ANNEX I

Work Plan

S. No.	ACTIVITY
1	Meetings and regular discussions with the mentors to have a better understanding of the study. Detailed work plan including research methodology and sampling procedure will be discussed
2	Preparation of the Draft Proposal and further development of final Study Proposal with the help of feedback and comments of the mentors
3	Submission of Final Proposal
4	A structured Questionnaire will be developed and finalized with necessary additions after taking feedback from the mentors
5	Field Work: The tentative field movement plan will be finalized
6	Data coding, entry and Analysis
7	Preparation and finalization of the Draft Report and submission of the Draft report
8	Final Study Report will be prepared and submitted

ANNEX II

Analysis Plan

1) Respondents by background characteristics

Background characteristics	Percentage of respondents	Male (%)	Female (%)
Age			
17-21 yrs			
22-26 yrs			
Total (N)			
Gender			
Male			
Female			
Total (N)			
Education			
Undergraduate			
Postgraduate			
Total (N)			
Accommodation Type			
With Family/Residence			
Hostel			
PG			
Total (N)			

District			
East Delhi			
New Delhi			
North West			
North Delhi			
South Delhi			
West Delhi			
Total (N)			
Religion			
Hindu			
Muslim			
Sikh			
Christian			
Others			
Total (N)			

2) Proportion of respondents owning cell phones, purpose of using cell phone and network provider assessment

	% of respondents	
	Male	**Female**
Ownership of cell phones		
Total (N)		
Usership of cell phones		
Talking/Calls		
Messages		
Games		

Bluetooth		
WAP/Internet		
Music Player		
Camera		
Total (N)		
Network Providers of respondents		
Vodafone		
Airtel		
Idea		
Reliance		
Tata Indicom		
Other		
Total (N)		

3) Proportion of respondents receiving any free messages and willingness to receive health messages on mobile phones

	% of respondents
Receiving any of the free message	
Total (N)	
Want to receive any Health related message	
Total (N)	
Want to participate in Free health message programme by Government	
Total (N)	
Messages	
Oral pills	

Condoms	
Emergency Contraceptives	
Tobacco/Drug Use	
HIV/AIDS	
STDs	
National Health Days	
Recent Health news	
Total (N)	

4) Preferred mode of getting messages and frequency of messages

	% of respondents
Preferred Mode	
Call	
SMS	
Both	
Total (N)	
Frequency To Receive information	
At least once a week	
At least once a month	
At least once in 6 months	
Total (N)	

5) Proportion of respondents showing details on different types of messages

5.1 Oral pills

Particulars **(S= Spontaneous P= Prompted)**	**Spontaneous**	**Total (N)**

About different types of oral pills available	S		
	P		
Use of oral pills	S		
	P		
Outlets to obtain	S		
	P		
Danger signs/Side effects	S		
	P		
Advantages and Disadvantages of oral pills	S		
	P		
Effectiveness of oral pills	S		
	P		

5.2 Condoms

Particulars **(S= Spontaneous P= Prompted)**	**Spontaneous**		**Total (N)**
About different types of Condoms available	S		
	P		
Use of Condoms	S		
	P		
Outlets to obtain	S		
	P		
Danger signs/Side effects	S		
	P		
Advantages and Disadvantages	S		

of Condoms	P		
Effectiveness of Condoms	S		
	P		

5.3 emergency contraceptives

Particulars **(S= Spontaneous P= Prompted)**	**Spontaneous**		**Total (N)**
About different types of emergency contraceptives available	S		
	P		
Use of emergency contraceptives	S		
	P		
Outlets to obtain	S		
	P		
Danger signs/Side effects	S		
	P		
Advantages and Disadvantages of emergency contraceptives	S		
	P		
Effectiveness of emergency contraceptives	S		
	P		

5.4 Tobacco

Particulars **(S= Spontaneous P= Prompted)**	**Spontaneous**		**Total (N)**
Harmful products of tobacco	S		
	P		

Minimum age for use of tobacco products	S		
	P		
Laws and regulations pertaining to tobacco	S		
	P		
Danger signs/Side effects	S		
	P		
Information on discontinuing tobacco products	S		
	P		
Latest trend on Tobacco and drug users	S		
	P		

5.5 HIV/AIDS

Particulars **(S= Spontaneous P= Prompted)**	**Spontaneous**		**Total (N)**
Modes of transmission	S		
	P		
HIV/AIDS prevention	S		
	P		
HIV/AIDS Management	S		
	P		
Myths/misconceptions about HIV spread	S		
	P		
HIV/AIDS counselling (ICTC centers)	S		
	P		

