

# BIG SISTA CHATBOT: INTEGRATING MENSTRUAL HEALTH AND FAMILY PLANNING FOR AGYW

## AUTHORS

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## BACKGROUND

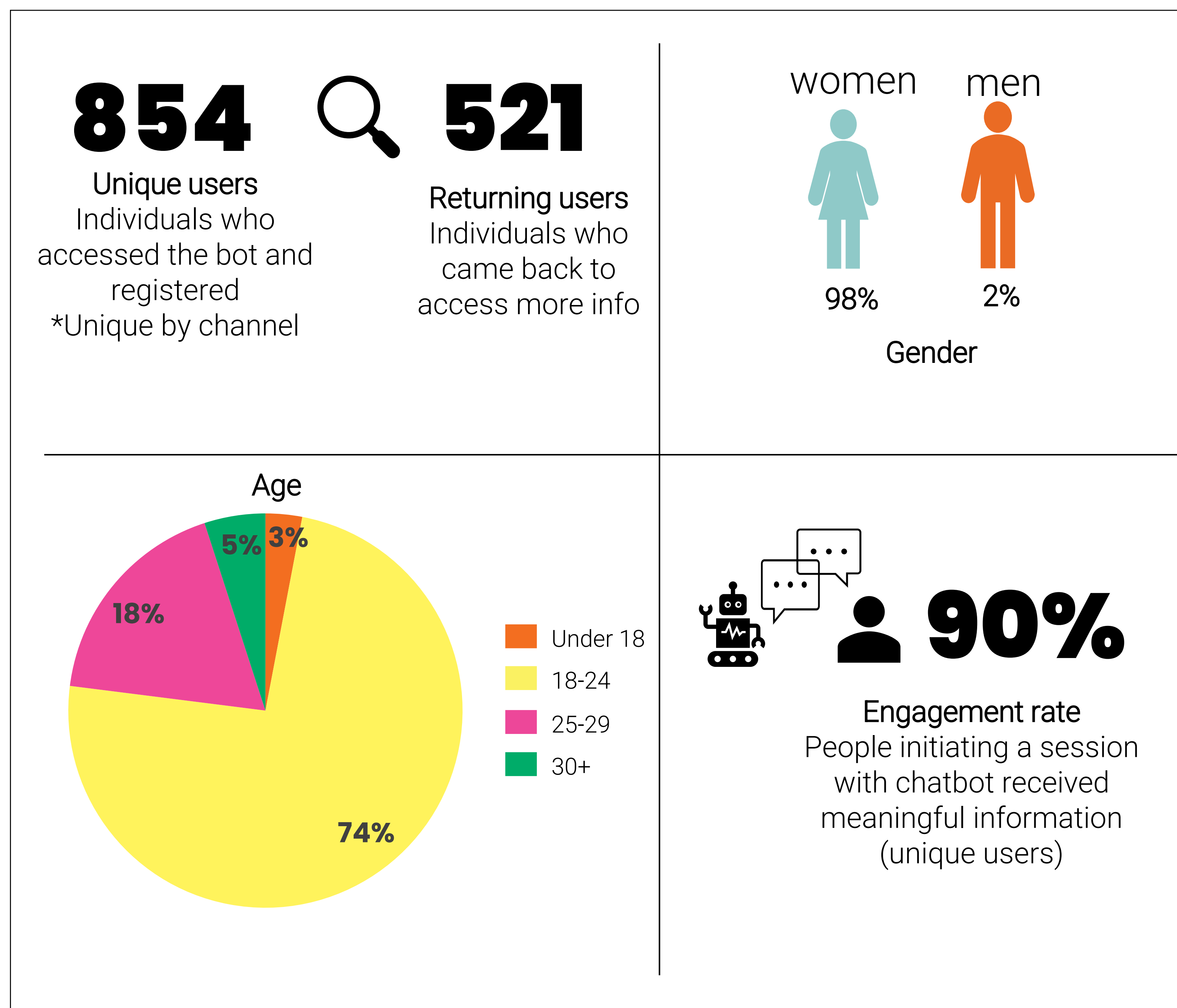
- When AGYW are more knowledgeable about their bodies and can effectively manage changes that come with growth and development they are better-equipped to manage their long-term sexual and reproductive health.
- The pilot seeks to demonstrate that integrating Menstrual Health (MH) content into sexual and reproductive health (SRH) information can lead to higher levels of engagement with contraceptive information, improved MH and SRH knowledge, greater uptake of contraceptive services, and greater self-reported satisfaction and/or contraceptive method adherence.
- 9ja Girls, an SRH program in Southern Nigeria is a safe space for and by adolescent girls designed to increase contraceptive uptake. The program sought to improve reach through digital engagement.

**The Big Sista Chatbot is a self-navigated information tree, accessed via Facebook Messenger that provides menstrual health and contraceptive information as part of the broader 9ja Girls' programme and links girls to nearby clinics.**

## METHODS

- SFH Nigeria piloted the chatbot in January 2021, targeting AGYW 15-19 years old.
- The chatbot was optimized and promoted on the 9ja Girls Facebook page from February-April 2021.
- Routine digital analytics were used to track user engagement within the chatbot and to measure users' interactions with the various streams of content.
- Menstrual Health content was enhanced, additional analytics collected and analyzed to track engagement habits, including frequency and timing of self-referrals, and feedback and self-reporting of behaviors over time.

