

Usage and Feedback from a 3-Week Launch of a Maternal Health Line for Men in Pakistan

Authors: Sacha St-Onge Ahmad, Muhammad Bilal Saleem, Maryam Ayub, Tallal Ahmad, Shan Randhawa, Zain Tariq, Mustafa Naseem, Agha Ali Raza

Abstract:

Creating easy access to basic maternal and newborn health information for expectant fathers is likely to improve birth outcomes. We present Super Abbu, a maternal health service that delivers personalized healthcare information and has a discussion forum over an interactive voice response (IVR) system. In its first **21 days, Super Abbu amassed 4,662 users who made 9,424 calls and performed 49,600 actions**. Content was listened to 22,878 times, voted on 12,285 times, forwarded 1,737 times and recorded 3,276 times. **The majority of users who asked questions (86.6%) were male and the majority of questions were about maternal health (65.1%)** followed by questions about child health (12.9%). Super Abbu provides men an opportunity to improve their maternal and child health literacy that may lead to improved birth outcomes.

Acknowledgements:

Umar Saif, Usman Umar, Abdullah Kharal

What Super Abbu Does:

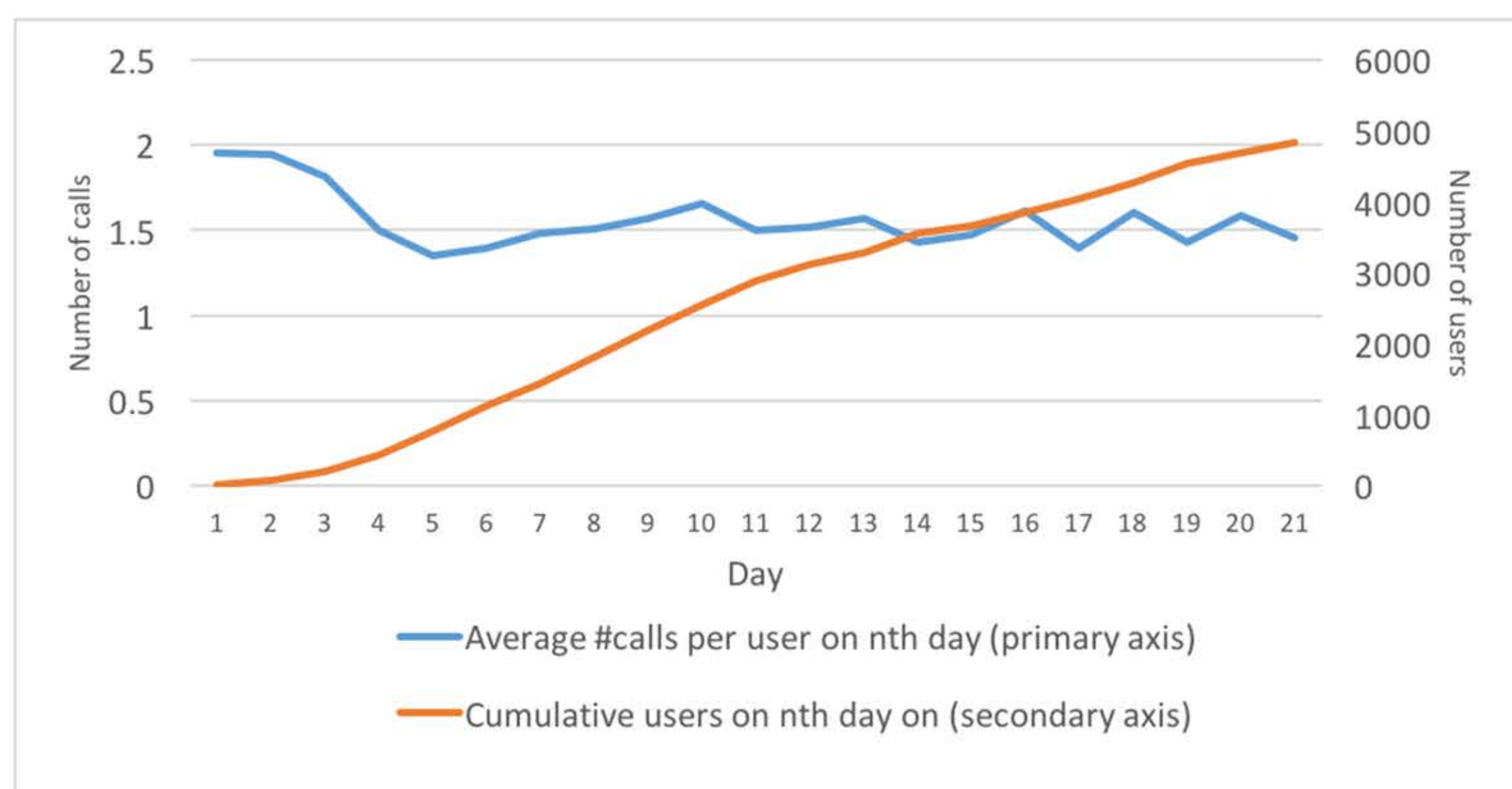
When a user calls the service, a caller ringback tone informs them they will receive a call back shortly, after which it disconnects (so the caller is not charged). Super Abbu calls the user back and presents 3 options: 1) Questions and Answers by Dr. Saba, 2) Parents' Stories About Pregnancy and Delivery, and 3) Provide Feedback. Users listen to and record content that suits their interests and needs.

