

REACHING YOUNG PEOPLE WITH HEALTH PROMOTION MESSAGES TO IMPROVE ADOLESCENT SEXUAL AND REPRODUCTIVE HEALTH AND REDUCE SMOKING IN INDONESIA

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INTRODUCTION

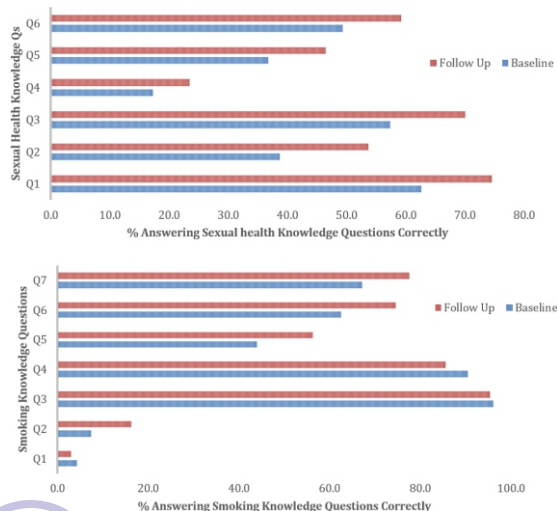
Indonesia, with its huge youth population, high rates of smoking and unmet need for family planning services is an ideal setting to pilot an integrated short messaging service (SMS) to improve young people's access to sexual reproductive health (SRH) information and services; and improve awareness of harms related to smoking



Table 1. Comparison of Sexual Health and Smoking Knowledge Scores between baseline and follow among matched participants

n=197	Baseline		Follow Up		Paired t-test (p-value)
	Mean	SD	Mean	SD	
Sexual Health Knowledge score	2.71	1.64	3.40	2.90	<0.01
Smoking Knowledge score	3.83	1.18	4.10	1.30	0.01

Figure 1. Proportion of knowledge questions answered correctly, baseline vs. follow up



METHODS

We recruited 555 young people (16-42yrs) from universities, schools and primary health centres into a six-week SMS intervention. Youth received a total of 12 SMS: 6 related to SRH and 6 regarding the harms of smoking based on their risk profile. To evaluate the intervention, participants completed a baseline and follow-up online surveys assessing changes in knowledge and attitudes and focus groups discussions to assess acceptability of SMS as an effective health promotion tool. We examined changes overtime with McNemars test of proportions for dichotomous data and matched t-test for knowledge scores.

RESULTS

Of the 555 baseline participants, 235 (42%) completed a follow-up survey of which 197 (84%) were matched to a baseline survey. Median age of participants at baseline was 19 years and 63% were female. A small proportion reported ever having sex (11%), with a median age of first sex 18 years (14-23). Almost a third of the sample (29%) reported ever having smoked cigarettes, higher among males (61%) compared to females (10%). Matched analysis showed significantly increases in mean knowledge scores from baseline to follow up for both SRH (p-value <0.01) and smoking (p-value 0.01). Young people reported either learning something (95%), finding the SMS informative and a useful reminder (95%) and interesting or entertaining (61%).

CONCLUSION

There is great potential for SMS-based and other mHealth interventions to reach youth in Indonesia with health promotion messages and provide credible information about SRH and harms related to smoking, particularly to dispel common myths. There is also a clear place for scale up of SMS and other health promotion interventions targeting young people, with the potential to explore additional topics around healthy life style, nutrition and physical activity, as supported by young people in this study

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