



# Text messaging to reduce missed opportunities in early infant diagnosis and postpartum retention in HIV care

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60%

# Postpartum follow-up is a critical part of PMTCT



-  Infant feeding counseling
-  Family planning
-  Danger signs
-  Infant ARV prophylaxis
-  Early Infant Diagnosis

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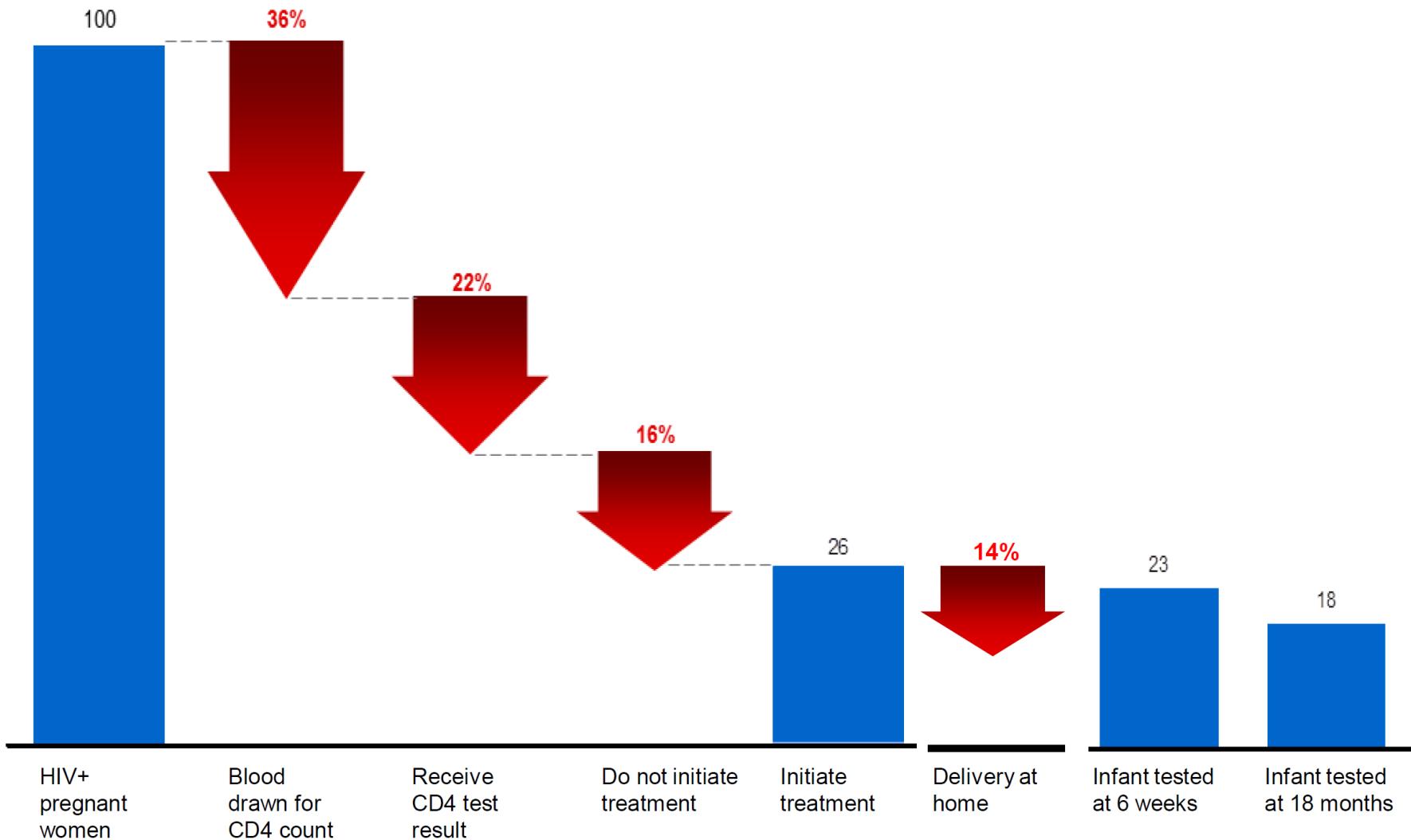
# The public health goal

