



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

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VITAMIN A SUPPLEMENTATION IN SENEGAL



- 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



RATIONALE FOR A 6-MONTH CONTACT POINT



- 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



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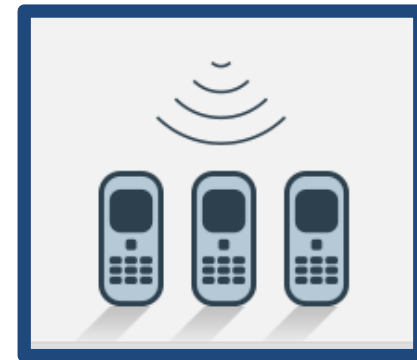
Radio
broadcasts



Flyers &
Brochures



Child Health
Card



Reminder
SMS & Stock
monitoring

3 Months, 3 intervention districts, 3 control districts

INTERVENTION AND CONTROL DISTRICTS



Area type	Intervention District	Control District
Urban (West Region)	Dakar	Thiès
Semi-Rural (Central Region)	Mbacké	Bambey
Rural (South Region)	Thionck Essyl	Diouloulou

STRATEGIES



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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***

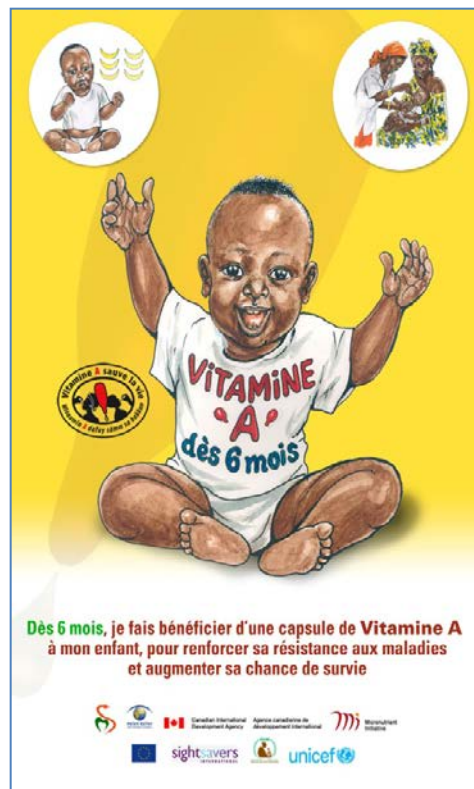
CREATING DEMAND FOR VAS AT 6 MONTHS

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

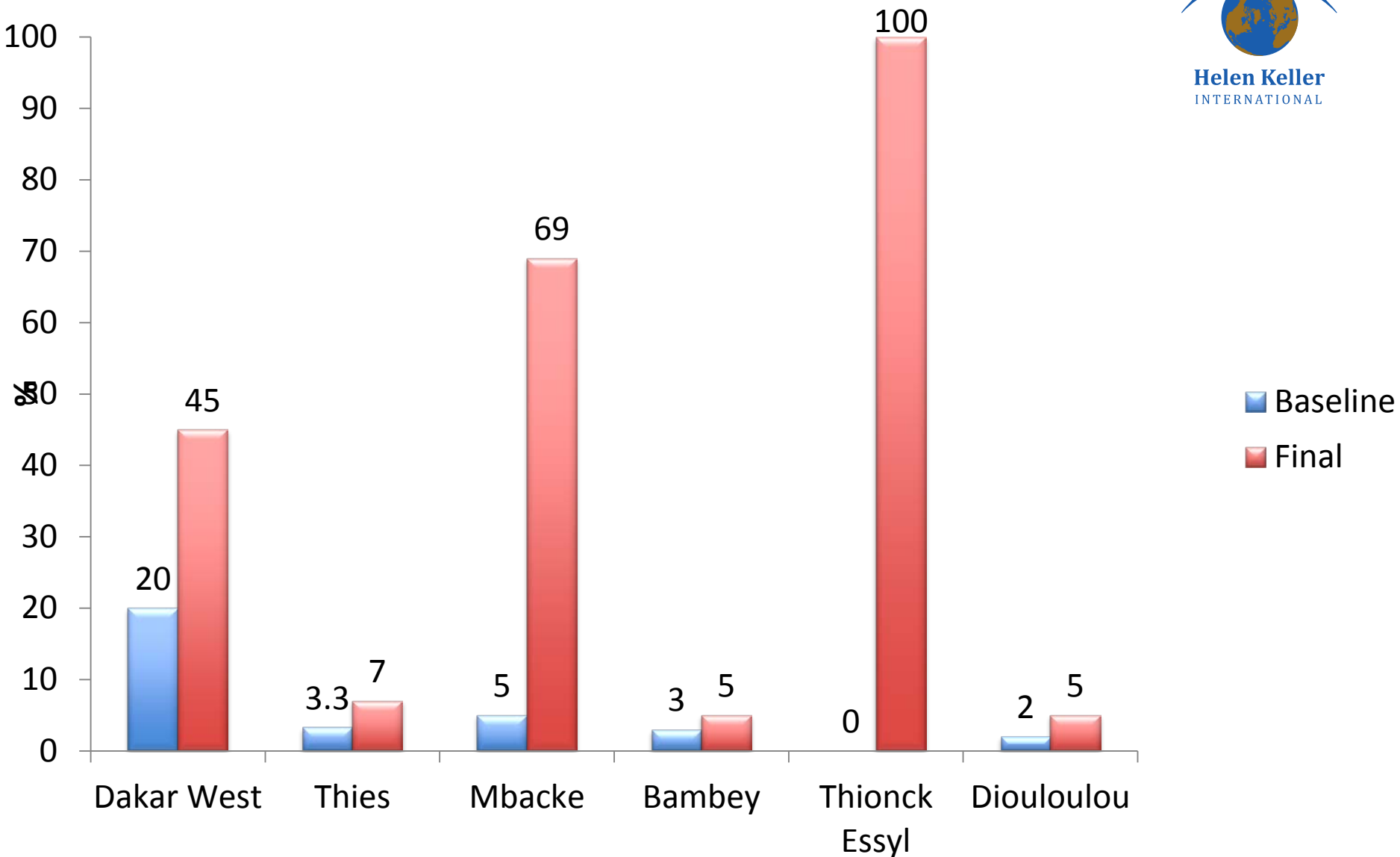
Distributed posters and leaflets to promote VAS at 6 months.