5.6 STDs

Pa14rticulars **(S= 32Spontaneous P= Prompted)**	**Spontaneous**		**Total (N)**
Mode15s of transmission	S		
	P		
STD prevention	S		
	P		
STD Management	S		
	P		
Myths/misconceptions about STD spread	S		
	P		
STD counselling	S		
	P		

6) Media exposure

Indicators	**Male**	**Female**
Listened to Radio at least once a month (%)		
Watched TV at least once a month (%)		
Total		
Listened to any contest on radio		
Took part in any contest on radio		
Participated in any health		

related contest on radio		
Total		

7) Exposure of respondents to messages on health through media

Exposure to messages	**Radio**	**Television**
Oral pills		
Condoms		
Emergency Contraceptives		
Tobacco/Drug Use		
HIV/AIDS		
STDs		
National Health Days		
Recent Health news		
Total N		

ANNEX III

ASSESSING USE OF MOBILE PHONES
IN
IMPROVING ACCESS TO HEALTH MESSAGES

IDENTIFICATION

Serial Number:			

STATE:DELHI		
GENDER	Male	1
	Female	2
ACCOMODATION TYPE	With Family/Residence	1
	Hostel	2
	PG	3
DISTRICT	East Delhi	1
	New Delhi	2
	North West	3
COLLEGE	_____ _____	

DATE OF INTERVIEW	(DD / MM / YY) ☐☐ / ☐☐ / ☐☐
TIME OF INTERVIEW	START TIME (HH / MM) ☐☐ / ☐☐
	END TIME (HH / MM) ☐☐ / ☐☐

CONSENT

Introduction **– My name is Pooja Babber. I am from IIHMR, New Delhi. The following study is about assessing the use of mobile phones in improving access to Health Messages.** Consent for the interview- **Participation is voluntary and all the information will be kept private and confidential. The survey will take about 15 minutes.**

I would like to get your consent to participate in this survey. It is up to you to decide whether to participate.

Would you like to participate in this study?

Yes …….1

No ……..2

} If 1 then continue else end interview

Date: _____

Signature: _____

No.	Questions	Coding categories	Code	Skip to
01	What is your age?	Current Age	☐☐	
02	What are you doing? Which year are you in?	Graduation _____		
		Post graduation _____		
03	Which course are you pursuing?	_____		
04	What is your religion?	Hindu	1	
		Muslim	2	
		Sikh	3	
		Christian	4	
		Other(Specify)_____	9	
05	**Do you own a mobile phone?**	Yes	1	
		No	2	23
06	**Does your mobile phone have any of these features?** READ THE OPTIONS **MULTIPLE RESPONSES POSSIBLE**	Messages	1	
		Radio	2	
		Games	3	

		Bluetooth	4	
		WAP/Internet	5	
		Music player	6	
		Camera	7	
07	Currently, which mobile network are you using?	Vodafone	1	
		Airtel	2	
		Idea	3	
		Reliance	4	
		Tata Indicom	5	
		Other (Specify)_____	9	
08	For what purpose are you using mobile phone? **MULTIPLE RESPONSES POSSIBLE**	Talking/Calls	1	
		Messages/SMS	2	
		Games	3	
		Bluetooth	4	
		WAP/Internet	5	
		Music player	6	
		Camera	7	

		Other (Specify)_____	9	
09	**For how long you have been using the mobile phone?**	Less than 1 year	1	
		1-2 years	2	
		More than 2 years	3	
		Don't know	8	
10	**Do you receive any of the free messages on your phone?**	Yes	1	
		No	2	
11	**Would you like to be a potential user of any of type of free message related to health information and awareness on your phone?**	Yes	1	
		No	2	23

12	**Would you like to have messages on the following:** READ THE OPTIONS **MULTIPLE RESPONSES POSSIBLE**	**Topic**	**Yes**	**No**
		Oral pills	1	2
		Condoms	1	2
		Emergency contraceptives	1	2
		Tobacco/Drug use	1	2
		HIV/AIDS	1	2
		STDs	1	2
		National health Days (World AIDS day)	1	2

		Recent Health News/outbreaks	1		2
		Other(Specify)_____	9		
13	**What is the preferred mode of communication-** **A call or SMS to obtain information?**	Call	1		
		SMS	2		
		Both	3		
14	**How frequently would you like to receive this information?** READ THE OPTIONS	At least once a week	1		
		At least once in 1 month	2		
		At least once in 6 months	3		
		Once a year	4		
		Never	5		
15	**Would you forward these messages to your friends?**	Yes	1		
		No	2		
16	**What type of information would you like to receive on oral pills through messages?** READ THE OPTIONS **MULITIPLE RESPONSES POSSIBLE** **A. Spontaneous** **B. Probe**	**Topic**	**A**	**B**	**C**
		About different types of oral pills available	1	2	3
		Use of oral pills	1	2	3
		Outlets to obtain	1	2	3
		Danger signs/Side effects	1	2	3
		Advantages and Disadvantages of oral pills	1	2	3