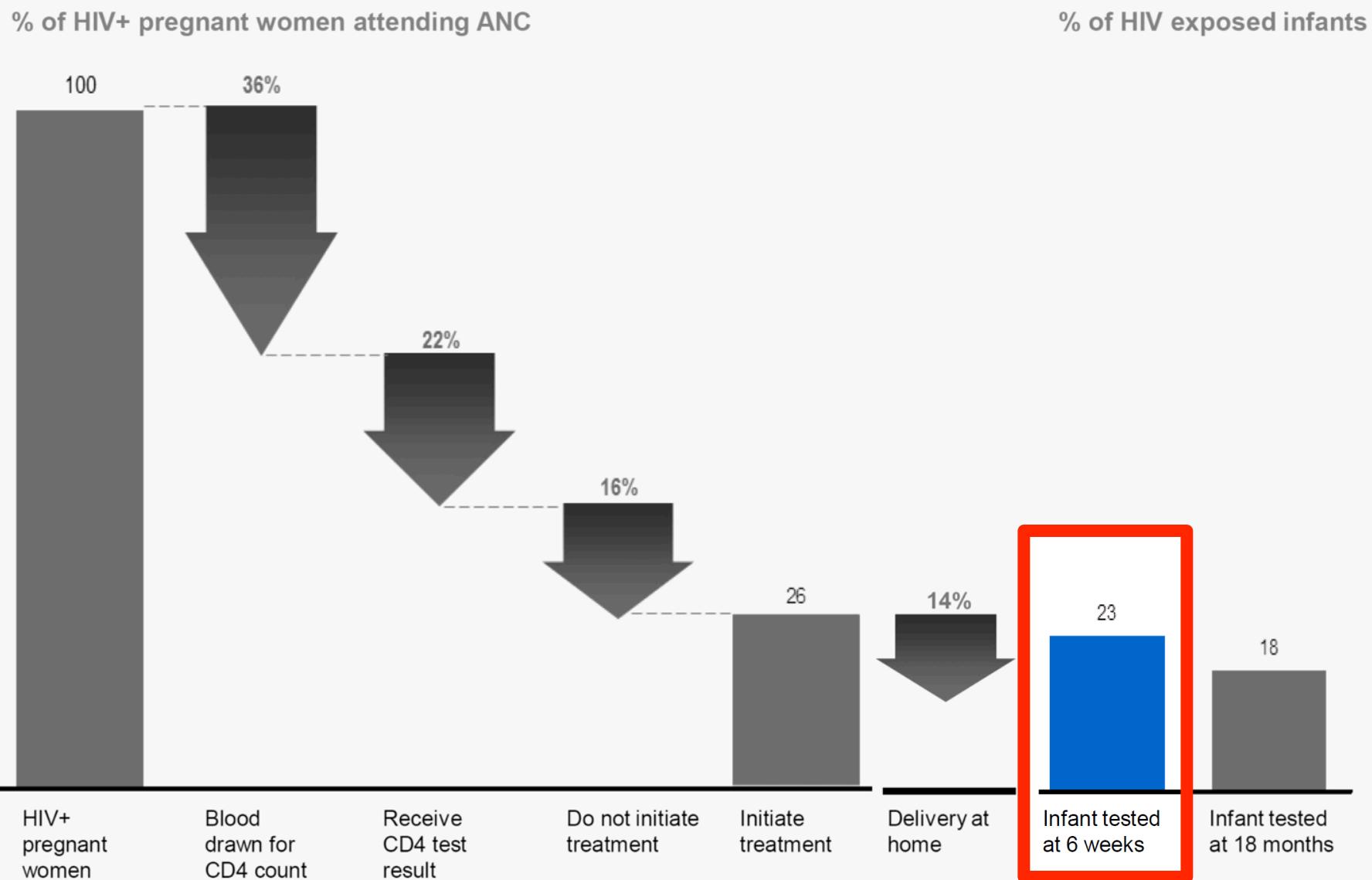
Elimination of mother-to-child HIV transmission by 2015



% of HIV+ pregnant women attending ANC

% of HIV exposed infants





# Interactive, individually tailored two-way SMS



Support healthy  
pregnancy

Promote timely  
infant HIV testing

Improve post-  
partum retention

# SMS Software

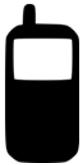


Custom robotic SMS system

Pre-programmed content

Preferred time, language

“Call back” nurse alert



## Individually-tailored Messages

Hi [name]!  
Congratulations for visiting clinic this week! Please call or flash 0788100133 if you have questions about your pregnancy. We're here to help you!