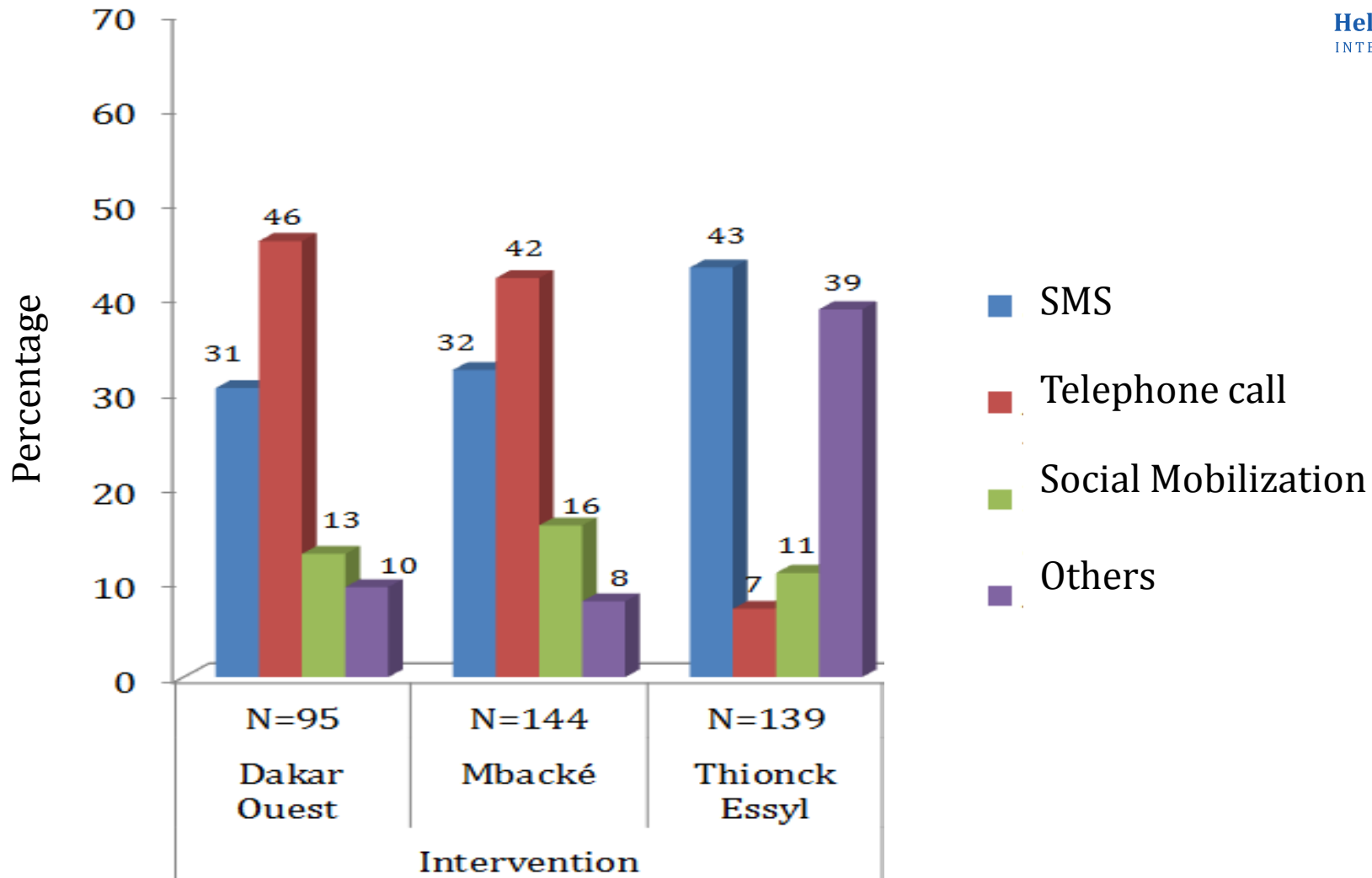
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VITAMIN A SUPPLEMENTATION COVERAGE AT SIX MONTHS IN INTERVENTION AND CONTROL HEALTH DISTRICTS



REPORTED SOURCES OF INFORMATION THAT THE CHILD IS DUE TO RECEIVE VITAMIN A SUPPLEMENTATION AT 6 MONTHS



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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