on Mxit (cheap+ data light)



Day 13 SMS



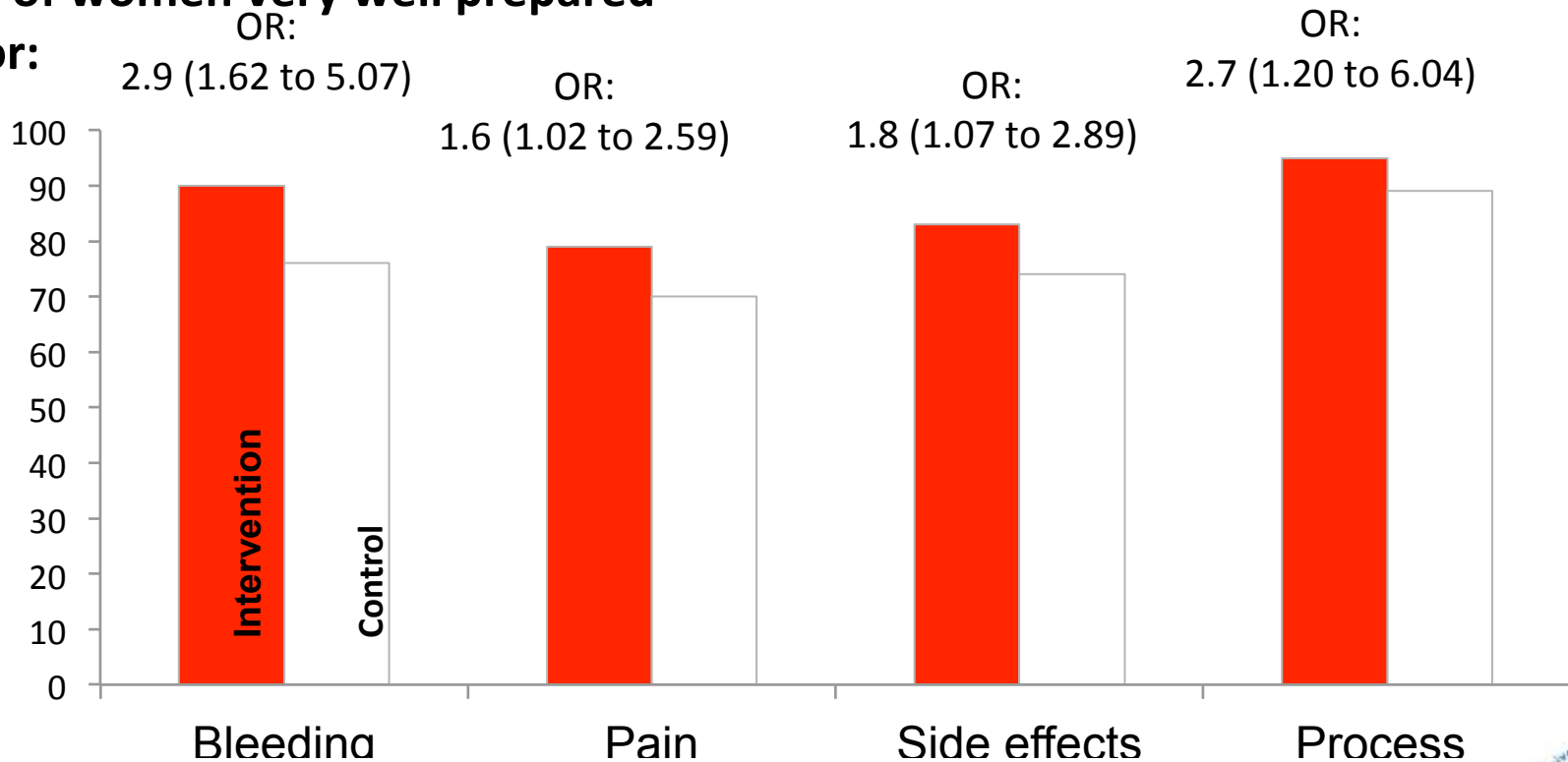
Day 2 SMS



SMS SUPPORT: OUTCOMES AT FOLLOW-UP CLINIC VISIT

Intervention N = 197; Control N = 184

% of women very well prepared for:



SMS SUPPORT: FEEDBACK

- 99% would recommend the SMS support to a friend undergoing MA
- 98% said the SMSs helped them through the MA process