Dear [name],  
congratulations on the birth of baby [babyname]! We treasure you both! If you have questions about baby's health please call or flash 0788100133

Hi [name]! This week, please bring baby [babyname] to clinic for important immunizations to prevent childhood diseases and make sure [babyname] grows up healthy and strong.



## Sample messages from women



“ I got an SMS that I should take baby to the clinic and I wanted to inform you that I have already done that



“ I am confused on how to disclose my status to my spouse”



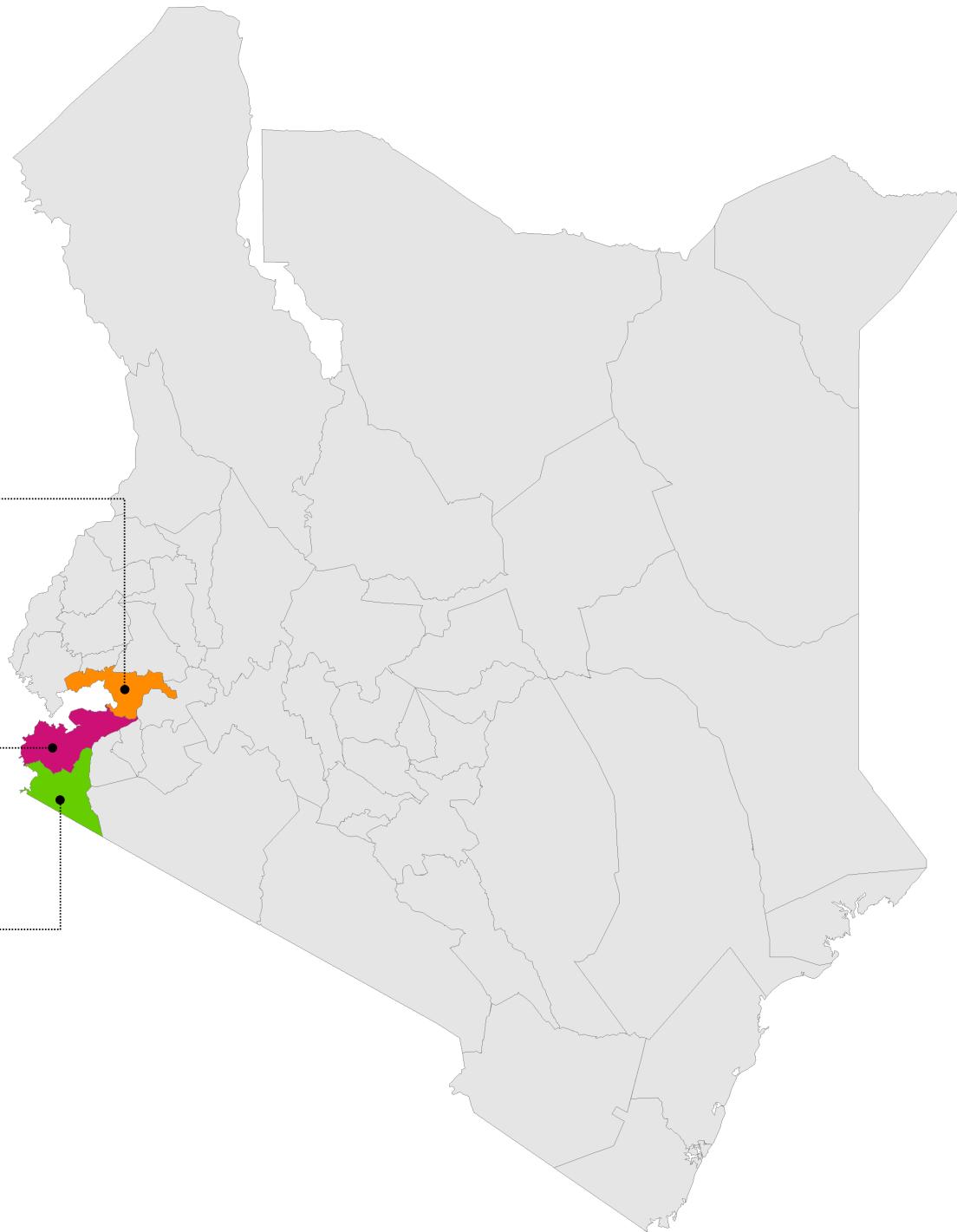
“ I wanted to thank the clinic so much for advising me to go to the hospital because I was helped and I delivered on 12th ”