Service Reception:

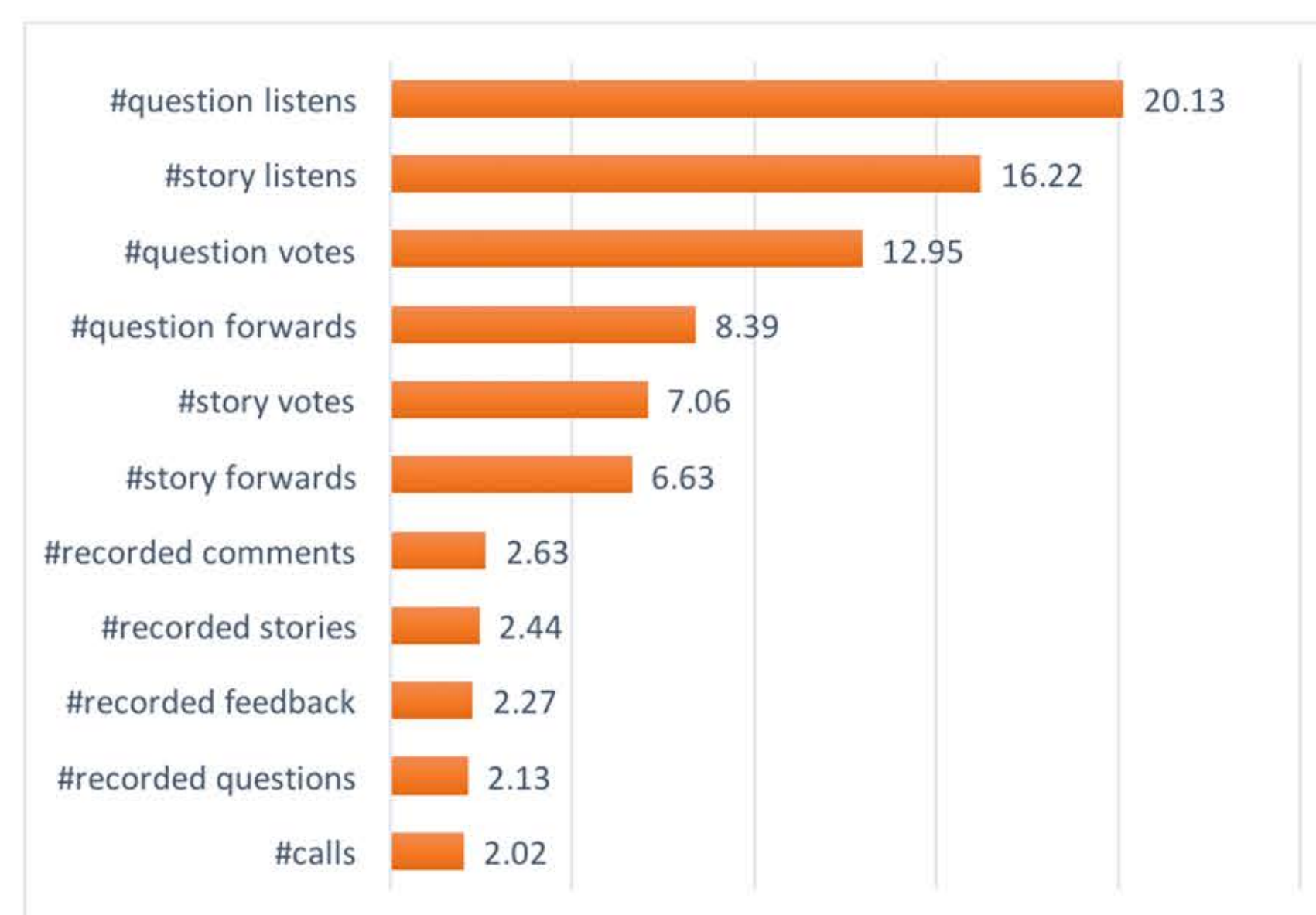
A majority of the feedback (59%) was positive and constructive (30%). Negative feedback was based on the inappropriateness of the content on the service and about some users making inappropriate comments.