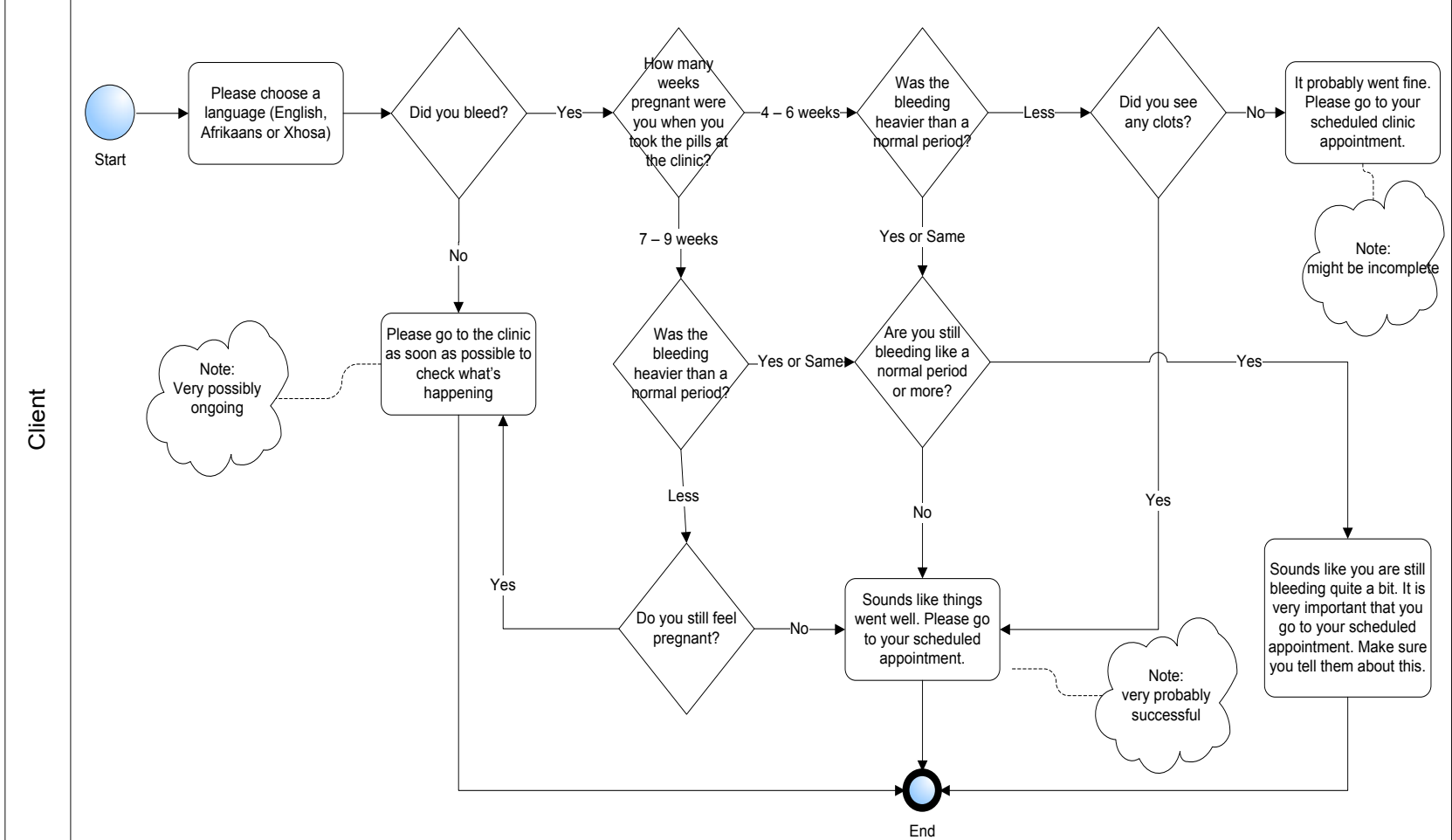
“I always knew what is going to happen so that kept me going because if it was not for the SMSs I would have come back after 2 days. So they helped me a lot because I didn't even call the clinic. They were my hope.”

“Sometimes the SMSs comforted me. I felt the SMSs understood what I was going through. Felt like a friend