“ Thank you sooo much! ”



# Randomized trial of SMS to improve EID



## Kisumu

- 1. Kisumu District Hospital
- 2. Lumumba Health Center

## Homa Bay

- 3. Mbita District Hospital

## Migori

- 4. Migori District Hospital
- 5. Rongo District Hospital



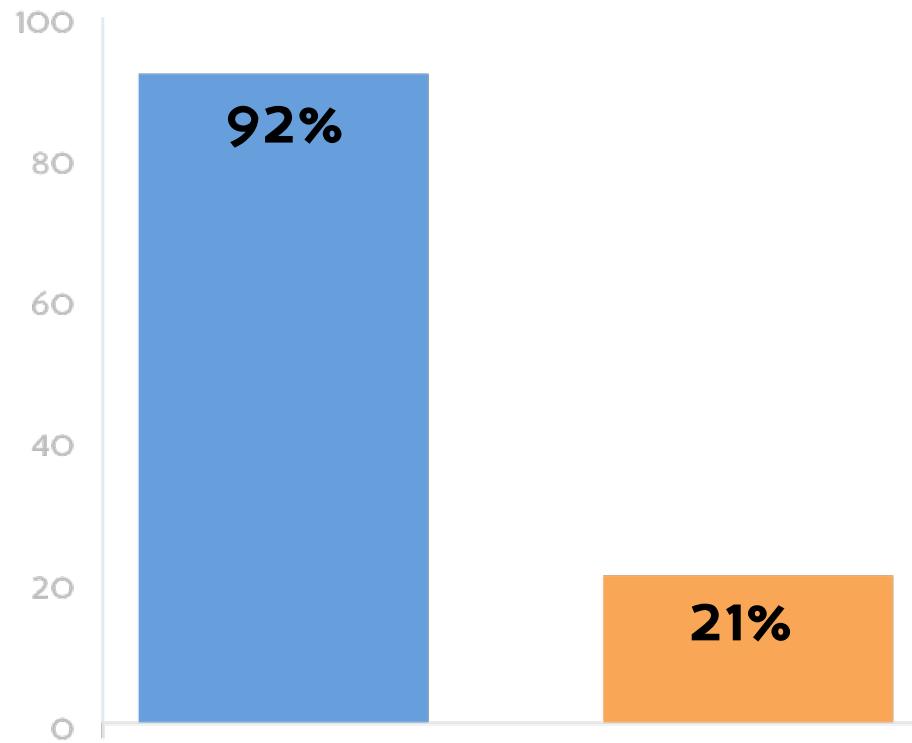
# Infant HIV virological testing

SMS

172/187

Usual  
Care

143/686



# **Kisumu**

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- 2. Lumumba Health Center
- 3. Nyahera Health Center
- 4. Rabuor Health Center
- 5. Railways Dispensary

