ROUTINE DELIVERY OF VITAMIN A SUPPLEMENTATION AT SIX MONTHS IN SENEGAL USING SMS REMINDER MESSAGES

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• Vitamin A supplementation (VAS) is conducted primarily through National Vaccination Days.

• National guidelines recommend the 1st dose of VAS be given at 6 months of age.

• These events were not designed to reach children at exactly 6 months
• Children receive their first dose at an average age of 9 months through twice-yearly events.

• Only 8.3% of children receive their first dose at exactly 6 months of age.

• Introduction of a 6-month contact point can reduce child mortality by an additional 2.3%.
OBJECTIVES

1. Increase coverage of VAS at 6 months.

2. Test the use of SMS reminders for raising awareness of the benefits of vitamin A.

3. Ensure stocks of vitamin A supplements are available at health facilities using SMS stock reporting.
STUDY DESIGN

Radio broadcasts

Flyers & Brochures

Child Health Card

Reminder SMS & Stock monitoring

3 Months, 3 intervention districts, 3 control districts

Radio animation http://www.freemake.com/
<table>
<thead>
<tr>
<th>Area type</th>
<th>Intervention District</th>
<th>Control District</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban (West Region)</td>
<td>Dakar</td>
<td>Thiès</td>
</tr>
<tr>
<td>Semi-Rural (Central Region)</td>
<td>Mbacké</td>
<td>Bambey</td>
</tr>
<tr>
<td>Rural (South Region)</td>
<td>Thionck Essyl</td>
<td>Diouloulou</td>
</tr>
</tbody>
</table>
**STRATEGIES**

**Improving Demand:**
- New child health card
- Social mobilization activities
- Communication campaign using posters, brochures, radio
- Reminder SMS sent to mother/caretaker at 6 months
- Community health worker follow-up at household level

**Improving Supply:**
- Provided initial stock of capsules based on census data
- Designed dynamic SMS reporting to add target children
- Introduced monitoring of stock through weekly SMS reports
- Assured availability of re-supply stock at district level
- *SMS reports assure real-time feedback to reduce stock outages*
CREATING DEMAND FOR VAS AT 6 MONTHS

Child health cards with 6 month contact point for VAS distribution.

Distributed posters and leaflets to promote VAS at 6 months.
VITAMIN A SUPPLEMENTATION COVERAGE AT SIX MONTHS IN INTERVENTION AND CONTROL HEALTH DISTRICTS

Dakar West: Baseline 20, Final 45
Thies: Baseline 3.3, Final 7
Mbacke: Baseline 5, Final 69
Bambey: Baseline 3, Final 5
Thionck Essyl: Baseline 0, Final 100
Diouloulou: Baseline 2, Final 5
REPORTED SOURCES OF INFORMATION THAT THE CHILD IS DUE TO RECEIVE VITAMIN A SUPPLEMENTATION AT 6 MONTHS

<table>
<thead>
<tr>
<th>Intervention</th>
<th>SMS</th>
<th>Telephone call</th>
<th>Social Mobilization</th>
<th>Others</th>
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<tbody>
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<td>N=95</td>
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<td></td>
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<tr>
<td>Mbacké</td>
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<td>16</td>
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<td>8</td>
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<tr>
<td>N=144</td>
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<td>Thionck Essyl</td>
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<td>7</td>
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<tr>
<td>N=139</td>
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</table>
CONCLUSIONS

1. The addition of a 6-month contact point into the routine immunization schedule increased VAS coverage at 6 months in treatment vs. comparison districts.

2. SMS reminder messages and telephone calls were effective ways of informing caretakers about the 6-month visit.

3. SMS stock reporting was well-received and prevented stock-outs.

4. Further strategies may be needed to achieve high coverage in urban and semi-urban areas.
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