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SUAAHARA
Building Strong & Smart Families

Evaluating the impact of sending SMS messages to increase egg consumption among children 1-2 years of age, a cluster-randomized controlled trial in Kanchanpur, Nepal

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Study justification:

- Emerging interest in Nepal and globally to use SMS for behavior change
- Little to no evidence of intervention effectiveness
- Nepal MoHP is prioritizing SMS in their SBCC strategy for MSNP II

Primary Objective:

- To determine whether an SMS intervention, layered onto a preexisting package of behavioral change interventions, has a positive impact on egg consumption among children 12 to 23 months of age

Secondary Objectives: To assess intervention effect on

- egg consumption among other household members;
- dietary diversity among household members, including children 12 to 23 months of age
- IYCF knowledge
- participation in HMG meetings
- listenership to the Suaahara II radio program, Bhanchhin Aama.

Expected outcome: This study will inform NGO and GoN mhealth/mnutrition efforts. This C-RCT helps evidence gaps regarding the effectiveness of using text messaging to improve nutrition practices.

Data collection:

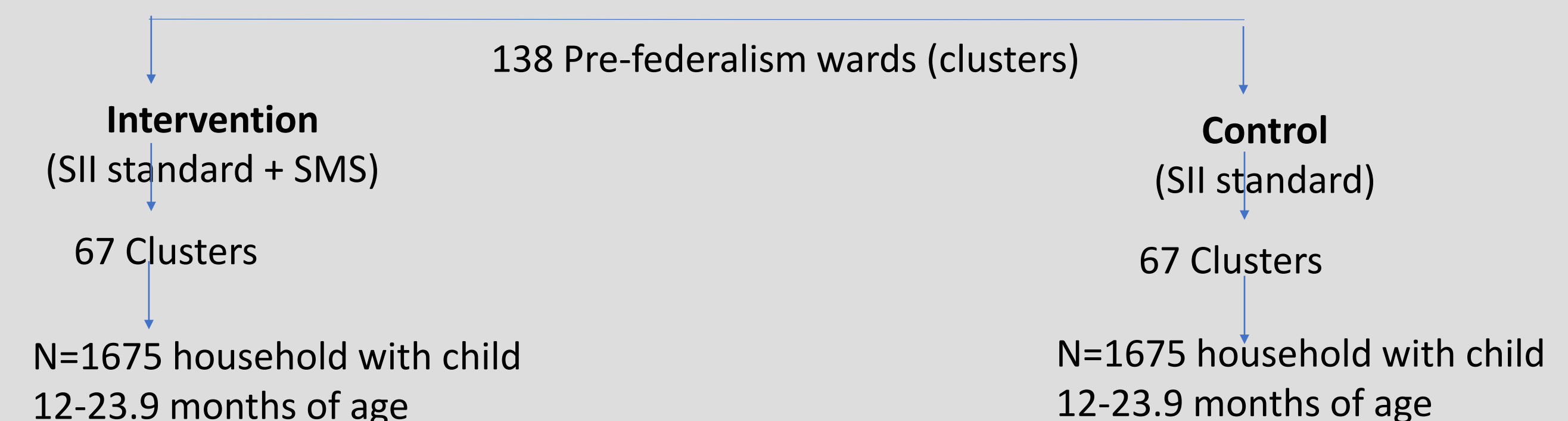
- Quantitative baseline and endline surveys
- Mixed methods process evaluation
- External survey firm
- NHRC approval

Exclusion criteria:

- 1) Household that don't have a woman in the 1000-day period in residence
- 2) Households without a mobile phone
- 3) Household who don't want to be in the study



Egg C-RCT Design



Intervention Duration: 10 months between baseline and endline