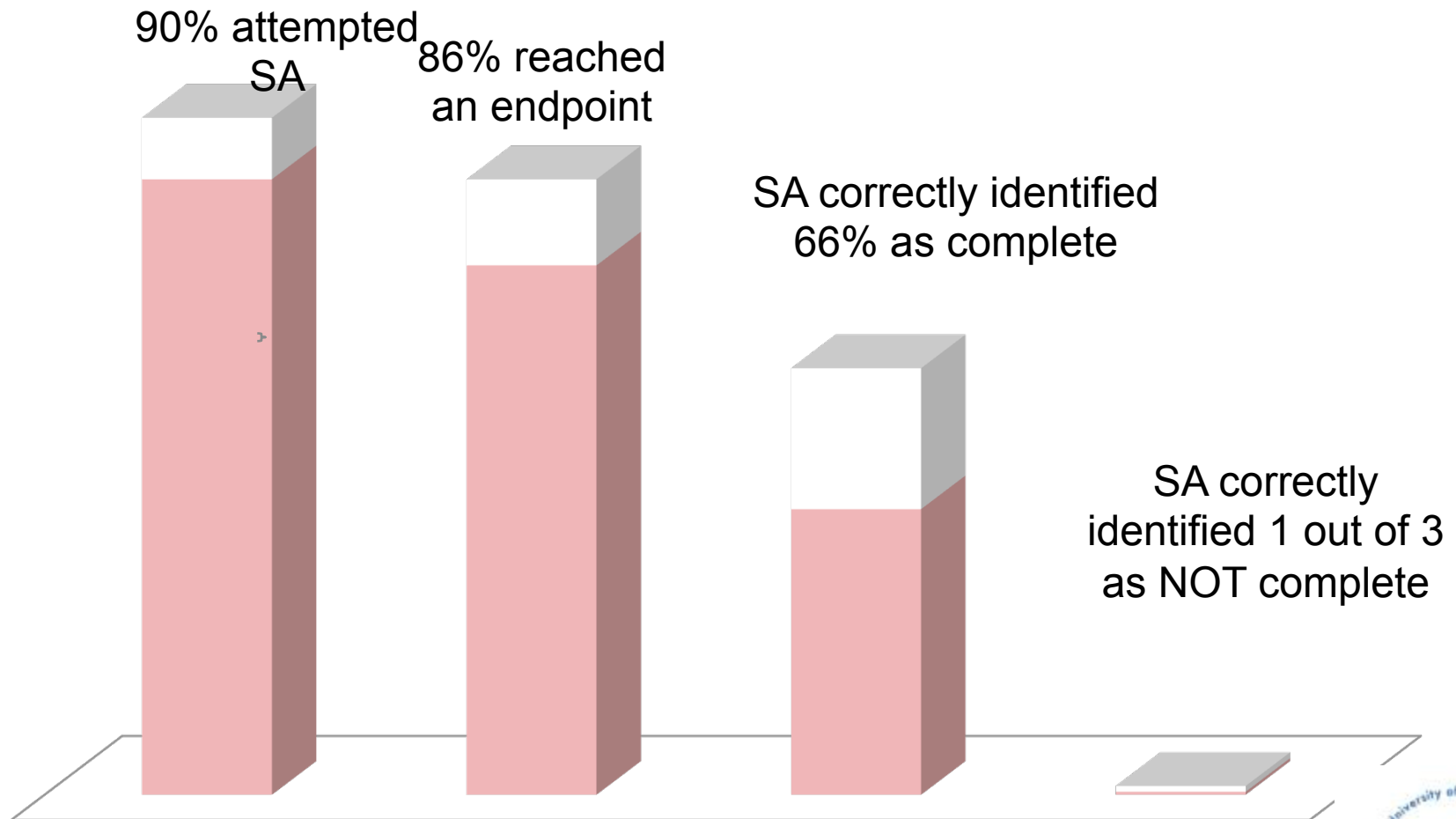
Self-Assessment

Version: 3.0

Process Name: M-Assist: Self-Assessment (To be administered 10 days after misoprostil)



SELF-ASSESSMENT USAGE (COMPUTER LOG) AND SA RESULTS VS PROVIDER ASSESSMENT (AT FOLLOW-UP)



M-ASSIST STUDY CONCLUSIONS

- Aim: Can mobile phones improve medical abortion delivery by providing:

