Satisfaction with information and areas for improvement

One significant indicator used to evaluate program effectiveness is the satisfaction of subscribers with program content; specifically, whether respondents received information on topics that interested them. Respondents answered several questions about the content of SMS messages. There were separate questions for pregnant women and women with children under one year of age.

Fig. 1 shows that pregnant participants received a significant amount of useful and relevant information on the following topics: 1) healthy eating (77.5%), 2) information about benefits (69.3%), and 3) emotional state during pregnancy (67.3%). On the whole, more than half the participants surveyed found the information provided for each topic useful.

Mothers with children under one year found the information provided on the following topics the most relevant: 1) information about the health of newborns (91.4%), 2) key stages of development in the first year of a child's life (91.4%), 3) information about maternal health after childbirth (80%), 4) vaccination (79.3%) (fig. 2). Based on the data received, we can say that information on almost every message topic was useful and relevant.
Two more questions were given to program participants in order to improve the quality of the SMS service content.

Fig. 3 shows data on the most relevant data for each topic, according to respondents, and where the latter would like to see more information: 1) information on benefits (6.3%), and 2) exercise and stretches (2.7%).

On the whole, participants did not express interest in a major increase in information on existing topics, which also indicates the sufficiency of information provided currently.

The more open-ended question "Which topics would you like to see added to the SMS service?" (fig. 4), however, generated a number of suggestions. The most frequently mentioned topics were: 1) Feeding (13.4%), 2) information about children after the first year of life (5.4%).
Which topics would you like to see expanded in the SMS service?

- Information about maternal health: 1.8%
- Information about child health: 1.8%
- Healthy eating: 1.8%
- Emotional state during pregnancy: 0.9%
- Exercise and stretching: 2.7%
- Information about benefits: 6.3%
- Vaccination: 1.8%
- Prevention of flu and respiratory illnesses: 1.8%
The total number of topics suggested was 20, which indicates that participants are interested in the maximum possible range of topics for the service, an important result for further program implementation and improvement.

Finally, respondents were asked how many text messages they would like to receive per week (fig.5). A quarter of respondents (24.5%) are satisfied with the 1-2 SMS per week currently sent by the program. Most respondents, however, would prefer a greater frequency of messages. The most popular option among respondents was 3-4 SMS per week (31.0%). The remaining third would like to receive 5 or more SMS per week. These data demonstrate that participants...
would be interested in receiving more information from the SMS service, indicating the level of demand among subscribers.

Fig. 5

<table>
<thead>
<tr>
<th>Date</th>
<th>Number of text messages per week</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Jan</td>
<td>24,5%</td>
<td></td>
</tr>
<tr>
<td>4-Mar</td>
<td>31,9%</td>
<td></td>
</tr>
<tr>
<td>6-May</td>
<td>17,2%</td>
<td></td>
</tr>
<tr>
<td>8-Jul</td>
<td>20,9%</td>
<td></td>
</tr>
<tr>
<td>9 or more</td>
<td>5,5%</td>
<td></td>
</tr>
</tbody>
</table>

Number of text messages per week