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> Mixed Method Evaluation of a Passive mHealth Sexual Information Texting Service in Uganda<sup>\*</sup>

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## Abstract

We evaluate the impact of a leadyh information intervention implemented freezaft neidef placens, wing a clustered randomized cantrol trial anymented by qualitative intervertens. The intervention along its improve second leadyh incredulegy and addit individuals transde units around hehavior by providing withinkic information along a cosmol neight intervention inclusion associates of an advise database on topics requested havior by providing withinkic additionar on topics requested individual and the state of the state of the state of the intervention of the state of the state of the state of the state with SMS. It was offend by MTN Uguedo at us cred heat the strenge acress to information would increase insceledge and shift behavior to inso its results. It was offend by a bab in perception of norms, Qualitative acress reproductions, in fact, we find that the quantitative acresy multic. We combine by discussing a potential unchanism explaining the commercianing the inflags.

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## Mixed Method Evaluation of a Passive mHealth Sexual Information Texting Service in Uganda

We evaluate the impact of a health information intervention implemented through mobile phones, using a clustered randomized control trial augmented by qualitative interviews. The intervention aimed to improve sexual health knowledge and shift individuals towards safer sexual behavior by providing reliable information about sexual health. The novel technology designed by Google and Grameen Technology Center provided automated searches of an



advice database on topics requested by users via SMS. It was offered by MTN Uganda at no cost to users. Quantitative survey results allow us to reject the hypothesis that improving access to information would increase knowledge and shift behavior to less risky sexual activities. In fact, we find that the service led to an increase in promiscuity, and no shift in perception of norms. Qualitative focus groups discussions support the findings of the quantitative survey results. We conclude by discussing a potential mechanism explaining the counterintuitive findings

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