Next Steps and Expected Contributions

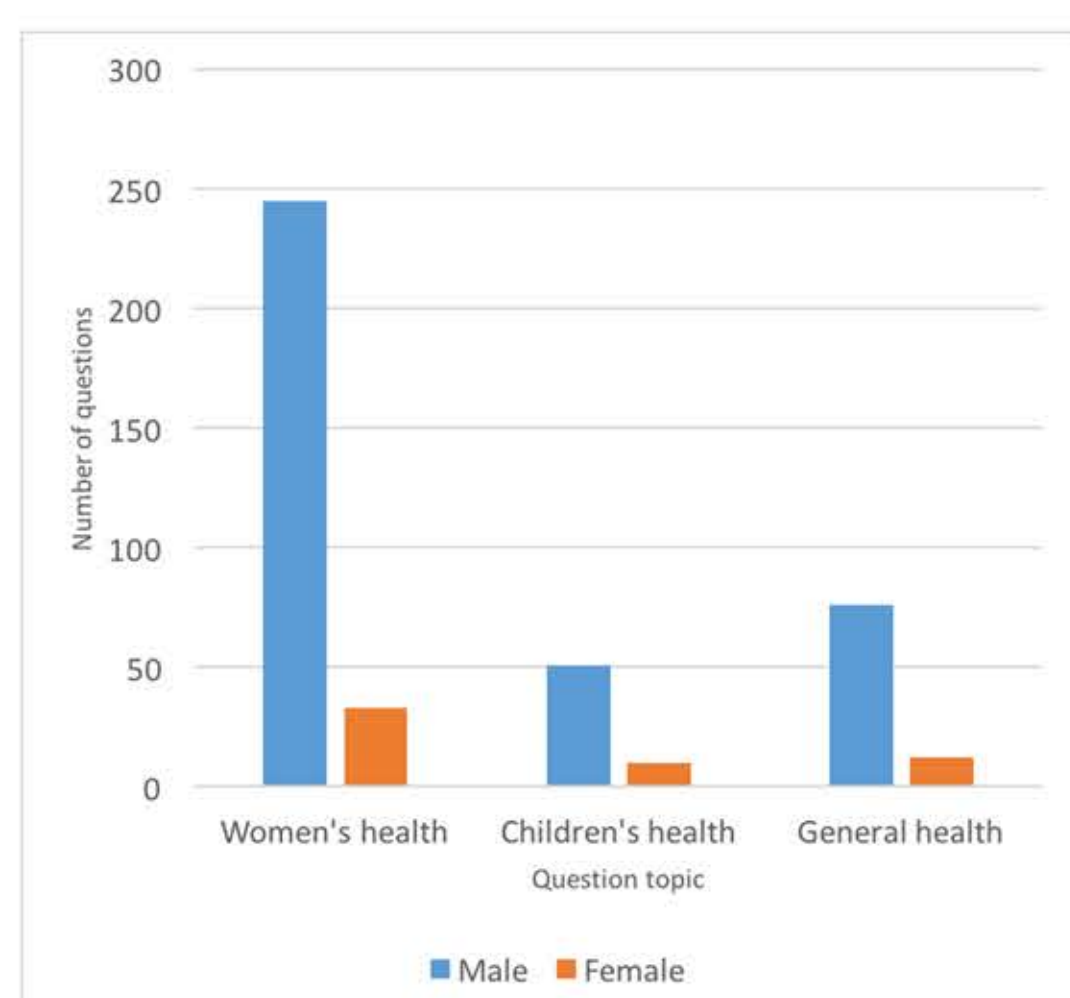
Super Abbu will continue to operate for an additional 800,000 minutes. The data collected during this time will be compiled into a research publication. We would like to scale the service up further, amass over 20,000 users, and then conduct an impact evaluation to determine the benefit users get. We hypothesize that the service will be most impactful in increasing men's health literacy and indirectly improving the health of their respective wives and children.