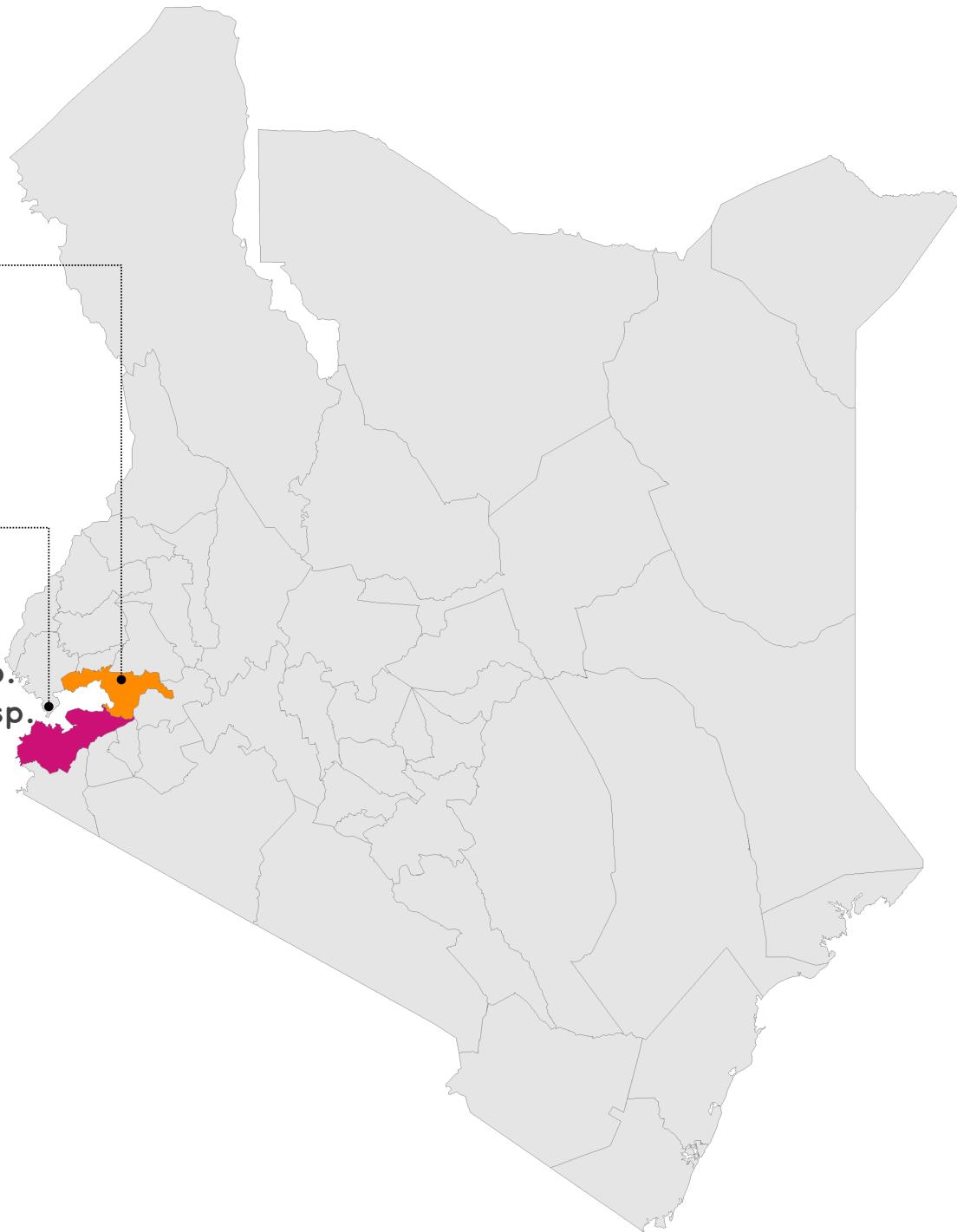


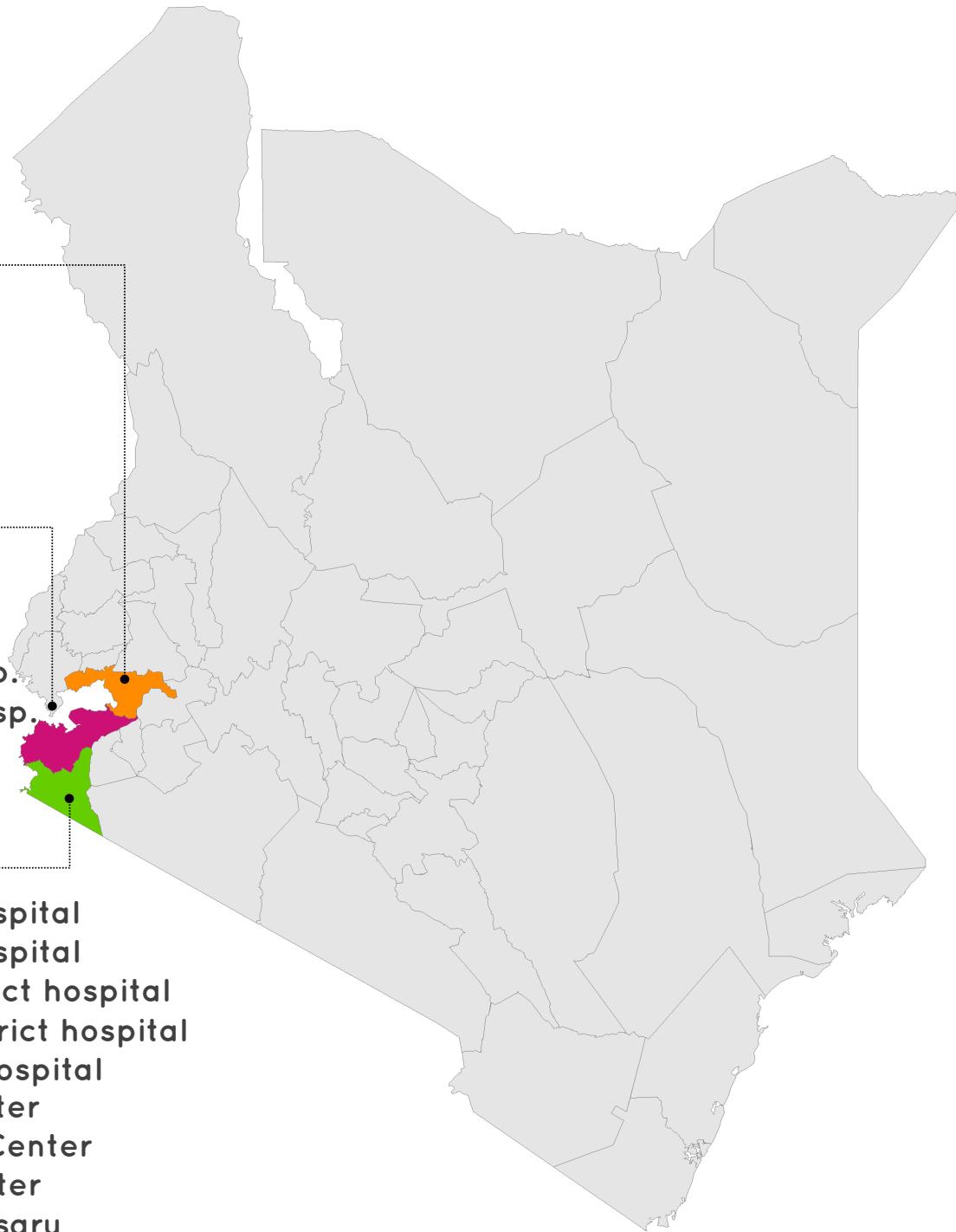
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## Homa Bay

- 6. Mbita District Hospital
- 7. Suba District Hospital
- 8. Ogongo Sub-district Hosp.
- 9. Magunga Sub-district Hosp.
- 10. Kitare Health Center
- 11. Nyandiwa Dispensary





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## Migori

12. Migori District Hospital
13. Rongo District Hospital
14. Muhuru Sub-district hospital
15. Karungu Sub-district hospital
16. Nyatike District Hospital
17. Lwala Health Center
18. Ogewehi Health Center
19. Oyani Health Center
20. God Kwer Dispensary



# Progress to date



HIV-infected women  
reached

754



HIV-exposed infants

601



Total messages  
(outgoing + incoming)

12,565

# Next steps

?





# What would it take to reach 90,000 women annually?

Outgoing messages	14,000
Incoming calls/messages	5,000
Web hosting	1,000
Short code: 3 major networks	7,200
Training, dissemination, supervision, eval.	32,200
Hardware: local hosting, clinic phones	20,000
Health facility mentor mothers	15,000
<b>TOTAL</b>	<b>\$250,000</b>



# Text messaging to reduce missed opportunities in early infant diagnosis of HIV and keep mothers and infants alive

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