	C. No	Effectiveness of oral pills	1	2	3
		Other(Specify)_____	9		
17	**What type of information would you like to receive on condoms through messages?** READ THE OPTIONS **MULITIPLE RESPONSES POSSIBLE** **A. Spontaneous** B. **Probe** **C. No**	**Topic**	**A**	**B**	**C**
		About different types of condoms available	1	2	3
		Use of condoms	1	2	3
		Outlets to obtain	1	2	3
		Danger signs/Side effects	1	2	3
		Advantages and Disadvantages of condoms	1	2	3
		Effectiveness of condoms	1	2	3
		Other (specify)_____	9		
18	**What type of information would you like to receive on emergency contraceptives through messages?** READ THE OPTIONS **MULITIPLE RESPONSES POSSIBLE** **A Spontaneous** **B Probe** C. **No**	**Topic**	**A**	**B**	**C**
		About different types of emergency contraceptives available	1	2	3
		Use of emergency contraceptives	1	2	3
		Outlets to obtain	1	2	3
		Danger signs/Side effects	1	2	3
		Advantages and Disadvantages of emergency contraceptives	1	2	3
		Effectiveness of emergency	1	2	3

		contraceptives			
		Other (specify)_____	9		
19	**What type of information would you like to receive on tobacco/drug use through messages?** READ THE OPTIONS **MULITIPLE RESPONSES POSSIBLE** **A. Spontaneous** **B Probe** **C No**	**Topic**	**A**	**B**	**C**
		Harmful products of tobacco	1	2	3
		Minimum age for use of tobacco products	1	2	3
		Laws and regulations pertaining to tobacco products	1	2	3
		Danger signs/Side effects	1	2	3
		Information on discontinuing tobacco products	1	2	3
		Latest trend on Tobacco and drug users	1	2	3
		Other(specify)_____	9		
20	**What type of information would you like to receive on HIV/AIDS through messages?** READ THE OPTIONS **MULTIPLE RESPONSES POSSIBLE** **A. Spontaneous** **B Probe** **C No**	Modes of transmission	**A**	**B**	**C**
		HIV/AIDS prevention	1	2	3
		HIV/AIDS Management	1	2	3
		Myths/misconceptions about HIV spread	1	2	3
		HIV/AIDS counselling (ICTC centers)	1	2	3
		Other(specify)_____	9		
21	**What type of information would you like to**	Modes of transmission	**A**	**B**	**C**

	receive on STDs through messages? READ THE OPTIONS **MULTIPLE RESPONSES POSSIBLE** **A. Spontaneous** **B Probe** **C No**	STD prevention	1	2	3
		STD Management	1	2	3
		Myths/misconceptions about STD spread	1	2	3
		STD counselling	1	2	3
		Other(specify)_____	9		
22	Suppose Government starts a programme on free health messages on mobile phones, would you like to participate?	Yes	1		
		No	2		

MEDIA EXPOSURE

23	During the last 1 month how often have you listened to the radio?	At least once a week	1	
		Did not listen	2	28
24	Do you listen to any of the contests/programmes on radio?	Yes	1	
		No	2	
25	Have you taken part in any contest/programmes on radio?	Yes	1	
		No	2	
26	Have you ever participated in any health related contests/programmes on radio?	Yes	1	
		No	2	
27	Would you like to recommend these	Yes	1	

	contests/programmes to your friends?			No	2		
28	During the last 1 month how often have you watched television?			At least once a week	1		
				Did not listen	2		End
29	Did you listen/ see any advertisement/announcements on the following at least once in the last 1 month?	**Radio**			**Television**		
		Y	**N**	**NA**	**Y**	**N**	**NA**
	Oral pills	1	2	3	1	2	3
	Condoms	1	2	3	1	2	3
	Emergency contraceptives	1	2	3	1	2	3
	Tobacco/Drug use	1	2	3	1	2	3
	HIV/AIDS	1	2	3	1	2	3
	STDs	1	2	3	1	2	3
	National health Days (World AIDS day)	1	2	3	1	2	3
	Recent Health News/outbreaks	1	2	3	1	2	3

THANKS