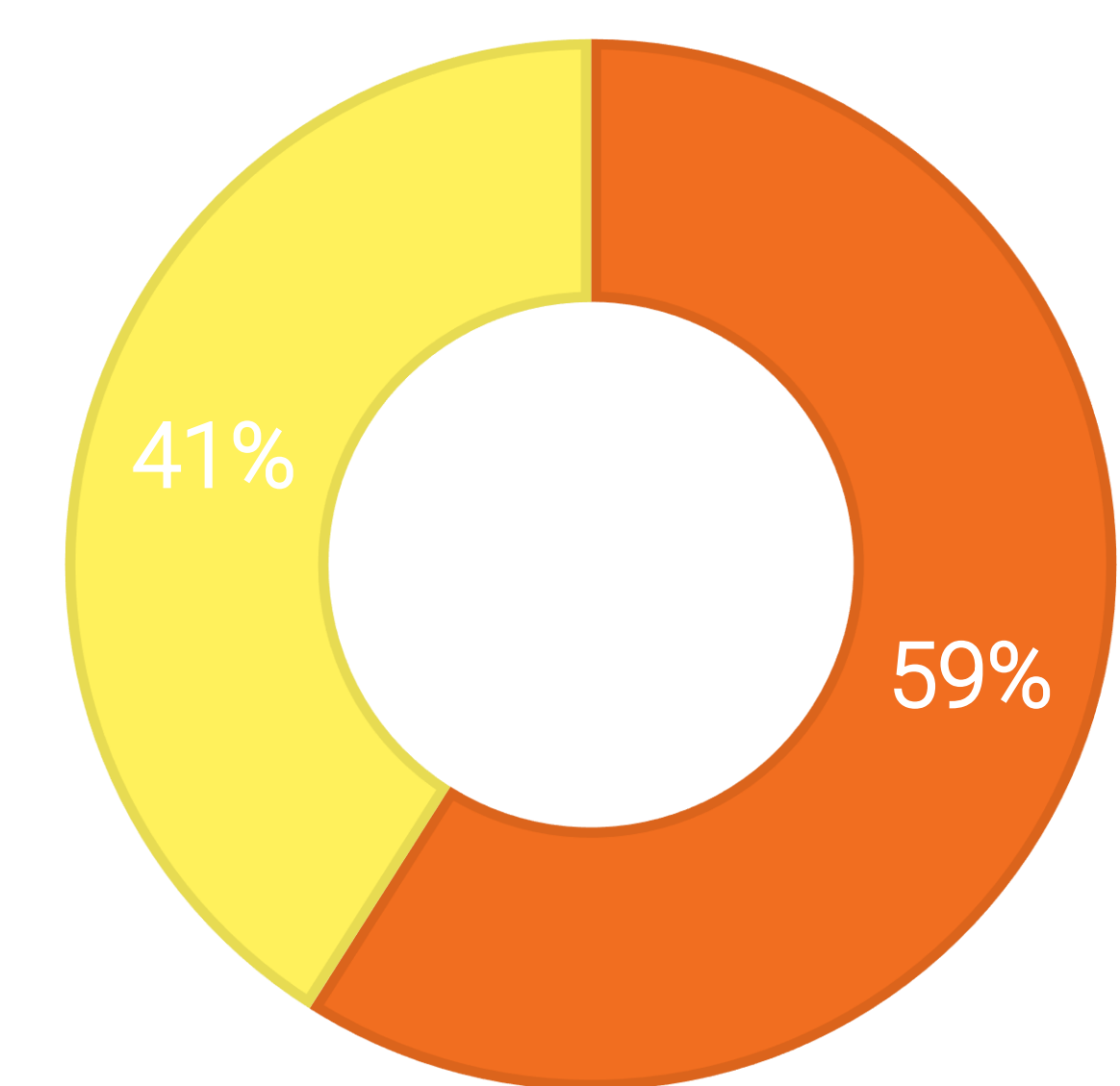
## RESULTS



- The chatbot reached 854 unique users and 521 returning users.
- Almost all users (98%) are female and over three quarters are 24 years old or younger.
- The overall engagement rate is 90%, indicating that most unique users received meaningful information from the chatbot contents.

- Most initial interactions (59%) were with the MH content stream (1094 interactions), as compared to 41% of interactions with contraceptive method information (766 interactions).
- There were 882 interactions about late periods or no periods, 65% (569/882) of which resulted in follow-on interactions with sub-branches of information about pregnancy or contraception.
- When analysing free-text responses to requests for feedback, periods were the most frequently cited topics discussed. Other frequently cited topics included: contraception, calculation of next period, pregnancy and ovulation.

**GRAPH 1. INITIAL CONTACT WITH CHATBOT BY TOPIC**



■ Menstrual Health ■ Contraception

## MOST ENGAGING TOPICS

MOST ENGAGING TOPICS	%
Hormonal contraception	<b>49%</b>
Pregnancy	<b>35%</b>
Ever had an HIV Test	<b>17%</b>

## CONCLUSION

- The chatbot engagement demonstrated a desire for Menstrual Health content and information as well as engagement with MH sub-branches about pregnancy and contraceptive content.
- MH is a desirable topic on its own, and it can also serve as a valuable entry point to other SRHR topics.
- The chatbot can help girls access the SRHR information they need by starting with more familiar and accessible information.
- This digital tool provides an opportunity to reach the target audience with critical information and services at scale for relatively low cost.

## NEXT STEPS

- The next phase of the pilot will collect more detailed analytics and user feedback and be able to demonstrate unique users' movement between content streams (e.g. MH to contraceptives or vice versa).
- Feedback will be gathered on users' knowledge, reported uptake, and method continuation through embedded surveys.
- We hope to identify the relative proportion of users who begin engagement with the chatbot through MH topics and then move into contraceptive information, with associated outcomes related to reported knowledge, uptake, and method continuation.

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