- Support information and reminder SMSs during the abortion process

YES

- A self-administered questionnaire to assess completion of the procedure

ONLY PARTIALLY

- Information reinforcing family planning methods by SMS and on a mobisite

YES



LIMITATIONS, BARRIERS AND CHALLENGES



Limitations of
basic phones



Training needed for
SA / registration



Phone privacy

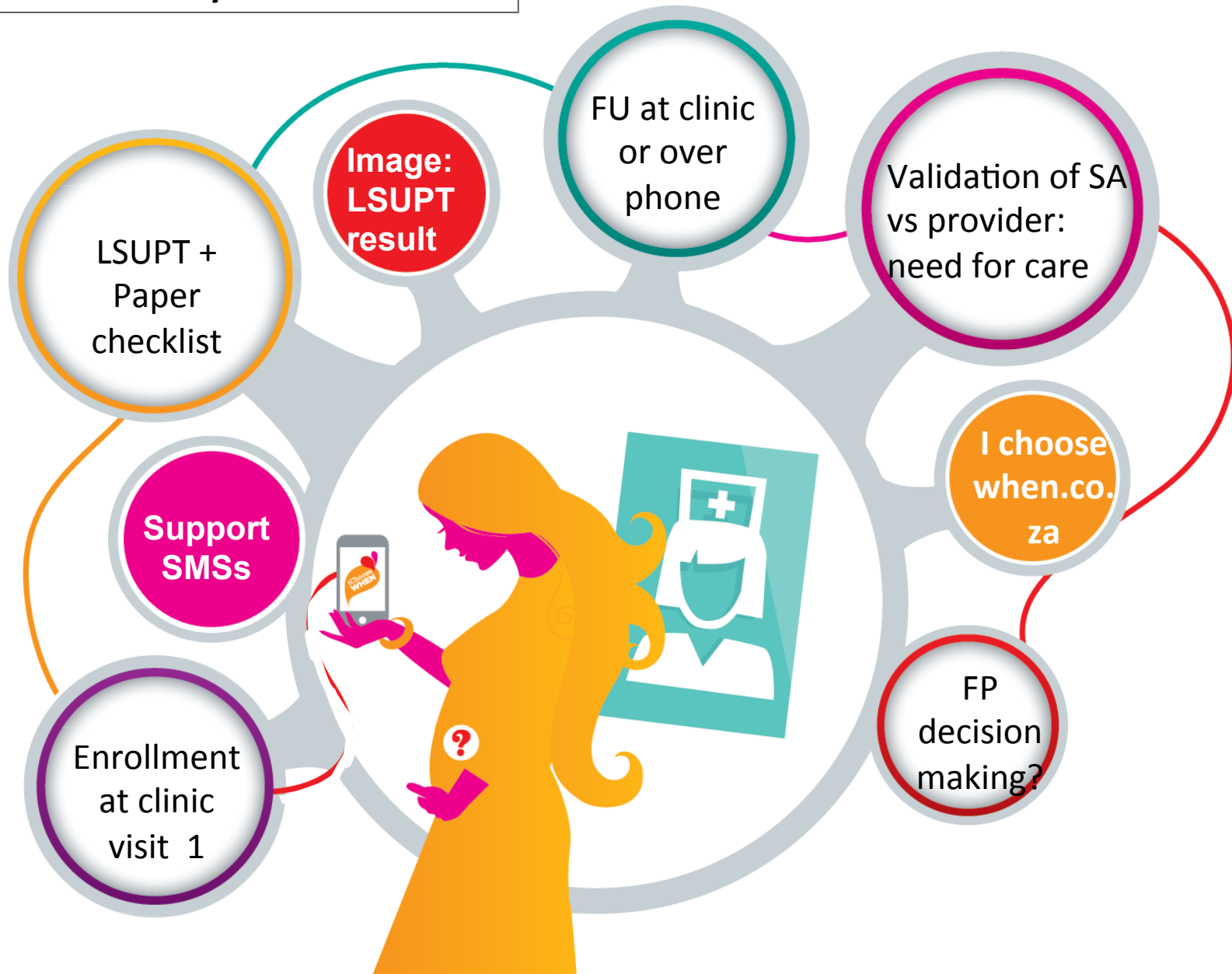


System failure



Scalability?

New study M-ASSIST+



Welcome!

We hope this info will help you take control...of *when* and if to have a baby.

You can fall pregnant from having sex *just once* with no contraception, if it happens during the woman's fertile time - and remember, sperm can live in a woman's body for up to 5 days. Take control and prevent an unwanted pregnancy!

Before you read on, note: only condoms prevent sexually transmitted infections (STIs) including HIV. So when using other contraceptive methods AND condoms you have the best protection.





ELSEVIER



Contraception 90 (2014) 226–233

Contraception

Original research article

Mobile phone messages to provide support to women during the home phase of medical abortion in South Africa: a randomised controlled trial^{☆,☆☆,★}

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^cCell-life, Cape Town South Africa

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Sept
2014

JMIR MHEALTH AND UHEALTH

de Tolly & Constant

Original Paper

Integrating Mobile Phones into Medical Abortion Provision: Intervention Development, Use, and Lessons Learned From a Randomized Controlled Trial

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FEATURE

Assessment of completion of early medical abortion using a text questionnaire on mobile phones compared to a self-administered paper questionnaire among women attending four clinics, Cape Town, South Africa

Deborah Constant,^a Katherine de Tolly,^b Jane Harries,^c Landon Myer^d

In
press

Where
to
read
about
it?

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THANK YOU

- FIAPAC
- Safe Abortion Action Fund
- Department of Reproductive Health and Research,
World Health Organization
- Women's Health Research Unit, UCT
- Karolinska Institutet - Prof K Gemzell Danielsson
- Cell Life, Cape Town