



# IVR MESSAGES for CLIENTS

---

## Key Behavioral Considerations for Messages:

- **Primacy / recency:** Women are more likely to remember the first and last message of the call. So, present the key elements of each call within the first 30 seconds, and always end the call with an invitation to pose an action. What should women do?
- **Heuristic / rule of thumb:** whenever possible, every message should focus on one lesson. What should women remember from this call? Conducting these lessons as a rule, will make it easier to remember the lesson.
- **Limited warning:** Messages should not exceed  $\approx$ 400 words (about 4 minutes when recorded).
- The more it looks like a **soap opera**, the better it will work.
  - **Comparison with peers:** clients will be more likely to compare their own behaviors with those of Aminata and Aissatou, if the messages are sensitive to Senegalese women.
  - **Avoiding medical jargon:** the language of the appeal should be avoided whenever possible technical terms of health- it is easier for women to understand and apply a message that sounds familiar.
  - **Reliability of source:** Research has shown that the source of a message matters more than the content. Never compromise the credibility and Aminata Aissatou as a source of good information.
- **Identity booting:** make women more responsive to messages by writing to their mother / caretaker identity. This can be as simple as hearing Aissatou and Aminata discuss how their actions make them feel like good mothers.
- **Reduce hassle factors:** Limit the amount of interaction (press a button) required women - we generally see low response rates for people; The extra task (listening + evaluation options + pressing a button) can take people to simply hang up.
- All calls should inculcate women's **mental model** of integration: Immunization and FP are interconnected and important.



## Curriculum messages for clients:

### Cast of characters:

**Narrator** – Health worker (30 years)

**Khady** – Young mother (20-25 years)

**Aminata** – Khady's friend; young mother (20-25 years)

**Abdou** - Khady's husband (25-30 years)

**Aissatou** – Khady's mother-in-law (55-60 years)

**Fatou** – Health worker (30 years)

Assuming that we can automatically enroll women when they call for the first time, these messages will be sent to them on a regular basis. These messages will look like a soap opera with recognizable characters that would discuss key messages that a mother should know about the first 9 months of a child's life. Here is a suggested schedule for the messages:

**Week 1: Introduction-** Brief introduction of the pair (Aissatou and Abdou) and her friend Aminata.

- Key message: These messages are for you and your husband.
- Explanation of the calendar of weekly messages

**Week 2: Method MAMA-** Aissatou and Aminata discusses breastfeeding and how best to apply

- Key Message: Breast milk has all the nutrients and water your child needs, so do not give them food or water for 6 months.
- Defining exclusive breastfeeding
- When the LAM method is no longer effective

**Week 4: Aminata has begun FP** - Aminata Aissatou tells it began using FP. Her rules have not come back but she wants to be safe. She does not want to get pregnant now! Aminata prefers the MAMA method (review how to do it correctly)

- Key Message: if you do not want to get pregnant tomorrow, find out about FP today.
- The benefits of FP for women and children
- You can start using FP early: You do not need to wait for the return of menses.
- Review of LAM criteria
- Best framing (best practice):

**Week 6: Importance of Vaccination** - Aissatou Abdou and discuss the importance of vaccinating their children by speaking to other community sick children who were not vaccinated. (+ Reminder to women to go to their next vaccination appointment)

- Key Message: A child is not fully protected unless you have all of these vaccines.
- Reminder to return to immunization services
- Why it's important to go to all these immunization appointments

**Week 8: FP is reversible** - Aissatou and Abdou discuss worry Abdou FP would be irreversible. She explains that FP is reversible and suggests that they speak to a FS.



- Key Message: FP is for all women, to help them space their birth. You must wait until your child is 2 years old and walk before being ready to take a pregnancy again.
- Deconstructing the myth: the FP is definitive.
  - Reversibility - you can stop using it and get pregnant.
- Advantages of birth spacing

**Week 10: Side Effects FP** - Aissatou asked Aminata if it has side effects. She heard that another woman had bleeding. Aminata did not have any major side effects. She had a small pain, but after talking with the midwife, she was able to manage the pain.

- Key Message: all methods do not affect women in the same way!
- The midwife can help you manage minor side effects
- It is possible to change method ... it is not all methods that affect all women in the same way.
- Aminata chose it was important for her not to have any other children, so she wants to work with minor side effects
- Reminder of the next vaccination (+ possibility to discuss with the SF of the FP)

**Week 14: Other Misconceptions of FP**

- Key Message:
- Other misconceptions to be addressed?
- Reminder of the next vaccination (+ possibility to discuss FP with the midwife)

**Week 18: Discuss the FP to her step-mother** – Aissatou and Abdou and talk about the benefits of birth spacing to the mother of Abdou

- Key Message: FP is safe for all women
- Reminder of the advantages of maternal and child birth spacing
- Overview of the financial and family benefits of birth spacing
- Other discussion points to convince husbands and mothers-in-law
- Recall that they can all talk to a midwife about spacing births to discuss some concerns

**Week 22: Aissatou chooses to FP** - LAM is no longer effective, so Aissatou chooses to use FP.

- Key Message: after 6 months, the LAM method is no longer effective. Start using FP now to avoid pregnancy.
- Reminder Advantages of Spacing Births
- Recall that she can do FP when she goes to the health post for weighing / vitamin A
- Reminder of all the things she has done to prepare this moment; talk to the family, bring money, arrange to stay a little longer at the health post.

**9 months + 15 months: reminders to attend the vaccination appointment**

- Key Message: a child is not fully protected unless he has had all of these vaccines. You are not preserved from another pregnancy, unless you use the FP.
- Short messages to remind you of the next vaccination - you are not completely protected.
- Thinking about how nice it is to be covered by the FP- No need to worry about getting pregnant again, for a while.