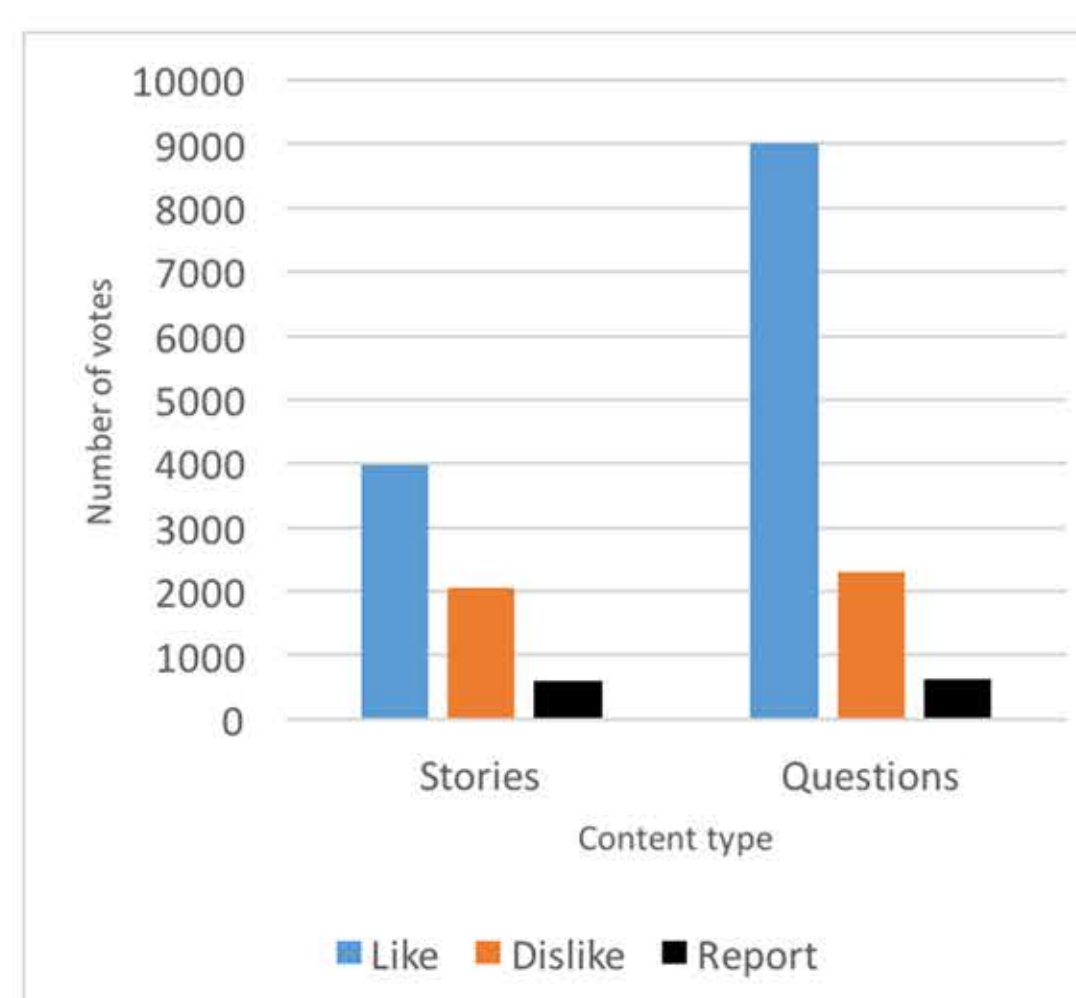
Daily usage of Super Abbu per user



Frequency of actions performed by type per user



Topic of question asked by gender



Total votes on stories and questions